

## Routing Slip

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and much more...

## 2010 Small Business Excellence Awards

Online nomination forms  
are available at  
[www.lvchamber.com](http://www.lvchamber.com)

## President Barack Obama declares love of Vegas to Chamber members

"I love Vegas" declared President Barack Obama to more than 650 chamber members, business leaders and MGM MIRAGE employees at the Aria at CityCenter on Friday, February 19. Joined by United State Senate Majority

Leader Harry Reid and Jim Murren, Chairman of the Board of MGM MIRAGE, the President announced his commitment to bring Las Vegas back from the devastating impacts of the "economic eye of the storm" the city has

*continued on page 28*



## Nevada's Census 2010 campaign brings 5,000 jobs to Nevada

Nevada's Census 2010 Campaign offers an economic stimulus for our state in the form of high-paying, flexible temporary jobs. Census 2010 will help breathe life back into our economy because it will require the hiring of approximately 5,000 Nevadans. In preparation for Census Day, April 1, 2010, the Census Bureau conducts a variety of operations. These operations are geared toward developing

the most accurate mailing list of residential homes, coupled with a comprehensive list of other places people may live: university dormitories, prisons, assisted living facilities, military bases. There's also a count of the homeless to be undertaken.

Most of these operations will begin in March, including the first official mailing of the census form to households on March 15. In order to bring it all

*continued on page 29*



healthy businesses thrive

You already know how important your employees are to your small business. Providing quality health insurance is an important factor in keeping them and your business thriving. Did you know a Las Vegas Chamber of Commerce membership is the key to affordable 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)

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

## Leadership Las Vegas Class of 2011 applications available March 22

By Aggie Knoblock, 2010 Leadership Council

How many events, programs and seminars can you say have really made a deeply impacted on your life, both professionally and personally? How many long-term relationships are directly related to a professional development program you have invested in lately? In this changing economy, relationship building and developing new skills are vital to remaining competitive and relevant. Very few personal development programs can claim and deliver both. But I can tell you that, being a part of Leadership Las Vegas has changed my life and has built life long relationships I could not have made anywhere else.

Leadership Las Vegas has won several awards for its innovative approaches and has been recognized for setting the standard for many leadership programs that aspire to be what Leadership Las Vegas has achieved. For more than 23 years, Leadership Las Vegas has been developing a community of more than 900 professionals that continue to stay connected and are committed to the success of Southern Nevada.

Leadership Las Vegas strives to stay current with local issues and adapts its 10-month curriculum to meet the needs to each new class. The 48 individuals selected each year to participate go through an extensive application and interview process to ensure that each class has a depth of experience, diverse cultural perspective and represent a good cross-section of industries. Then these classmates embark on a journey of education, enlightenment and engagement.

As the class year progresses, leadership styles emerge and class dynamics evolve. Your perspective changes from participant to facilitator and both experiences are life-changers. You are submerged in the local issues affecting the community and are inspired to get involved and make a difference. You just can't sit still waiting for change. Leadership Las Vegas urges you to make the change happen.

During leadership session days, with so many passionate  
*continued on page 30*



**Aggie Knoblock**  
Properties Director  
Thomas & Mack Co.

## Las Vegas Chamber of Commerce 2010 Board of Trustees

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### Editorial Policy:

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

### Helpful Hints:

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

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## Prepaying dues pays big for Roberts Roof and Floor

The Las Vegas Chamber of Commerce congratulates Roberts Roof and Floor #3957 for winning a FREE full-page ad in the *Las Vegas Review-Journal* valued at more than \$20,000. Robert's Roof and Floor has been a Chamber member since 1943 and a Las Vegas business staple since 1928. Owner Frank Reed says the company has a long and involved history with the Chamber. Reed's uncle, Frank Scott, who bought the business in 1949, was a past chairman of the Las Vegas Chamber of Commerce, and was active in early government affairs efforts. Roberts Roof and Floor was eligible for the *R-J* ad because they took advantage of the annual prepaid



dues option for 2010. They were drawn randomly from a pool that included new members and members who prepaid dues. ■

## Florence Rogers Chamber's Circle of Excellence award winner for March



Florence Rogers

The Chamber is proud to recognize Florence M. E. Rogers, President/General Manager of Nevada Public Radio, as the March recipient of the Circle of Excellence award. A Chamber member since 1997, Rogers is a 2004 Leadership Las Vegas graduate and was a facilitator at the 2009 Class Gateway. Rogers also served on the Leadership Council from 2007-2010. She is currently chair of Chamber's Focus Las Vegas Committee and was a Focus Committee member in 2008 and 2009. Rogers has been instrumental in actively supporting the Chamber as a guest speaker at Focus and Leadership session days. As chair for Focus, she has steered the committee to

provide the best speakers and information to provide attendees with an exceptional program.

Rogers will be honored at the Chamber's Membership Power Luncheon on Wednesday, March 17, at The Four Seasons Hotel. The speaker for the luncheon is Dr. Robert E. Lang, Professor of Sociology and the UNLV Director of the Brookings Mountain West at the University of Nevada, Las Vegas. For more information see calendar of events on page 16. ■



### Follow us and become a fan!

The Chamber is now on Twitter and Facebook, links are available from our home page at [www.lvchamber.com](http://www.lvchamber.com).

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LVCC Green Business of the Year

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Conquer fears. Express ideas. Succeed with Chamber Voices Toastmasters. The Chamber offers its members a public speaking club to help them hone and develop presentation skills. This professional development program is held every two weeks and is perfect for Chamber members looking to improve their speaking abilities. No RSVP is required. Guests may attend at no charge.

Monthly on the  
**2<sup>nd</sup> & 4<sup>th</sup> Wednesdays**  
10:45 a.m. - Noon  
Las Vegas Chamber of Commerce Conference Center

Club dues are \$45 every six months

For more information regarding Chamber Voices Toastmaster Club visit us online at [www.lvchamber.com](http://www.lvchamber.com).

Las Vegas Chamber of Commerce

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## New “CBiz” advertising package instantly links you to potential customers

The Las Vegas Chamber of Commerce CBiz electronic advertising has been so effective at helping members attract new customers, we’re expanding the program to help drive even more business to your door!

CBiz is a Chamber member-exclusive, cost-effective, innovative marketing product designed to connect businesses to customers with the click of a mouse. This electronic advertising medium is an informational e-mail sent to all members of the Las Vegas Chamber of Commerce, inviting them to take advantage of special offers, deals and promotions offered by fellow Chamber members. When you purchase a CBiz package, your logo or ad copy appears on the e-mail with a direct link to your website or designated URL.

Chamber Media Sales Manager Jackie Chambers, says “Members who purchase a package can offer any type of promotion they want, and they can change it out from month to month. This is a highly-effective way to generate business-to-business sales opportunities.”



CBiz E-mail campaigns are simple to use. There are no lists to buy, no postage to purchase and none of the hassles of printing an advertisement.

Advertising in the new CBiz is open only to Las Vegas Chamber of Commerce members. Our new format offers four different ad sizes, and gives members the ability to expand their message, as well as link directly to their website. In addition, the Chamber now offers a highly-effective combo package to help you reach an even greater audience

of potential new customers. The CBiz/*Business Voice* advertising package includes a 1/4 page full-color ad in *The Business Voice* as well as a three-month “double tile” CBiz ad for just \$1,039.00, a savings of 35 percent! Smaller packages are also available, starting at only \$279.00.

For more information, call the Advertising department at 702.586.3856. ■

## 2010 Small Business Excellence Awards now accepting nominations

Do you know an exceptional small business that’s deserving of top-level recognition? If so, submit or nominate it for a Small Business Excellence Award today.

The Las Vegas Chamber of Commerce Small Business Excellence Awards were designed to recognize excellence in the small business community. We’re currently accepting nominations in the following categories:

### Small Business of the Year - 5 or fewer full time employees

- Utilizes strategic planning to stimulate and manage growth of business
- Active in the business community in Southern Nevada

- Demonstrates commitment to community stewardship
- Locally owned and operated, with a minimum of two successive years under current ownership
- For-profit venture

### Small Business of the Year - 25 or fewer full time employees

- Utilizes strategic planning to stimulate and manage growth of business
- Active in the business community in Southern Nevada
- Demonstrates commitment to community stewardship
- Locally owned and operated, with a minimum of two successive years under current ownership
- For-profit venture

*continued on next page*

If we told you you could reach more than 6,000 potential customers with the click of a button, would you be interested?



### Emerging Business of the Year – NEW!

The spirit of the Emerging Business Award is to recognize those businesses that have truly defined entrepreneurship, personified success and have exemplified a unique business beginning.

- Introduced a new product or service to the community; something not done before or something done/delivered in a completely unconventional manner
- Profitable and/or demonstrating fiscal responsibility
- Started by current owner and in business for a minimum of one year, but fewer than five years
- 25 or fewer full time employees
- Locally owned and privately held
- For-profit venture

### Non-Profit of the Year

- Demonstrates good stewardship of donor dollars and sound business practices, while meeting commitment to its organization mission
- A strong local community involvement and/or proven effective partnership with the business community
- Non-profit organization, fully accredited as a 501(c) (3)
- Operating history of at least three years with 25 or fewer full-time local employees
- Locally based
- Not affiliated with national organization

### Green Business of the Year

- Able to show reduced environmental impact through green initiatives
- A strong local community involvement with green initiatives
- 25 or fewer full time local employees
- For-profit venture
- Locally owned and privately held
- Minimum of two years in business

An online nomination form is available at [www.lvchamber.com](http://www.lvchamber.com). Simply click on Programs, then Small Business Excellence Awards. You may submit your company or nominate a qualified business. Public relations firms are also welcome to nominate qualifying candidates.

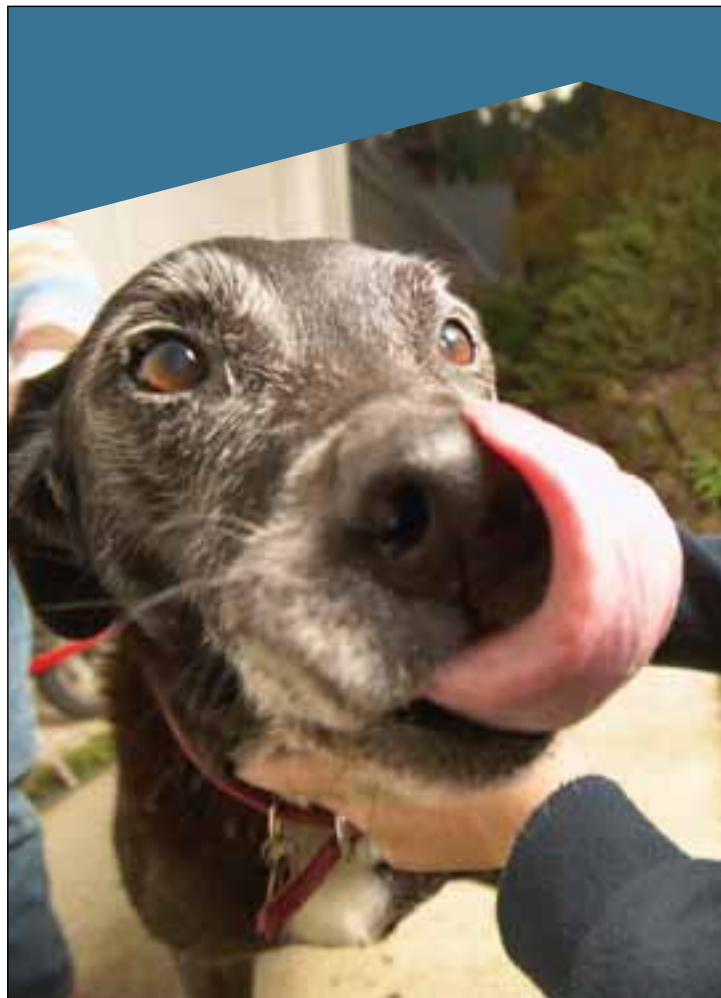
- Nominations close June 25, 2010
- All nominees must be members of the Las Vegas Chamber of Commerce for a minimum of one year, as of June 2010
- Nominees can be nominated in no more than two categories - 1st choice and 2nd choice
- Winners will be announced at the Small Business Excellence Awards luncheon on September 16, 2010

### Nevada State Bank is the exclusive sponsor of the Small Business Excellence Awards

The annual Small Business Excellence Awards luncheon will be held on September 16 to honor the finalists and announce the winners in each category. For more information contact Susan Sheridan at 702.586.3835 or e-mail [ssheridan@lvchamber.com](mailto:ssheridan@lvchamber.com). ■

## 2010 Small Business Excellence Committee:

- Bob Inman, McCarthy Kaster CPA's Ltd. – CHAIR
- Denise Alderette, Nevada State Bank
- Dawn Merritt, Nevada Corporate Communications
- Bob Orgill, BNY Mellon Wealth Management
- Debra Solt, Over the Top Training & Development, LLC



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## Learn to use customer complaints to increase business success

**E**ven dissatisfied consumers have the potential to become your best long-term, repeat customers – if you handle their concerns correctly.

The Las Vegas Chamber of Commerce March 10 Business Education Series, “A Complaint is a Gift: Using Customer Feedback as a Strategic Tool,” will feature Dr. Janelle Barlow. Barlow is president of TMI US, a partner with Time Manager International, a multinational training and consulting group, and is also CEO of Branded Customer Service. The focus of her presentation: how to gain more loyal customers through handling complaints more effectively, is based on Barlow’s business best-seller, *A Complaint is a Gift*, which has been published in 20 languages.

According to Barlow, research suggests that more than half of all responses to customer complaints reinforce and amplify customers’ initial negative reactions, rather than resolve the issue. Yet, when most frontline staff are asked how they handle complaints, they see themselves as treating the customer fairly and handing the complaint well.

The bottom line: positively dealing with negative customer experiences creates more loyal customers who want to tell others about your organization. Business owners need to view customer feedback as “free information” about what is and isn’t working within the company. While no business relishes customer complaints, this necessary aspect of

customer service can be improved when you employ effective techniques.

### Key presentation points:

- Learn why complaints are the greatest free marketing tool and, when handled well, are opportunities to create more loyal customers
- Find out the most common ways of handling complaints - and why most of them don’t work
- Learn how to use Barlow’s “Complaint is a Gift Formula” and tips on creating a complaint-friendly organization (complimentary cards will be provided to session participants)

Barlow’s doctorate was earned at the University of California at Berkeley. In addition, she has two master’s degrees, one in international relations and another in psychology. Her clients include dozens of Fortune One Thousand companies. Twice awarded the prestigious “International Trainer of the Year” award by Time Manager International, Barlow works in such exotic locations as Poland, Peru, Portugal, Puerto Rico, and Papua New Guinea. She is also vice president of the Global Speakers Association.

Make plans to attend this informative and educational event. Reserve your seat today by calling 702.641.5822, or visiting [www.lvchamber.com](http://www.lvchamber.com). ■

## Federal funding available for local “green jobs” initiatives

**T**he federal government has created a number of new programs designed to encourage hiring and job training in eco-friendly “green” jobs. Is your small business eligible to receive green jobs funding? *The Business Voice* conducted a Q&A with an expert on the subject, Chamber member Jaime Cruz, Programs Manager Green Economy Workforce Development.

**Q.** What is the federal government doing from a financial perspective to encourage hiring and training for green jobs?

**A.** “Workforce Connections is the local Workforce Investment Board funded by the U.S. Department of Labor (DOL). Currently there are both annual Workforce

Investment Act (WIA) formula funds and American Recovery and Reinvestment Act (ARRA) stimulus funds available locally for hiring and training in green jobs, health care, manufacturing and other sectors of our economy.”

**Q.** What can the DOL funding be used for?

**A.** “Over the last few months, we’ve seen an increase in the number of local businesses that take advantage of available ‘On the Job Training’ (OJT’s) funds for putting people back to work and expanding their businesses. Depending on the number of employees in a company, newly-hired qualified workers in on-the-job training activities can have 50 to 90 percent of their

*continued on next page*

### Business Education Series



Dr. Janelle Barlow

Date: Wednesday, March 10  
 Time: 7:00 - 7:30 a.m. Registration, networking & continental breakfast  
 7:30 - 9:00 a.m. Program  
 Location: CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce  
 6671 Las Vegas Blvd. South, Ste. 300  
 Speaker: Dr. Janelle Barlow  
 Program: “A Complaint is a Gift: Using Customer Feedback as a Strategic Tool ”

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wages subsidized for up to six months, depending on the individual's training needs and the specific job description. The subsidized training activity must end in permanent employment and wages must meet federal guidelines. Other uses of the DOL funds are classroom training, certification costs, basic language/numbers skills attainment, recruitment, screening, drug testing, and for qualified individuals, there are intensive services like transportation vouchers, safety and protective gear, child care and housing assistance."

**Q.** How can a business learn more about whether they qualify for this special funding?

**A.** "Visit the Workforce Connections website at [www.nvworkforceconnections.org](http://www.nvworkforceconnections.org) under the 'Resources' section to view more detailed information on OJT, and the list of WIA service providers. Contact the provider of your choice to arrange a face-to-face meeting for your business. If you need further assistance, view the Workforce Connections staff directory and contact an appropriate staff member to assist you."

**Q.** What other types of funding are available?

**A.** "Other federal agencies that have funding opportunities for the emerging green economy are the U.S. Department of Energy, the U.S. Department of Housing and Urban Development and the U.S. Small Business Administration. Each office can provide additional guidance on the programs and funding they have available."

For more information visit [www.nvworkforceconnections.org](http://www.nvworkforceconnections.org) or call 702.636.2308. ■

# WHO DO YOU WANT TO TALK TO?

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# Using live streaming video to increase website revenue

By Scott Whitney

It's interesting...websites have been around for more than fifteen years, yet the websites of today aren't performing any better than the websites of the mid-nineties. The reason? We're still creating what amounts to a bunch of electronic brochures. And nobody cares about our electronic brochure.

Here's the rub – the goal of every business website is the same: increase the probability of engagement with your visitor while at the same time reducing the risk of “exit” – leaving your website, and heading off to the competition. Unfortunately, the average amount of time somebody spends on a website is ONE MINUTE, and half those people leave in eight seconds or less. (This is bad news if you have a story that takes more than eight seconds to tell.)

There's another bit of trouble as well. It has to do with a company's perceived approachability.

Most people think approachability is a big-company problem. And it is. But it's actually a problem for ANY COMPANY that has a website.

Before you had a website, if I wanted to learn about your company, I'd pick up the phone and speak to somebody who had been taught how to help me understand who you are, what you do, and the problems you solve.

Today, your website acts like a brick wall. I never have to talk to an employee when deciding whether or not your business will make my short list. Instead, I'll judge your company's capabilities based on the 8-60 seconds I spend on your website.

Instead of doing the same thing online as your competitors, ask yourself this question: Which do you think has more impact on your customers and prospects – reading about how great your company is, or seeing and hearing from the very people who make it great?

A Live Streaming Video Production (LSVP), when done correctly, delivers the kind of personal one-to-one (or one-to-many) experience that has been the cornerstone to effective sales. It will separate your company from the competitive herd and completely change your website from “brochure-ware” to a tool that accelerates the sales process.

To get the biggest return on investment, your LSVP should include both live video plus live chat. Offering both, human-enables your website and breaks down the wall between you and your website visitors. Imagine how much more effective your website would be if you could interact with your viewers in real-time--answering their questions,

providing advice, and establishing your credibility, not by claiming it but by demonstrating it.

There is a long list of ideas that would make for a great LSVP. Here's a few of the 40+ ideas we give to our customers:

1. Enhanced Webinars
2. Seminars/Conferences
3. Trade Shows
4. Distance Learning
5. New Product Launch
6. Talk Show
7. Tips & Tricks
8. Customer Interviews

The transformation we see when producing a professional-level LSVP is amazing. A few examples:

- Become Approachable Online: People want to buy from people they know. A LSVP human-enables your website.
- Accelerate the “getting to know you” phase of your sales cycle.
- Reduce the chance of being skipped in favor of a competitor due to a lack of “connection”.
- Extend Engagement Length: A LSVP gives you an opportunity to take your time and deliver a compelling, results-driven message.
- Increase time to move people from a passive need to an active need.
- Decrease risk associated with visitors only spending seconds on your website before moving on.
- Establish Credibility: Claiming your own credibility is the weakest way to establish it. A great LSVP allows you to demonstrate your expertise and credibility, the strongest way to establish it.
- Enhance perceived expertise in the eyes of your customers and prospects.
- Lessen problems associated with trying to convince somebody they should work with you.

Ultimately, a great Live Streaming Video Production will allow your website to do one (or both) of the following:

1. Make Your Business More Money
2. Motivate Your Visitors to Take Action on Your Behalf

And when it comes to your website, wasn't that the point in the first place?

Scott Whitney is president of PodWorx, Inc., an Internet broadcasting company that specializes in podcasts and live streaming video productions. Visit his website at [www.PodWorx.com](http://www.PodWorx.com). ■

# Asset protection a wise move for small business owners

**S**mall business owners have a host of concerns these days with regard to personal and business finances, assets, liabilities and access to credit. Owners of many sole proprietorships and partnerships, in particular, serve as personal guarantees on small business loans and other financial business dealings, which can compound issues if business slows or credit dries up unexpectedly. If your business falters and you fail to repay a business loan, a lender may be able to file a lawsuit against you personally, jeopardizing your personal property, such as home, vehicle and even cash savings.

Asset protection can potentially shield you from some forms of liability. While a qualified attorney and/or tax professional can provide you with detailed advice that meets the specific needs of your particular business, here are some things to consider:

1. It's important to always maintain a complete and up-to-date accounting of all of your assets and debts, both business and personal. This will provide you with a picture of what you have – and what could potentially be taken away if you face litigation. It will also help a business law or tax professional help you in determining the best courses of action to take in terms of asset protection.
2. Self-audit on a regular basis to catch potential areas where you could be open to liability. Again, a professional can help you determine potential areas of concern based on your particular business.

3. Educate yourself about protective corporate structures, exemptions and protective entities. An expert in the field can explain what applies in terms of state laws, and provide guidance in setting up appropriate protective entities. While not all corporate structures can protect you from personal liability, it's important to know where you stand and how best to protect your assets.
4. Credit is hard to come by today. If you must sign a personal guarantee to secure credit or purchase merchandise (which can sometimes negate protection of some types of corporation status), look for ways to minimize your personal risk. Ask for a timeframe in which the personal guarantee is in place or note in writing the specific personal collateral you are willing to negotiate with.
5. Whenever possible, sign contracts in your company's name rather than in your own name.
6. Consider the value of liability insurance protection. Various policies offer different forms of protection against personal liability.

To learn more about asset protection, use the Chamber's online business directory at [www.lvchamber.com](http://www.lvchamber.com) to locate a qualified tax attorney or tax consultant. ■

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# Preview Las Vegas 2010



Cutline

More than 2,000 people attended Preview and visited the exhibit booths.



Jeremy Aguero on stage featuring Preview's Platinum sponsors.



Green Valley High School Choir opened Preview.



Punam Mathur, vice president of Human Resources at NV Energy, served as emcee for the event.



Rossi Ralenkotter, president and CEO of the Las Vegas Convention and Visitors Authority, answered questions about tourism trends.



**Economic Analyst Jeremy Aguero of Applied Analysis shared the latest economic information.**



**Jim Murren, Chairman of the Board of MGM MIRAGE, shared his vision for Las Vegas.**



**Steve Levitt, author of *SuperFreakonomics*, speaks about unconventional thinking in an unpredictable economy.**



**Preview the Taste restaurants are always a fan favorite at Preview.**

# Working with your spouse: A match made in heaven, or a recipe for disaster?

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

**S**ure, you love your significant other... but do you have what it takes to successfully work side-by-side with one another in a home-based business?

As the popularity of home-based business grows, many spouses (including myself!) find themselves working together either in joint or separate home-based ventures. Is this a sure-fire road to divorce court, or a dream team mini corporation?



Like any other business venture, the key is in pre-planning and having realistic expectations. This article will cover the home-based co-working environment, using examples of both joint ventures (spouses running the same business together) and separate ventures (spouses running individual businesses, but both working from home). Many of these tips will also apply to other family business relations: parents and children, siblings, even close friends.

## Before you start

Assuming you have already done your due diligence and are confident your business concept will be successful, it's time to make an honest appraisal of your personal relationship with your spouse. At the very minimum there must be an existing relationship based on mutual respect and tolerance. It also helps if you have a similar work ethic. You must be able to "agree to disagree," and respect one another's boundaries. It also helps if you have the ability to mentally separate your personal relationship from your work relationship.

## Give each other space

While it's always ideal to have designated work space for a home-based business venture, co-working with a spouse makes this an even greater necessity. Not only should you have workspace that is separate from living space, but that is also separate from one another. Even if all you do is hang a curtain between two desks in a spare bedroom, this delineation of personal space gives each person his or her own "area" in which to work.

## Set basic office rules

Just like in any work environment, it's important that co-workers don't infringe on one another. Develop a set of rules governing basic things such as acceptable noise

levels (music or TV), general working hours, use and maintenance of office equipment and office upkeep.

If you and your spouse are co-running the same business, take advantage of one another's strengths. Perhaps one of you is better at customer service, or has exceptional computer skills. Outline the specifics of your everyday work life and divide responsibilities based on who is best equipped to handle them.

## Set joint goals

Just like any partnership, if one partner feels he or she is "pulling more weight" than the other, problems can arise. It's vital to both your personal and your work relationship that you create an open and honest line of communication and set clear goals you are both capable of meeting. Set aside time for daily or weekly meetings to touch on projects, goals and timelines to ensure you're both on the same page.

## Fight fair

Always keep home and work separate when it comes to resolving disputes. If you need to have a discussion with your spouse/partner about why a deadline wasn't met or why an order shipped late, focus on the specifics of that incident. Don't bring up the fact that "the garbage wasn't put out again" and that the shower head is "still leaking even though I asked you five times to fix it."

## If you work separately

Even if you and your spouse operate separate ventures, there's still going to be overlap in the use of your home office space. Some things to be aware of:

- Just because you've finished your work early one day doesn't mean your spouse has finished his or her work. Consider this before you invite friends over, turn up the TV or make plans for an early dinner out.
- Be respectful about use of shared office items – office supplies, equipment, etc.
- Be a sounding board. Running a small business can be stressful, and it's helpful to have a sympathetic ear to turn to when times get tough.

NCET, Nevada's Center for Entrepreneurship and Technology, connects Nevadans to the resources they need to start and grow successful businesses. Visit [www.NCET.org](http://www.NCET.org) for more information. ■





invites you to  
**GET IN THE MIX**

VYP is the largest organization of young professionals in Nevada. Events are fun, energetic, professional and business-focused. VYP offers professional development opportunities that help members hone their business skills and quickly advance their careers.

If you're between the ages of 21-39...you're in!

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- Develop your professional skills



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# March Chamber Events

2

## Vegas Young Professionals (VYP) Morning Buzz



**When:** Tuesday, March 2  
**Time:** 7:00 – 9:00 a.m.  
**Location:** Proforma Element 7 Offices, 6525 W. Warm Springs Rd., Ste. 100  
**Details:** Are you interested in learning more about Vegas Young Professionals? Join members of VYP's Advisory Council and Ambassadors for a small, informal question and answer session. Grab your morning coffee, while learning more about VYP's membership benefits, volunteer opportunities, sponsorship and advertising options and more! Plus, meet and greet with fellow young professionals before heading to work!

Hosted by:



3

## Business Survival: Counseling Sessions

Complimentary for Chamber members only

*FREE one-on-one help sessions*



**When:** Wednesday, March 3  
**Time:** Appointments available at 11:00 a.m. 1:00, 2:00, 3:00 & 4:00 p.m. (one member per time slot)  
**Location:** CenturyLink™ 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. Complimentary for Chamber members only. Call Member Services to reserve your appointment at 702.641.5822.

8

## Vegas Young Professionals (VYP) Toastmasters Strip View Speakers



**When:** Monday, March 8  
**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.  
**Cost:** \$60 to join, \$36 every six months  
**Details:** Exceptional communication skills are vital to success in the business world. VYP has created a Toastmasters group for all members to aid in the development of speaking, presentation and leadership skills. Help yourself and take advantage of what VYP Toastmasters can offer you. For more information visit [www.vegasyp.com](http://www.vegasyp.com).

Hosted by:



10

## Business Education Series

**A Complaint is a Gift: Using Customer Feedback as a Strategic Tool**

**When:** Wednesday, March 10  
**Time:** 7:00 - 7:30 a.m. Registration, networking & continental breakfast  
 7:30 - 9:00 a.m. Program  
**Location:** CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce 6671 Las Vegas Blvd. South, Ste. 300 at Town Square  
**Speaker:** Dr. Janelle Barlow  
**Details:** Complaints are not fun to hear but they can definitely be made more enjoyable and handled more effectively by using the simple A "Complaint is a Gift" formula suggested by Dr. Janelle Barlow. Customers feedback gives us free information on what is working well or what needs to be improved in your organization. Cost is \$30 for members with a guaranteed prepaid reservation, \$45 for non members with a guaranteed prepaid reservation, additional \$5 week of event, \$55 for all walk-ins. RSVP by calling 702.641.5822 or register online at [www.lvchamber.com](http://www.lvchamber.com).

Sponsored by:

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10

## Chamber Voices Toastmasters

**When:** Wednesday, March 10  
**Time:** 10:30 a.m. Registration & networking  
 10:45 a.m. - Noon Meeting  
**Location:** CenturyLink™ 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 and leadership skill in both your personal and professional life? The Chamber is home to a Toastmasters club, Chamber Voices, open exclusively Chamber members. Membership in Toastmasters is just \$45 every six months. There is no charge for guests.



17

## Membership Power Lunch

**When:** Wednesday, March 17  
**Time:** 11:30 a.m. Registration & networking  
 Noon - 1:00 p.m. Program  
**Location:** The Four Seasons Hotel 3960 Las Vegas Blvd. S.  
**Speaker:** Dr. Robert Lang  
**Details:** Robert E. Lang is a Professor of Sociology and the UNLV Director of the Brookings Mountain West at the University of Nevada, Las Vegas. He is also the Interim Director of the Lincy Institute at UNLV. Dr. Lang will discuss new and innovative ways that businesses can begin to reinvent and emerge stronger in this new economy. His unique and ground-breaking ideas will prepare your business for the "new renaissance". \$50 for Chamber members with a prepaid reservation \$65 for non-members with a prepaid reservation. \$70 walk-ins additional \$5 week of event

Sponsored by:



18

## Member-To-Member Marketing Expo

**When:** Thursday, March 18  
**Time:** 4:00 - 6:00 p.m.  
**Location:** CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce 6671 Las Vegas Blvd. South, Ste. 300 at Town Square  
**Details:** Take advantage of this exceptional opportunity to learn more about how the Chamber works for you! In addition this event is open to members who would like to showcase their products and services to other members via table-top displays. For Chamber Members this event is complimentary. Table Tops opportunities are available for only \$100. Call Member Services at 702.641.5822 for more information and to RSVP.

Sponsored by:



22

## Vegas Young Professionals (VYP) Toastmasters Strip View Speakers



**When:** Monday, March 22  
**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.  
**Cost:** \$60 to join, \$36 every six months  
**Details:** Exceptional communication skills are vital to success in the business world. VYP has created a Toastmasters group for all members to aid in the development of speaking, presentation and leadership skills. Help yourself and take advantage of what VYP Toastmasters can offer you. For more information visit [www.vegasyp.com](http://www.vegasyp.com).

Hosted by:



23

### VYP Bigwig Lunch Time (BLT) featuring Heather Murren



When: Monday, March 22  
Time: 11:30 a.m. – 12:00 p.m. Check-in & networking  
12:00 – 1:30 p.m. Program & lunch

Location: TBD  
Details: VYP welcomes Heather Murren, cofounder and former Chairman of the Board for Nevada Cancer Institute. Learn of her trials and tribulations as a businesswoman and her secrets to success at this exclusive luncheon. RSVP is required; cost is \$35 per VYP member. Registration is on a first come, first serve basis. For more info and to RSVP, visit [www.vegasyp.com](http://www.vegasyp.com).



24

### Chamber Voices Toastmasters

See March 10 for time and location details

25

### Vegas Young Professionals 4-Year Anniversary Fusion Mixer



When: Thursday, March 25  
Time: 6:00-9:00 p.m.

Location: GOLD Lounge at ARIA  
3730 Las Vegas Blvd. South  
Details: Celebrate four great years with VYP at GOLD Lounge inside ARIA Resort & Casino! In collaboration with Cirque du Soleil, GOLD Lounge can be characterized by its glamorous feel. Take advantage of this chance to network in a venue that transports guests into a relaxing and unwinding state of mind. GOLD Lounge will offer a complimentary vodka cocktail, appetizers and two-for-one specials to all VYP members and guests for the celebration. Cost is \$10 per VYP member; \$15 per non-member. RSVP today at [www.vegasyp.com](http://www.vegasyp.com).



25

### President's Club and Board of Advisors Mixer

When: Thursday March 25  
Time: 5:00 - 7:00 p.m.  
Location: Bauman's Rare Books in The Shoppes at The Palazzo  
3325 Las Vegas Blvd. S. Ste. 2856

Details: Join us for a fun and fascinating evening of great wine, cheese and enlightenment. Hosted by Mr. David Bauman, learn what constitutes a rare book. Learn about rare books as collectibles, a growing passion particularly in this digital age. Learn which books really did change the world at the time they were written – and why they still matter today. See, touch and feel books as old as 500 years and enjoy the fascinating stories of Mr. Bauman and his staff as they share the great anecdotes of rare book collecting from an insider's perspective. This event is complimentary. RSVP is required.



31

### New Member Breakfast

When: Wednesday, March 31  
Time: 7:00 - 7:30 a.m. Check-in & networking  
7:30 - 9:00 a.m. Program  
Location: CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce  
6671 Las Vegas Blvd. South, Ste. 300 at Town Square  
Details: By invitation only, this event is complimentary to new members of the Las Vegas Chamber of Commerce. Each participant will have the opportunity to introduce themselves and their business and network in a friendly and upbeat atmosphere. Bring your business cards and join the Las Vegas Chamber of Commerce Prospectors as they welcome our newest members to the Chamber family. Catering provided by Ricardo's Mexican Restaurant.

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**Bob Coyle**  
Area President  
Republic Services

Bob Coyle is responsible for the waste collection for several homes and businesses throughout the valley. Coyle began his waste industry career in 1969 with Waste Management, Inc. His experience also includes waste collection for the 1984 Los Angeles Olympic Games. Coyle holds a B.S. degree in management from De Paul University. Coyle is a member of the Board of Directors for the Henderson Boys and Girls Club and serves on the Chamber's Government Affairs Committee.



**Michael Millett**  
President  
American Shooters

Michael Millett is President of American Shooters, Nevada's largest, state-of-the-art indoor shooting range and firearms store. He takes pride in serving the law enforcement, first responder, civilian and military shooting communities. In addition to the indoor shooting range, the 5,000 square-foot facility stocks the finest firearms and accessories, and houses a full service uniform supply store. Millett believes in serving those who serve America and strives to do business with the utmost honor and integrity.



**Samuel H. Kaufman**  
Chief Executive Officer and Managing Director

**Desert Springs Hospital Medical Center**  
Sam Kaufman's key areas of responsibility include staffing, budgeting, coordination of all department activities, the hospital's strategic plan and overseeing the day-to-day operations. Kaufman started his career in the medical field nearly 14 years ago. In 1991 he was Desert Springs Hospital's assistant director of medical records. He moved to Valley Hospital Medical Center as director of records/medical staff services and was promoted to assistant administrator. He later moved back to Desert Springs where he spent five years as chief operating officer.



**Beth Molburg**  
President  
Chamber Insurance and Benefits, LLC

CIB manages the health insurance program for the members of the Las Vegas Chamber of Commerce. Molburg oversees the relationships between the member/insureds, the brokers and the carrier. She also negotiates the benefit plans with the carrier. Molburg was previously an agent for American Family Insurance. She is a 1996 graduate of Leadership Las Vegas, a past chairman of Community Council and received the Circle of Excellence Award in March 2003.



**Allan W. Kronberg**  
General Manager  
Tropicana Express and River Palms Resort Casino

Allan Kronberg has more than three decades of hospitality and gaming management experience. He has managed Five Star resorts and gaming facilities in the U.S. and Canada where he has successfully implemented continuous improvement and customer assurance practices with companies like Hyatt and Cendant. Prior to signing on with Tropicana Entertainment, Kronberg was General Manager and Director of Hospitality for at Treasure Island Resort and Casino in the Twin Cities region of Minnesota, and held top sales, marketing and business development positions with various properties.



**Mike Murphy**  
President and General Manager  
Anthem Blue Cross and Blue Shield

Mike Murphy is responsible for managing small and large group business and overseeing the group underwriting practices areas. Anthem is Nevada's second largest carrier with a membership exceeding 315,000. Anthem is a customer-focused company that carries one of the most respected brands in health care and provides a broad range of innovative, affordable, quality medical and specialty plans.



**Darrin McDonald**  
Vice President, General Manager  
KVVU-TV FOX5

Darrin McDonald started his television career in 1989. He moved to Las Vegas in 2007 as General Sales Manager and was promoted to VP/General Manager of FOX5 in 2008. McDonald oversees all aspects and day-to-day operations including FOX5 Television, *fox5vegas.com* and *fox5rewards.com*. He is also a board member for the Nevada Broadcasting Association. He holds a bachelor's degree in business from Oklahoma State University.



**Bruce Spotleson**  
Group Publisher  
Greenspun Media Group

Bruce Spotleson is group publisher of Greenspun Media Group. Spotleson manages the community publishing division, which includes *In Business Las Vegas*, *Las Vegas Weekly* and *the Home News* group of weekly suburban newspapers. He currently serves on the boards of directors of Spring Valley Hospital, US Bank and NevadaGives, and is a member of the Board of Trustees for the Las Vegas Chamber of Commerce.



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

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



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

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



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

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



**Lisa de Marigny**  
**Vice President – General Manager**  
**Nevada Coaches, LLC d.b.a. Showtime Tours**

Showtime Tours is the only alternative fuel airport shuttle company in Las Vegas. Lisa de Marigny leads a team that is driven by wellness, integrity, innovation, relationship and profit. She grew up in the transportation business over the last 25 years and will be graduating from Penn State University this year. de Marigny serves on two community association boards, and she was recently awarded “Board Member of the Year” by the Community Associations Institute.



**Dario Herrera**  
**Account Executive**  
**Wendoh Media Companies**

Dario Herrera is an account executive with Wendoh Media Companies. Wendoh Media Companies include Environmental Ink, *dailyfiasco.com*, *SpyOnVegas.com*, *Vegas Passport*, *944 Magazine* and the new *Vegas Seven*. Herrera is active in the Chamber’s Green Initiative.



**Amber Johnson**  
**Director of Sales**  
**Wingate by Wyndham**

Amber Johnson has more than 10 years in the hospitality industry, beginning in Michigan, then bringing her to the Las Vegas market in 2006, and eventually joining the winning team at Wingate by Wyndham as Director of Sales in 2009. The Wingate by Wyndham is Henderson’s corporate business traveler’s home away from home and the weekend leisure traveler’s oasis in the desert.



**Kristine McKay**  
**Sales and Marketing Manager**  
**The Capital Grille**

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



**Bill Stafford**  
**Owner**  
**Stafford Wealth Management, LLC**

Bill Stafford began his career in financial planning in 1981, upon graduating from UCLA. While building his wealth management practice over the past 28 years, Stafford earned many designations including CLU®, ChFC®, CFP® (Certified Financial Planner) CFS® (Certified Fund Specialist) and the Certified Annuity Specialist (CAS®) designations. In addition, Stafford has a Wharton Certificate in Retirement Planning. He offers his clients customized financial strategies to achieve specified goals.



**Cheryl Vereen**  
**General Manager**  
**BB King’s Blues Club**

Cheryl Vereen began her career at House of Blues in 2000, where she opened the Anaheim venue in California. She rejoined House of Blues in 2007, where she became the general manager of the Las Vegas venue. She now also oversees operations at the newly opened BB King’s Blues Club. Both venues pride themselves in soulful music and delicious cuisine.



**Phillip Zinni, D.O. FAOASM**  
**Medical Director**  
**Zinni Medical Institute**

With a lifelong interest in wellness, prevention and sports medicine, Dr. Zinni has put his passion into practice at Zinni Medical Institute – the Art & Science of Healthy Living. Dr. Zinni, as the medical director for E & J Gallo Winery and most recently the medical director at Harrah’s Entertainment, has been practicing Primary Care, Executive, Occupational and Sports Medicine for more than 20 years, and is a fellow of and the President of the American Osteopathic Academy of Sports Medicine.



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



**Affordable Concepts** celebrated its ribbon cutting at Preview. Its mission is to be recognized as one of Southern Nevada's leading construction companies providing quality services by earning the respect of the community, the trust of its clients and the loyalty of its employees. Call 702.860.8825 or visit: [www.affordableconcepts.com](http://www.affordableconcepts.com).



**Chamber Insurance & Benefits, LLC** offers affordable and comprehensive small group health insurance to members of the Chamber that have between two and 50 full time employees. This plan is administered by Chamber Insurance and Benefits, LLC, a wholly owned subsidiary of the Las Vegas Chamber. Call 702.586.3889 or visit: [www.chamberib.com](http://www.chamberib.com).



**Vegas Young Professionals (VYP)**, a division of the Las Vegas Chamber, is the premier organization for both established and emerging young business executives, 21-39 years old, who want to network and develop their professional skills. Call 702.586.3833 or 702.735.2196 or visit: [www.vegasy.com](http://www.vegasy.com).



**Congregation Ner Tamid** president, Bruce Matza, and Men's Club president, Michael Unger, represented the congregation at Preview 2010. Congregation Ner Tamid is at 55 N. Valle Verde Dr. in Henderson. It is the largest Jewish congregation in NV with more than 750 family members. Call 702.733.6292 or visit: [www.lvnetamid.org](http://www.lvnetamid.org).



**Distinct Energy Performance** is proud to announce the grand opening of its corporate office. The company offers energy audit retrofit, insulation and HVAC services. Call 702.256.SAVE or visit: [www.distinctenergypformance.com](http://www.distinctenergypformance.com).



**Evergreen Recycling** provides waste recycling assessments and custom recycling programs. Commingled recyclables are processed at Evergreen's Material Recovery Facility. Recyclables include paper, cardboard, plastics, metal, wood, carpet, glass and green waste. Call 702.646.1446 or visit: [www.evergreenlv.com](http://www.evergreenlv.com).





**Explore Knowledge Academy** is proud to announce its membership with the Las Vegas Chamber. Explore Knowledge is located on 1711 Whitney Mesa Dr., Henderson. Call 702.870.5032 or visit: [www.ekacademy.com](http://www.ekacademy.com).



**Nespresso Inc.**, a division of Nestle, produces the newest commercial espresso machines and supplies 7 Gran Cru super premium coffees. All equipment is Swiss made and designed with precision and durability. Call 702.498.8185 or visit: [www.nespresso-pro.com](http://www.nespresso-pro.com).



**Nevada Drug Card** is a "Free" statewide discount prescription assistance program. The program was launched to help uninsured and underinsured residents afford its prescriptions. This program has no restrictions, no age or income requirements and covers pre-existing conditions. Call 702.510.0100 or visit: [www.nevadadrugcard.com](http://www.nevadadrugcard.com).



**Philip Chun Code** consulting is pleased to announce the opening of its new location at 8290 W. Sahara Ave. # 270. New location – same great service! Call 702.834.6200 or visit: [www.philipchun.us](http://www.philipchun.us).



The Foundation for **Positively Kids** is a local non-profit that provides skilled in-home nursing services for children with chronic and terminal illnesses aged birth to 18. The organization has been serving our community for 10 years! Call 702.262.0037 or visit: [www.positivelykids.org](http://www.positivelykids.org).



The N & Y Team at **Prudential Americana Group Realtors** is committed to making real estate dreams come true in less time and with less stress. Nebi Adhanom states, "The highest compliment our clients give us is a referral." Call 702.277.9922 or visit: [www.vegasrealproperty.com](http://www.vegasrealproperty.com).

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



**Sky High Marketing** is a marketing agency specializing in corporate apparel, promotional products, and design services. The company is located at Eastern and Patrick and has a great showroom. Contact Sky High Marketing at 702.436.0867 or visit: [www.skyhighmarketing.com](http://www.skyhighmarketing.com).



**Wesco Distribution** celebrated its new Chamber membership at its location at 5525 Polaris. WESCO is a leading distributor of electrical construction products and electrical and industrial maintenance, repair and operating (MRO) supplies. Wesco looks forward to serving the electrical market in 2010. Call 702. 253.7660 or visit: [www.wescodist.com](http://www.wescodist.com).



**Western Exterminator Company** is proud to announce the Grand Opening of its second Las Vegas Service Center. Family-owned and providing for all pest control needs since 1921. It specializes in customer service. Call 702.386.2117 or visit: [www.west-ext.com](http://www.west-ext.com).



**Edward M. Zimmerman, MD**, and staff cut the ribbon to Las Vegas Laser & Lipo's state-of-the-art facility at 8930 W. Sunset Road. It specializes in safe, comfortable, in-office, cosmetic procedures of all kinds. Call 702.360.6686 or visit: [www.lasvegaslaserlipo.com](http://www.lasvegaslaserlipo.com).



**Zinni Medical Institute, Las Vegas'** only integrated age management, weight management and sports and performance medical clinic, is proud to announce its grand opening! At ZMI, our concierge approach to individual wellness is paramount. Visit us at 8930 W. Sunset Road # 160, LV 89148. Call 702.202.2828 or visit: [www.zinnimedicalinstitute.com](http://www.zinnimedicalinstitute.com).



**The Justin Timberlake Shriners Hospitals for Children Open** is geared up for another exciting week of golf Oct. 18-24, 2010 at TPC Summerlin. Pictured are; Jan Leone, Adam Sperling, Joy Bodensteiner, Mike Zampini and Donna Millwood. Call 702.873.1010 or visit: [www.jtshrinersopen.com](http://www.jtshrinersopen.com).

# Call for Nominations!

## Small Business Excellence Awards

Celebrate small business excellence  
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**Submit your nominations online**  
**Five categories to choose:**

- Small Business of the Year (5 or fewer employees)
- Small Business of the Year (25 or fewer employees)
- Emerging Business of the Year
- Non-Profit Business of the Year
- Green Business of the Year

To nominate go to [www.lvchamber.com](http://www.lvchamber.com)  
Nomintion deadline is June 25, 2010

**The Annual Small Business Excellence Award Luncheon**

**Thursday, September 16, 2010**

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of Commerce



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**Charles W. Fleisher M.D., PC****Chef on the Run, LLC**

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**Chenin Orthodontics**

Stephen Chenin

**Child ID of Nevada**

Lynn McCarthy

**Children's Garden Learning Center**

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**Children's Urgent Care**

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**Choice Rodeway Inn**

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**Green Valley OB/GYN**

Guy Torres

**Himelfarb and Associates**

Bruce Himelfarb

**Huntington Press, Inc.**

Anthony Curtis

**Impulse, Inc.**

Michael Halvanson

**It Makes Sense, LLC**

Jeri Taylor Swade

**John A. Brassner, REALTOR****Joie De Vivre Event**

Productions, Inc.

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Chuck Kessler

**Kopolow & Girisgen, OD, PC**

Kathy Wadkins

**Krystal Aviation, LLC**

Rosie Crowell

Daniel Zau

**Las Vegas Medical Billing, Inc.**

Linda Gentry

**LC Electric, LLC**

Ledger Cantley

**Life Coach Consulting**

James Vuocolo

**Lubbers & Borg**

Edward Lubbers

**Lynn Armanino & Associates**

Lynn Armanino

**M.D.'s PizzaRia & More**

Michael Bays

**Max Pawn & Jewelry Superstore**

Michael Mack

**McGladrey & Pullen, LLP**

Dale Affonso

Ron Pierson

**Matt Youngman****MEET Las Vegas**

Amanda Ulrich

Shauna Koja

Brennen Wright

Jim Owen

Remi Beckman

**Mercer**

Ian Flatt

**Metabolic Research, Inc.**

Tia Owen



**Mint Indian Bistro**  
Bindi Parikh

**Mobile Card Cast, Inc.**  
Adam Malan

**Nationwide Outdoor Advertising, Inc.**  
Ricardo Siqueira

**Nicole's Computer Service, LLC**  
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**OMGOutstanding Massage Group**  
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**Ontrac**  
Ingrid Montgomery

**Palm Law Firm, Ltd.**  
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**Pinnacle, American Management Services West, LLC**  
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Linda Hidalgo  
Paula Lane  
Heidi Westeroff  
Donna Gill  
Amy Hjerpe  
Phyllis Garcia  
Maria Glusica  
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Laurie Sabol

**Prism HR Consulting & Insurance Services, LLC**  
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**Samson Equities**  
Michael Feldman

**SBA Consulting Services, Inc.**  
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**Veolia Transportation**  
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Greg Cook  
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Valerie Michael

**Wellborn & Associates, P. C.**  
Anne Wellborn

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Las Vegas Chamber of Commerce

## Stay compliant! Labor law posters, available from the Chamber

The Chamber offers a variety of all-in-one posters that detail a number of key points of Nevada employment and labor law. Our Nevada State "All in One" poster is available for \$15.99 (plus S&H) and includes information related to the following:

- Safety and health protection on the job
- Emergency phone numbers
- Discrimination in employment
- Wage and hour laws
- Unemployment insurance
- Nevada payday notice
- Workers' compensation
- Lie detector tests



Federal Posters are available for \$12.99 (plus S&H) and include information related to:

- Equal Employment Opportunity
- Family and Medical Leave
- OSHA
- Minimum Wage
- Polygraph Protection Act
- USERRA

"Combination packages" provide both the state and federal posters for just \$22.99 (plus S&H). For more information call 702.641.5822 or visit the Chamber Store at [www.lvchamber.com](http://www.lvchamber.com).

**Do you want to get the most exposure for your next special event, or publicity about your grand opening or new product launch?**

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

Chamber Members	\$69
Non - Members	\$99

Contact the Public Relations department at 702.641.5822 or email at [pr@lvchamber.com](mailto:pr@lvchamber.com)

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.

## Coming Events

In recognition of Colorectal Cancer Awareness Month, **Sunrise Health** will be offering EZ Detect kits for only \$5.00 throughout the month of March. To reserve your kit, call 702.233.5300.

**Assured Strategies** presents "Achieving Growth in Today's Economy" to help entrepreneurs learn how to achieve 2x cash flow, 3x industry profitability, gain time, and become strategically aligned for year over year growth. The half-day workshop features nationally recognized presenters. The event takes place on March 3, at the Las Vegas Chamber of Commerce. For information or registration: [www.asnevada.com](http://www.asnevada.com), Seating is limited.

Miss Nevada Christina Keegan will give the keynote address at the Community Awareness Luncheon hosted by **Living Waters International** on March 12, at 11:30 a.m. The event takes place at Cili Restaurant at Bali Hai Golf Club. Tickets: 834.3884 or [www.livingwatersfamily.org](http://www.livingwatersfamily.org).

Klip It For Kidz will be held on Saturday, March 13, from 10:00 a.m. to 1:00 p.m. at **Town Square Las Vegas**. The event will raise money to support the **Nevada Childhood Cancer Foundation**. [www.nvccf.org](http://www.nvccf.org).

The 19th Annual Chefs for Kids dinner and auction will be on Saturday, March 20, at Paris Hotel & Casino at 5:30 p.m. The Chefs for Kids program is a joint venture of the American Culinary Federation of Chefs of Las Vegas and the **University of Nevada Cooperative Extension** to eliminate malnutrition and hunger through education and awareness.

## Congratulations

**Mr. Bill's Pipe and Tobacco Company** is celebrating its 30th Anniversary. The company opened for business on December 5, 1980.

**Lionel Sawyer & Collins** attorney Christopher Mathews was named to the advisory board of the National Institute of Military Justice in Washington, D.C.

**City National Bank** won nine Excellence Awards for small business and middle market banking from Greenwich Associations, a leading global financial services research and consulting firm.

**Commercial Roofers, Inc.** was named Commercial Roofing Contractor of the Year 2009 by *Roofing Contractor Magazine*.

Ben Cornwall, president of **Crisci Builders**, has been named an Emerging Leader in Real Estate in the construction category by *In Business Las Vegas*.

**CalPortland** won the Environmental Protection Agency's National 2010 Award for Sustained Excellence in Energy Management. This is the 6th National ENERGY STAR® award in a row that the company has earned.

The **PENTA Building Group** was awarded the 2009 "Building a Safer Nevada" award by the Las Vegas Chapter of the **Associated General Contractors**.

Bradley D. Schultz was elevated to the College of Fellows in the **American Institute of Architects**. He is one of only four other Nevadans who have achieved Fellowship.

## Community Service

**Thomad Engineering** has awarded its donation of 40 hours of free structural engineering services to the Academy of Engineering at the Northwest Career and Technical Academy, which is part of the **Clark County School District**.

## Announcements

Grover Ferguson has been named president and CEO of **Mission Industries**. In his new role, Ferguson holds an equity partnership and is positioned to help maintain the company's long-time reputation as an industry leader and advance it to future success.

Richard A. Perlman of Enrolled Agent and an IRS tax consultant launched a new website: [www.LasVegasIRShelp.com](http://www.LasVegasIRShelp.com).

Vicki Flowers has been named vice president of field sales for **Cox Communications, Las Vegas**. Flowers will lead all residential sales efforts including e-commerce, retail, inbound sales and database management.

**GES** has changed its name to **Global Experience Specialists, Inc.** The name change is part of the company's consolidation and strategic reorganization.

**The University of Phoenix** announces the promotions of Robert Burgess to senior enrollment counselor at the Main campus, and Michelle Dahan as senior enrollment counselor at the South West campus.

**MEET Las Vegas**, a revolutionary new exhibition and event space is opening this month in Downtown Las Vegas. The 30,000 square-foot 18 story venue and outdoor pavilion offers capacities for 2,000 people.

**Johnson Jacobson Wilcox** announces that Tanya LaCosse has been named a shareholder in the firm. She has more than 20 years of experience in public accounting.

**Nevada Commerce Bank** has appointed Brian Solomon as vice president/business development officer. Solomon is responsible for originating Small Business Administration loans for the bank.

**MassMedia Corporate Communications** announced the hiring of Tivona Betz as assistant account executive and new business coordinator. She will implement communication strategies and tactics for clients.

Lisa Wiltshire has been named an associate in **McDonald Carano Wilson's** Las Vegas office. Wiltshire practices primarily in the areas of creditors' rights and insolvency as well as commercial litigation.

**Piercy Bowler Taylor and Kern** promoted Jeffrey Edwards to shareholder in the firm. Edwards joined the firm in August 2000.

## Projects and Deals

The Heritage Park Aquatic Complex, designed by **SH Architecture** and submitted for a LEED® Platinum designation, celebrated its Grand Opening. The facility uses ground-source geothermal for the building HVAC as well as heating the pools.

**Grubb & Ellis Las Vegas** brokered the lease of nearly 9,000 square feet of industrial space for five years at Oquendo Industrial Park. The lease is valued at early \$300,000.

**CORE Construction** announces the completion of design and construction for the replacement of the UNLV McDermott Pool. The deep swimming pool is specifically designed for competitive aquatic sports.

**Southwick Landscape Architects** provided the landscape design for the LEED® Silver-certified Nevada Cancer Institute Research Laboratory.

**Commercial Executives** brokered the lease of more than 10,000 square feet of retail space. The 184 month lease is valued at more than \$1.5 million.

# Happy Anniversary

Las Vegas Chamber of Commerce

## Congratulations!

What's the secret to long-term success in the Southern Nevada business community? Establishing long-term and personal relationships with other professionals. What's the most effective way to do that? Membership in the Las Vegas Chamber of Commerce.

Congratulations to the following companies celebrating membership anniversaries in **MARCH 2010**.

### TWENTY+ YEARS

Southwest Gas Corporation (53)  
 United Blood Services (38)  
 The Dickerson Group (33)  
 HELP of Southern Nevada (27)  
 YMCA of Southern Nevada (26)  
 America West Airlines (26)  
 Wirtz Beverage Nevada, Inc. (26)  
 Superior Letterpress (26)  
 Liberty Mutual Insurance Co.  
 F. Hayden Ray (24)  
 Las Vegas Tourist Bureau (23)  
 March of Dimes Birth Defects  
 Foundation (23)  
 Mars Retail Group, Inc. (23)  
 JBS, Inc. (22)  
 Las Vegas Ski & Snowboard Resort (21)  
 Machabee Office Environments (21)  
 Vegas Ideas, Inc. (20)

### FIFTEEN YEARS

Acuity Solutions, LLC  
 Green Valley Benefit Services, Inc.  
 Pat Staley  
 Kennedy/Jenks Consultants, Inc.  
 Lamar Advertising Company

### TEN YEARS

BND Plastering, INC.  
 Bohn Michael F.  
 Gold & Diamond Exchange  
 Gonciarz, Edward F., Attorney-At-Law  
 Infomercial Sales, Inc.  
 Jan Bernard Realty LLC-Harvey Glinski  
 Lake Pointe Market

Lambda Health Care, Inc.  
 Las Vegas Handyman, Inc.  
 McCardell Realty Company  
 Tim McCardell  
 Somerset Dental  
 Xenon Nevada Corporation

### FIVE YEARS

A. Martin & Sons Millwork  
 Budget Realty-Russ Lorenzen  
 Dragon 9 Ventures, LLC  
 Gordon & Rees LLP  
 Hotsy Southwest  
 Howard Roitman & Associates  
 Il Mulino New York  
 Juvenile Diabetes Research  
 Foundation Nevada Chapter  
 Knapp, Gregory D., Ltd  
 Laurence C. Raskin, Realtor  
 The Loan Depot, Inc.,  
 Merchant Billing Services, Inc.  
 M-Truss & Components, LLC  
 Nevada Adult Day Healthcare  
 Centers, Inc.  
 The Law Office of Romeo R. Perez  
 Premier Pest Control  
 Proforma Medical Source  
 RMS Healthcare, Inc.  
 Thomad Engineering, LLC  
 Trump International Hotel Las Vegas  
 Wavescribe International Corp.

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## President Obama speaks ... *continued from front page*

experienced with the recession. “I don’t want Vegas just to be getting by – I want Vegas to be thriving,” said the President.

The President described the economic devastation that Southern Nevada has endured over the past two years with the highest foreclosure rate and one of the highest employment rates in the country.

President Obama said, “No one needs to explain to the members of the Las Vegas Chamber of Commerce that we’ve been through a punishing recession – as bad as anything since 1930.”

The President shared his position that businesses should be the creators of jobs, not government.

“What I believe – and what I know you believe – is that the true engine of job creation and economic expansion in this country has never been found in the halls of Congress or in the corridors of the White House. America’s economic success begins elsewhere, in more humble settings: in garages and basements and rented storefronts...I don’t believe my role as President, the role of the federal government or the state government or city governments, is to stifle the free market. I think

my role is to strengthen its ability to unleash that creativity and ingenuity which still makes this nation the envy of the world.”

The President said “the most profound change and the most dynamic innovations don’t happen from the top down. They happen from the bottom-up.” He hailed the small business community as the place where “true” leadership emerges and where sense of commitment is fostered that always leads the country forward. To this end, the President continues to support tax credits for small businesses to incent owners to hire and reward their entrepreneurial spirit. In addition, removing access to credit barriers to help owners restock and reinvest in their businesses are also a priority of the administration.

To kick start the recovery, President Obama announced a \$1.5 billion plan to help stem the blight of home foreclosures across the country. To help energize the real estate market here, Nevada will receive \$100 million worth of much-need relief. This stabilization plan will help slow the rate of foreseeable foreclosures, provide resources for homeowners to refinance existing mortgages, help unemployed with bridge loans and equip and incent local lenders to help homeowners save their homes by refinancing and rewriting upside-down

*continued on next page*

## Scenes from President Obama’s historic visit to Las Vegas





mortgages and rewrite second mortgages. Nevada is to be only one of only five states to receive this financial support and participate in the foreclosure rescue program.

The President announced during his two-day visit, that also included a town hall meeting at Green Valley High School, that he was directing funds for more than \$34 million in road improvement projects in Southern Nevada to get people back to work as part of the Recovery Act. The President stated that “economists tell us that the Recovery Act helped stop the freefall in our economy and created or saved as many as two million jobs” since its passage.

Additionally, the President reinforced his support to help Las Vegas to help diversify its economy by investing in renewable energy projects throughout the valley. As part of his visit the President was also given a closer look at the emerging healthcare industry that is beginning to

develop in Southern Nevada.

Seated behind the president on the stage were business leaders from area chambers of commerce, including Kristin McMillan, chairman of the Las Vegas Chamber of Commerce and Kara Kelley, president and CEO of the Las Vegas Chamber of Commerce, and several CityCenter employees. The employees were there as a symbol of the economic impact the opening of this massive visionary project has had on Las Vegas by putting more than 10,000 Southern Nevadans to work.

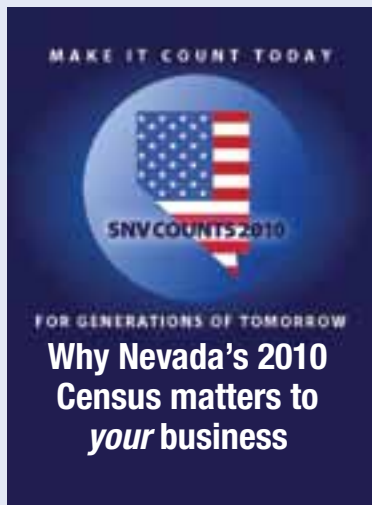
The President called for a broad-based coalition of Republicans and Democrats to bring the country and our community back to an era of growth and prosperity.

To view the President’s speech visit [www.lvchamber.com](http://www.lvchamber.com) and click on the video link on the front page. ■

## Census... *continued from front page*

together and to prepare for a highly coordinated effort, the Census Bureau has kicked the hiring process in Nevada into high gear. The Census Bureau will be hiring through April in order to prepare for the non-response follow-up canvassing process that begins on May 1.

Applying for a position with the Census Bureau is easy. Simply call the Census Jobs Hotline at 866.861.2010. The hotline is set up to automatically route prospective applicants to the correct census office here in Nevada, whether that office is in Reno, Las Vegas, Henderson, or North Las Vegas. When applicants call that number, they’ll be scheduled for a thirty-minute skills assessment, usually conducted in their own community. This test measures how they’d perform the various things a Census employee typically does in a workday: reading maps, following instructions, and performing basic mathematical operations.



State-wide participation in the 2010 Nevada Census is vital to ensuring Nevadans are accurately tallied – to make sure we get our state’s fair share of government funding for much-needed public and governmental services, as well as for accurate representation at the legislative level. Every 10 years, the United States Congress is reapportioned to give each state the representation it deserves, based on population. According to multiple independent analyses, Nevada stands at the threshold of receiving a fourth Congressional seat -- and by extension, a sixth Electoral Vote -- as a direct result of the 2010 Census.

Additionally, the Census will bring much-needed federal funding to government services in

Nevada. A recent analysis by the Nevada State Data Center, the Legislative Counsel Bureau, and the State Demographer, looked at all of the federal funding passed through to state and local governments, much of which is allocated on a per capita basis, based on the Census headcount. That analysis found that every man, woman, and child missed by the Census represents \$917 in lost funding per person, every year for 10 years: that’s \$9,170 per person over 10 years.

The Las Vegas Chamber of Commerce encourages all business owners to support and promote Census participation in the workplace. For more information on Nevada’s Census 2010 Campaign, or to partner with the Census Bureau, call 702.853.1313, or visit [www.SNVcounts2010.com](http://www.SNVcounts2010.com) for more information on the Southern Nevada Census Campaign. You can also follow the Census Twitter feed at [www.twitter.com/nvcensus](http://www.twitter.com/nvcensus) for more info on the statewide campaign.

Once an applicant has taken the test, the Census Bureau will run a background check. Because the Census Bureau routinely handles highly confidential information, it requires all employees to go through a background check and fingerprint screen. This ensures a workforce that will uphold the culture of confidentiality that safeguards all census data.

Once they’ve cleared the background screen, applicants are eligible to be hired! But here’s a tip: the Census Bureau typically hires based on test scores. If an applicant is unhappy with their test results, or felt uncomfortable in any way while taking the test, they take it again. There’s no penalty for doing so, and the Census Bureau uses only your top score.

These are good paying, flexible jobs. Census enumerator positions start at \$14 per hour in Northern Nevada and \$14.50 per hour in Southern Nevada.

Let’s do our part as business leaders and not only fill out census forms and encourage our employees to do the same, but let’s help put Nevadans back to work, too. Visit [www.census2010jobs.gov](http://www.census2010jobs.gov) or call 866.861.2010 and share this information with your colleagues, associates, friends, and family members. ■

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

class participants, discussions are often thought-provoking debates. That is what defines leadership. Being able to exchange ideas and motivate others to affect change. The Leadership Council Volunteers and Day Chairs gather the most high-profile, the most qualified, knowledgeable speakers to our programs. While there are often differing opinions on how the problems evolve and should be solved, Leadership Las Vegas starts the dialogue.

The Leadership Las Vegas program encompasses a broad range of subjects, including history, government, politics, media, community safety net, education, business, criminal justice, health, gaming and tourism. The class is often given outside “homework assignments” or “challenge activities” to broaden individual exposure to a particular topic to further enhance the Leadership experience. This could include a tour of the prison facility, a ride-along with a Metro police officer, or shadowing a school principal, and much more.

Each year the opportunities vary, but there is one constant—

the many friendships that are forged. It is impossible to graduate from Leadership without adding new lifelong friends and business acquaintances. You leave with at least 47 new contacts that you can use for your business needs. But, you also leave with personal relationships that are priceless.

I am proud to be a Leadership Las Vegas graduate, and thankful that my experience with this wonderful program continues to evolve on a new level with every new class. I encourage you to learn more about this unique opportunity. We have included additional details about the Leadership Program below.

Whether you are a seasoned veteran or an up-and-coming young professional, Leadership Las Vegas is a life-altering experience you can't afford to miss. Apply in March for the class of 2011 and if you don't get in the first year, apply again. Persistence does pay off, and in the end the reward is so worth it! ■

**Leadership Las Vegas**  
is dedicated to developing  
**leaders committed to**  
**improving the community**  
through service



### **Leadership Las Vegas begins accepting applications for its Leadership Las Vegas Class of 2011 on March 22, 2010.**

Leadership Las Vegas is an intensive, comprehensive 10-month program created to strengthen and educate community leaders while providing a unique perspective on the relevant issues that impact Southern Nevada. Participants are asked to commit to attending all nine session dates, opening and closing activities and the unique class “retreat”. The program culminates in the Leadership Gala Graduation in June.

Class participants represent a cross-section of the community, across a wide range of professions and industries.

Participants get an insider's view at the most compelling, relevant and timely issues facing the community. Session days delve into topics such as...

- Las Vegas Historical Background
- Gaming & Tourism
- Government & Politics
- Media
- Education
- Local Infrastructure
- Healthcare
- Community Safety Nest

- Growth and Economic Diversity Opportunities
- Green and Sustainability Issues
- Real Estate and Construction Updates
- And much more...

Tuition is only \$2,750 for designated members of the Las Vegas Chamber of Commerce. Non-members can apply for \$3,500.

Leadership Las Vegas encourages an ongoing community commitment and has more than 900 alumni that have successfully completed the program and forged life-long relationships in both their professional and business lives. Become a part of this connected and exclusive community and apply today for Leadership Las Vegas.

Please visit [www.lvchamber.com/programs/leadership-las-vegas](http://www.lvchamber.com/programs/leadership-las-vegas) for more information or call Member Services at 702.641.5822 and ask for Leadership Las Vegas.

# Leadership Las Vegas

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