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Las Vegas Chamber of Commerce urges U.S. Senate to pass Small Business Jobs Act



The Las Vegas Chamber of Commerce is calling on Members of Congress to quickly pass the Small Business Jobs Act*. The bill, if passed, would give small businesses greater access to capital and create incentives for investments. The purpose of the bill is to create the Small Business Lending Fund Program which will increase the availability of credit for small businesses, and to provide tax incentives for small business job creation and other business investments.

Highlights of the bill include:

- Establishment of the State Small Business Credit Initiative to allocate federal funds through participating states or municipalities
- Exclusion of 100 percent of small business capital gains
- Allows general business credit carried back five years and credit not subject to Alternative Minimum Tax (AMT)
- Increases Small Business Administration loan limits

- Increases expensing and expansion of certain real property and extends bonus depreciation
- Increases deduction for start-up expenditures
- Improves small business contracting
- Promotes small business exports and enhances small business trade opportunities

“Small businesses need more help to get back on their feet, and they need it as quickly as possible,” says Matt Crosson, president and CEO of the Las Vegas Chamber of Commerce.

“The Small Business Jobs Act will give entrepreneurs valuable assistance and strong, tangible incentives that can help spur business investment and job growth that are essential to economic recovery.”

For more information, visit www.lvchamber.com. ■

**As of press time on July 27, the vote was still pending before the U.S. Senate. The Chamber will update members on new developments via Advocacy in Action.*



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Small Business Staying Power Celebrated

By Robert Inman, 2010 Small Business Excellence Awards Chairman

Running a successful small business is a challenging undertaking in even the best of economies. Operating a successful venture during an economic slowdown is a feat to be applauded. That is what the Las Vegas Chamber of Commerce 2010 Small Business Excellence Awards is all about.

The Las Vegas Chamber of Commerce Small Business Excellence Awards, exclusively sponsored by Nevada State Bank, celebrates the best small businesses in five categories: Small Business (25 or fewer employees), Small Business (five or fewer employees), Green Business, Non-Profit Business and Emerging Business. These companies are nominated by other businesses, individuals, or even self-nominated. They each share a common set of values. Rather than shrinking back in the face of challenge, these companies are instead stepping up, redoubling efforts in customer service and quality control. They are revising their business and marketing plans and revisiting profitability and efficiency paradigms. In effect, they are doing the exact opposite of what might be expected,

which is to “lay low” until the economic storm passes. These smart business owners are the ones who look 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.

In this issue of *The Business Voice*, we are announcing the finalists for the 2010 Small Business Excellence Awards (see page 28). These companies and their owners are the true leaders in the community, and they are leading by example. Many of them volunteer their time to business, charitable or religious organizations and truly give back to the community that supports them. And by the way, not only is this honorable, but it is also smart business. As our economy rebounds, these pro-active business owners will be the ones leading the way to future prosperity and economic stability.

I urge you to take note of those being recognized as finalists for the 2010 Small Business Excellence Awards. Make plans to celebrate with the award winners when

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Robert Inman

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Editorial Policy:

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

Helpful Hints:

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

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

Annual Subscription \$25
Periodical postage paid at Las Vegas, NV
POSTMASTER: Send address changes to:
The Las Vegas Chamber of Commerce,
6671 Las Vegas Blvd. South, Ste. 300
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Circle of Excellence, Patron Award winners recognized

Circle of Excellence

The Las Vegas Chamber of Commerce is pleased to present the August 2010 Circle of Excellence Award to Shelley Eschker, commercial account manager, Office Max Impress.



A member since August 2002, Office Max Impress continually provides the Chamber with exceptional service for printing and last minute turn around for printed collateral, all with reasonable prices and exceptional customer service.

Patron Award

The Chamber is also proud to present the August 2010 Patron Award to the Four Seasons Hotel Las Vegas and general manager Mark Hellrung.

A member since December 2001, the Four Seasons Hotel Las Vegas provides exceptional service in conducting Chamber-hosted events. The staff, food and valet are always outstanding, providing a wonderful experience for members. The hotel works within the Chamber's budget, providing excellent results each time.

Kasprzyk named Navigator of the Quarter

Sammie Kasprzyk of Absolute Insurance Services, Inc. has been named the Navigator of the Quarter for the second quarter of 2010. A former chair of the Chamber's Navigators Committee, Kasprzyk continues her



Sammie Kasprzyk

exemplary service to new members, acting as a friendly face to greet them at virtually every Chamber event. Kasprzyk went a step further in 2010 by volunteering to attend and assist in over one dozen ribbon cuttings for new members. This is Kasprzyk's fifth consecutive year receiving this honor.

Crosson, Norm! Discuss the "Buzz on the Strip" at Chamber Luncheon



Norm Clarke

Chamber chief Matt Crosson turns the tables on R-J celebrity columnist Norm Clarke in a Q and A focusing on the latest Las Vegas entertainment news and the business buzz on the Strip, on August 26 at the Four Seasons Hotel Las Vegas.

Justin Timberlake, Shriners Hospitals for Children Open

Las Vegas Chamber of Commerce members are invited to be a part of continuing the tradition of a Las Vegas PGA Tour event at the Justin Timberlake, Shriners Hospitals for Children Open, on Wednesday, October 20 at TPC Summerlin, one of Americas best golf courses (Golf Digest). Members will be granted access to The Hill, a luxury 22,000

continued on page 30

Michael Kent presented with Chamber's Five Star Award for exceptional customer service

The Las Vegas Chamber of Commerce Customer Service Excellence program is proud to name Michael Kent of Chase as its most recent Five Star Award winner. The award recognizes individuals who provide exemplary customer service to the residents and visitors of Southern Nevada.

Kent was nominated for the Five Star recognition by a Chase banking customer. The nominator went into her local bank branch just prior to closing to inquire about charges to her statement that were unfamiliar. Kent stayed more than an hour beyond closing to assist with account management and explain the intricacies of her statement in detail.

"In these times of confusion, uncertainty and change in the banking world, it is nice to know there are bankers who truly want their customers to know about their products and changes to their accounts," explained the nominator. "Michael not only looked up all of my accounts, but he also

took the time to update my profile, tell me about the changes in the accounts and what products I might consider. We also went through my business accounts and Amy Nicolas, the Small Business Specialist, got involved with my banking needs. Both stayed with me until we concluded all of the business we could at that time and we made arrangements for follow-up calls the next morning."

The customer is now considering other Chase products for both her personal and business use because of the time and superior attitude displayed by Chase employees.

For more information on the Chamber's Customer Service Excellence programs, visit

www.lvchamber.com/programs/cse. ■



Michael Kent

“City National gives me peace of mind.”

I'm a civil rights lawyer. I founded my firm in 1985, and now I have four partners. Civil rights work permits me to seek justice for people when they've been victimized. I look out for the rights of others and City National looks out for me.

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Benjamin Schonbrun (and Max)

Civil Rights Attorney

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Tax benefits available for those who hire from Nevada Department of Corrections re-entry program



The Nevada Department of Corrections works to provide re-entry services for inmates who are leaving the correctional facility and re-acclimating themselves into society. The re-entry program provides elective program services to inmates to help prepare them for the transition back into the local community. Nevada business owners can help support this program while also receiving tax incentives by employing individuals leaving the department's Casa Grande Transitional Housing facility.

"The job market is tough as it is," explains Bradford R. Glover, MCJ, Re-Entry Coordinator and Program Officer III for the Nevada Department of Corrections. "These people are ready to get to work, and they're willing to work hard."

According to Glover, one of the biggest obstacles facing recently-released inmates is being able to find gainful employment. Re-entry involves the use of programs

targeted at promoting the effective reintegration of offenders back to communities upon release from prison and jail. Re-entry programming, which often involves a comprehensive case management approach, is intended to assist offenders in acquiring the life skills needed to succeed in the community and become law-abiding citizens.

A variety of programs are used to assist offenders in the re-entry process, including pre-release counseling, drug rehabilitation, vocational training and work programs. Despite the department's efforts, ex-offenders often have a difficult time securing employment upon

release. According to Glover, the stigma of hiring an ex-offender can weigh heavily on business owners because they harbor concerns about the safety of having an ex-offender in the workplace. Glover is working to ensure business owners understand that each potential new hire is carefully screened before being sent on job interviews.

"There are no sex offenders or violent offenders in this program," says Glover. "It is someone who made a mistake and is ready to be transitioned back into the community. We give them tools, education, training and a 'New Beginnings' class that focuses on job readiness."

Glover says the process is simple. Interested businesses contact Casa Grande and provide the criteria they are looking for in an employee. The program then screens potential candidates and sends the best-matched person for the job. Glover says if it does not work out, the employee can be removed and replaced with someone better suited to the position and company.

In return for supporting this valuable program, business owners who employ Casa Grande Transitional Housing residents qualify for the Work Opportunity Tax Credit. This credit provides up to \$2,400 in tax credit per qualified hire.

"If even one ex-offender gets placement," says Glover. "that's a good thing for everyone."

For more information on the available tax credit, visit www.detr.state.nv.us/es/es_wotc.htm. You can learn more about the re-entry program by contacting Bradford Glover at 702.879.6685. ■

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September 2010 Issue

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• Government & Legislative Law

Jane Donovan has been with Bert & Ernie, LLP since January of 2005. During that time she has successfully litigated several cases and has been an asset to the firm. Donovan has been practicing as an attorney for more than 15 years. Her extensive experience as a human resources executive prior to becoming a lawyer, allows her to provide effective representation for my clients. Donovan graduated from the University of Las Vegas, Boyd School of Law in 2003 with honors. She has since worked her way up through the firm proving to her superiors her abilities and talents as an attorney. Donovan is a third-generation native Las Vegas resident. She names Joe Schmoie as her mentor and is proud to represent each of her clients at Bert & Ernie, LLP. Donovan names *Nevada Business Magazine* as her favorite thing to read and has excellent taste in her reading choices.

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3 to 5	\$1,000 ea.	\$900 ea.	\$700 ea.
6 to 9	\$900 ea.	\$800 ea.	\$600 ea.
10 or more	\$800 ea.	\$700 ea.	\$500 ea.

* profile price does not include cost of display ads.

Energy Efficiency grants awarded by Small Business Administration to assist small businesses

The U.S. Small Business Administration recently announced Small Business Energy Efficiency Grants to Small Business Development Center networks in seven states (including Nevada) to fund projects that provide energy efficiency assistance to small businesses. Each grant award is in the amount of \$125,000. The Small Business Administration is committed to helping small businesses save money by making them more energy efficient and more competitive. The grant awards will help small businesses conserve energy and use it more efficiently.

“Small businesses are leading the way in developing green technology,” says Small Business Administration Administrator Karen Mills. “These Small Business Development Centers are well positioned to help equip small businesses with energy efficiency tools and information. It is a win-win because a small business saves on energy bills while contributing to the growth of green jobs in other local businesses.”

The Nevada Small Business Development Center, hosted

by the University of Nevada, was selected to receive a grant because of its response to the needs of small businesses in terms of education and implementation of energy efficiency programs. The Nevada Small Business Development Center has expanded its involvement with the U.S. Department of Energy’s Rebuild America building energy efficiency retrofit program, the Nevada State Office of Energy, the major Nevada Electric Utilities, the U.S. Environmental Protection Agency and the Nevada Division of Environmental Protection to provide energy audits and assist small businesses in evaluating and implementing energy efficiency measures. With this grant, the center will offer education on renewable energy generation, constructing high performance green buildings and developing and commercializing clean technology products, goods, services and processes. The center will also help small businesses improve environmental performance using source reduction approaches, including toxic reduction, waste and emissions minimization. For more information, visit www.nsbdc.org. ■

Chamber account executives take top national honors

The Las Vegas Chamber of Commerce is proud to recognize the achievements of two of its top account executives, Chris Wilson and Vance Adams. Wilson and Adams took first place sales honors at the most recent gathering of the American Chamber of Commerce Executives. Wilson won first place in Revenue Generation, leading the country with \$253,531 in new sales. Adams took first place honors in New Membership Sales, selling 372 memberships and beating his closest competitor by more than 40 units. The Las Vegas Chamber of Commerce has been number one in the American Chamber of Commerce Executives annual sales contest since 1998, with Chamber account executives regularly placing at or near the top of every category.

Peggy Franzino, Director of Sales for the Chamber, notes the significance of the awards.

“The American Chamber of Commerce Executives is comprised of more than 7,800 members representing more than 1,400 chambers of commerce nationwide,” says Franzino. “The fact that Las Vegas has held top sales honors not only this year, but for the past 12 years, speaks volumes about our sales team and about our members.”

Adds Franzino, “Both Chris and Vance are dedicated to helping Southern Nevada business owners get the very most out of their Chamber investment. They fully understand the value of Chamber membership and are able to convey this to prospective new members. That they are able to perform at such an impressive level, particularly during a slow economy, speaks volumes about their abilities.”

Franzino says the fact that local business owners are continuing to invest in their Chamber membership also speaks to the staying power and resilience of the local business community.

“Business owners, understandably, are watching how they spend every penny these days,” explains Franzino. “They clearly continue to see their Chamber investment as a vital operating expense, which tells us they are serious about doing what it takes to survive this economic storm.”

The American Chamber of Commerce Executives was established in 1914. Since that time, the organization has dedicated its resources and energies to enhancing professional growth, career development and management effectiveness of chamber executives and professionals alike. ■



Chris Wilson



Vance Adams

Tax amnesty program allows Nevadans to make good on back taxes

A tax amnesty program for individuals and businesses who are behind or non-compliant with current Nevada taxes is in effect through September 30, 2010. The program allows those behind on their taxes to make restitution with no fear of penalties or interest. The program was authorized by Assembly Bill 6 of the 26th Special Session of the Nevada Legislature and signed into law by Governor Gibbons.

How it works:

The Department of Taxation will administer the tax amnesty program, which runs from July 1, 2010 through September 30, 2010. The program grants a one-time waiver of penalty and interest for certain taxes due prior to July 1, 2010, provided the outstanding tax liability is paid in full during the amnesty period.

The tax types included in the amnesty program are as follows:

- Sales and Use Tax
- Modified Business Tax
- Outstanding Business License fees payable to the Department due on or before September 30, 2009
- Cigarette Tax/Other Tobacco Products Tax
- Liquor Tax
- Bank Branch Excise Tax
- Insurance Premium Tax
- Tire Tax
- Live Entertainment Tax (non-gaming)
- Short-term Lessor (Passenger Car)
- Exhibition Facilities Fees
- Property Taxes that are Centrally Assessed
- Net Proceeds of Mineral Tax

For an amnesty application and more information, visit the Department of Taxation's website at tax.state.nv.us, contact the Call Center at 866.962.3707 or visit a district office. ■



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Secured Fibres and Evergreen Recycling take top “Green Booth” honors at 2010 Business Expo

It pays to be green! Two Las Vegas Chamber of Commerce members were recognized with first and second place honors in the “Green Booth” exhibit category by judges at the Chamber’s recent Business Expo. Judges ranked exhibits based on visual appeal, marketing message and knowledge and friendliness of booth staff.

First Place: Secured Fibres/Haley Wilson

Secured Fibres has more than 50 years of experience in recycling and waste management. The company’s flexible and efficient recycling and document destruction programs serve small and large businesses alike. The company prides itself on developing close working relationships with its customers through efficient and responsible service. Secured Fibres has served Southern Nevada since 1998 and is locally owned. The company focuses on full-service recycling, document shredding and recycling-based waste-stream management.

Q: What is your company’s overall philosophy about being viewed as a “green business?”

A: “Since 1998, even before it was fashionable to be green, Secured Fibres has been helping companies adopt greener business practices. We provide services that are helping solve our planet’s environmental challenges, rather than contributing to them. We believe that what we do is important to our local community, as well as our global community. Virtually every business can utilize our services and feel good about the monetary and natural resources they are saving. Decisions we make locally have a global impact. Much of the material we recycle in Las Vegas is processed overseas and remanufactured as packaging for Nike and Apple products worldwide. This is a great example of the endless global cycle of sustainability to which we all contribute when we make the choice to recycle.”

Q: Why was it important for your company to be a Green Exhibitor at Business Expo?

A: “Green business is a fast-growing sector of the overall business community, and it is a catalyst for entrepreneurialism, innovation and socio-environmental awareness. We are proud to work with the Chamber to highlight the importance of good corporate citizenship through green business implementation.”

Q: Do you feel the “greenness” of your company is important to your customers? If so, in what way?

A: “We strive to serve our customers with the utmost integrity. They depend upon us to properly destroy their confidential documents, as well as to reliably dispose

of the recyclable materials we collect from them. Our reputation for dependability and accountability to our customers and the environment have earned the trust of our customers and community. We make every effort to provide cost-effective solutions to help companies achieve their corporate sustainability mandates for recycling, document destruction and waste reduction.”

Second Place: Evergreen Recycling /Tracy Skenandore

Evergreen Recycling, Southern Nevada’s leader in commercial, industrial and construction recycling, embodies a team of professionals who are passionate about its mission to divert as much material as possible from landfills. Evergreen also works to educate the community and businesses about the positive environmental impacts recycling can make.

Q: What is your company’s overall philosophy about being viewed as a “green business?”

A: “Evergreen Recycling is passionate about doing what is environmentally responsible and sustainable by recycling and diverting from landfills valuable materials to be repurposed or reused. It is our mission to continuously seek opportunities to increase recycling in Southern Nevada and to find avenues for recyclables to be reused.”

Q: Why was it important for your company to be a Green Exhibitor at Business Expo?

A: “Evergreen Recycling finds tremendous value in Las Vegas Chamber of Commerce networking events. By tracking our sales, we found that in 2009, roughly 30 percent of sales leads came from networking events. Being a Green Exhibitor at Business Expo was a valuable tool to help us differentiate ourselves from other companies. It allowed us to have direct interaction with hundreds of potential customers and business partners and to let Las Vegas Chamber members know the value and experience we provide through our green services.”

Q: Do you feel the “greenness” of your company is important to your customers? If so, in what way?

A: “Absolutely. We have not only built a team of experienced experts, we have established many programs and services to meet the recycling needs of our community. We consider our customers to be our partners. Rather than just being their service provider, we offer joint marketing, special recycling events, employee training, and education and community outreach.”

To learn more about the Chamber’s Green initiative, visit www.lvchamber.com. ■

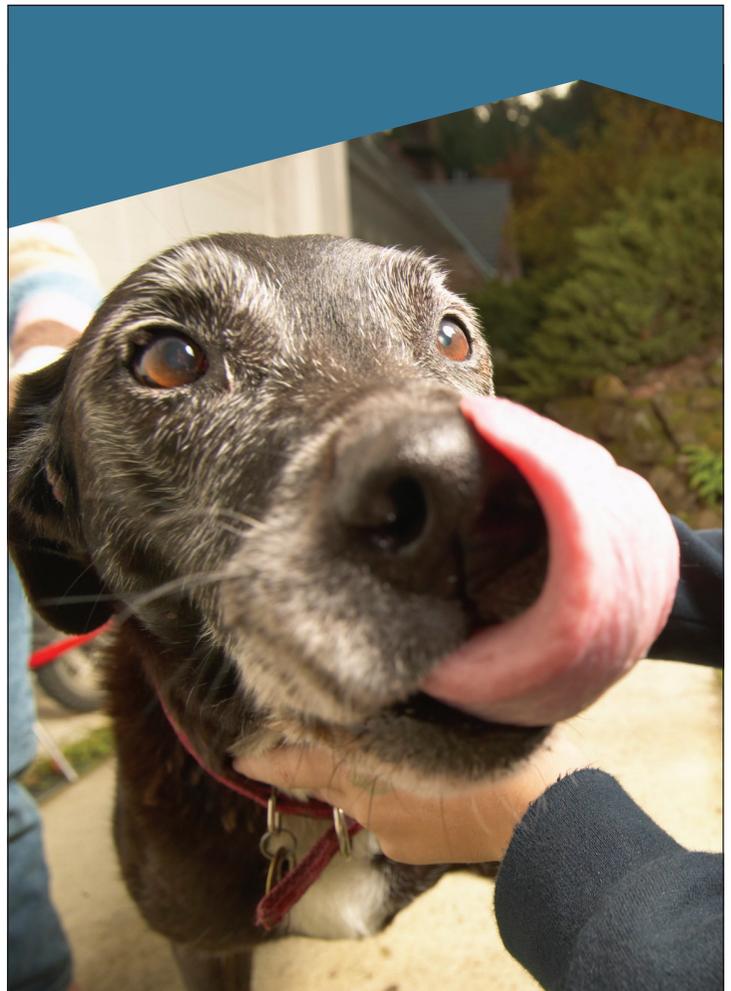


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Social media opens a world of opportunity for small businesses

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

“Social media” is a major buzz term in today’s highly technical, gadget and internet-savvy world. While at first some may have thought it a passing fad, many social mediums are not only showing signs of staying power, but are proving themselves to be a valuable asset for small business owners. Nevada’s Center for Entrepreneurship and Technology (NCET), for example, has four websites and four Facebook pages, one for each of our major programs, along with LinkedIn, Flickr and Twitter accounts. Each has proven to be incredibly effective in communicating with the individuals, companies, agencies and organizations that are interested in our various programs. We are also able to cross-promote programs and events through effective management of these mediums. In short, even though we are a relatively small organization, we are competing on the same level as larger organizations by way of carefully managing our social mediums. In this new series, I am going to show you how you can do the same.

During the next several months, we will take a look at the most popular social mediums and the ways in which you can utilize them as cost-effective tools for growing your business. We will also explore the “do’s and don’ts” of social media, look at ways to organize the time you spend managing your social media and investigate some easy-to-implement techniques to integrate these powerful new marketing tools to your advantage.

A few common questions beginners have about entering the social media age:

Is social media right for me?

In a word, yes. Even if you think your business is too small, too large, or “not right” for social media, think again. Ultimately, being involved with social media is simply about having a presence in online forums most often utilized by consumers today. It allows you to connect with consumers in a new way and expand your network exponentially.

Is social media an expensive marketing tool?

At the moment, social media is one of the most cost-effective marketing tools available for small businesses. The major investment you’ll make at first is your time.

How can social media bring me more business?

Participating in social media forums can help you:

- Expand your circle of business networks
- Connect with customers in real time
- Provide product demonstrations and customer reviews
- Share industry news
- Establish yourself as an expert in your field
- Easily implement contests, promotions and sales
- Drive new customer traffic by way of referrals

What if I am not I’m not tech-savvy?

You do not have to be. Most popular social media tools are very easy to operate with “fill-in-the-blank” templates. The best part is, you can start small and build as you learn and grow. Start with a company

continued on page 28





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*Workers' Compensation is required by the State of Nevada

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

Project 5000 Kids: Developing the next generation of business leaders

The Las Vegas Chamber of Commerce is proud to be partnering with Project 5000 Kids, a community-wide movement to increase our high school graduation rate by connecting 5000 young people between the ages of 14-21 to meaningful work

graduate high school and strive for higher education. For business owners, this means access to a better-educated, more skilled future workforce.

Facts about teens and education:

In 2008, 13,600 students dropped out of the Clark County School District. If half (6,800) of these students would have received a diploma in 2009, according to Project 5000 Kids, we would tentatively have seen the following increases to our regional economy:

- \$70 million in increased earnings
- An additional \$51 million in spending and \$20 million in investing
- 450 new jobs and economic growth of \$91 million
- Increased home sales of \$194 million and auto sales of \$7 million
- \$5 million in increased tax revenue
- Increased human capital – after earning a high school diploma, 56 percent of new graduates would likely continue on to pursue some type of post-secondary education

How can your business get involved?

- Provide career preparation experiences to youth by offering paid internships for summer or year-round positions
- Make a financial contribution to support youth with paid internship opportunities, training and work readiness activities, summer school scholarships, transportation costs and work-based learning opportunities
- Become a career mentor or speaker
- Provide a job shadow opportunity
- Provide workplace tours and field trips

To become a part of Project 5000 Kids, visit www.project5000kids.org or call 702.636.2384. ■



Project 5000 interns Emily Ross, Angelina Paez, Niani Wilson, Joe Marra and Caleigh Blankenship gain experience in a professional work environment at the Las Vegas Chamber of Commerce.

career mentoring and job shadowing, these young people experience a professional environment that motivates them to stay in school, gaining the knowledge, skills and experience to be more successful in their future workplace.

Why is this program important to the business community?

There is a direct correlation between meaningful work experiences, relevant academics and graduation from high school. When we connect our young leaders to the workplace at an early age, we can positively impact our community by encouraging more youth to

Small Business Excellence Awards ... *continued from page 3*

the Chamber hosts its annual Small Business Excellence Awards Luncheon September 16. As a close-knit business community, this is an ideal time to come together and celebrate the achievements and the staying power of our members and the resilience of our business community. This is the time to celebrate what is right with Las Vegas. The Small Business Excellence Awards is an excellent place to start.

For more information on the 2010 Small Business Excellence Awards, visit www.lvchamber.com/biz-el-nominate. Finalists and winners will be honored at the annual Small Business Excellence Awards luncheon on Thursday, September 16, 2010, at the Paris Las Vegas Hotel & Casino. For more information, contact Susan Sheridan at 702.586.3835 or e-mail ssheridan@lvchamber.com. ■



Small Business Excellence Awards Luncheon

2010 Small Business Excellence Awards Finalists

Emerging Business of the Year

Resolution PI

Stout Keeton LLC

Twin Medical Professional Services

Green Business of the Year

Artificial Grass Direct

Green Living Services

Solar Energy Applications

Non Profit of the Year

Blind Center of Nevada

Consumer Credit Counseling

Service-Southern Nevada

Nevada P.E.P., Inc.

Small Business of the Year 5 employees or fewer

Harrison Insurance Agency

VP Marketing, Inc.

Yellow Bucket Janitorial, Inc.

Small Business of the Year 25 employees or fewer

Gerety & Associates, CPA's

Telesphere

Urban Environmental Research, LLC

Join the Chamber as we honor
and celebrate small business
excellence in Southern Nevada

Thursday, September 16

Paris Las Vegas Hotel & Casino

\$50 for prepaid members

\$65 for prepaid non-members

\$70 for all walk-ins

Reserve your seats today!

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Registration & Networking — 11:30 a.m. to Noon

Program & Lunch — Noon to 1:15 p.m.

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August Chamber Events

4

Business Survival Counseling Sessions

Date: **Wednesday, August 4**
Time: 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. S., Ste. 300, 89119 (at Town Square)
Details: Expert business professionals from SCORE will be on hand during FREE one-on-one counseling sessions exclusive to Chamber members to help assess your business concerns and provide the advice, tools and resources needed to keep your business operating during the slow economy.
Cost: Complimentary. Chamber members only.



4

Member-To-Member Marketing Expo

Date: **Wednesday, August 4**
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. Catering provided by Superior Event Services. Cash bar available.
Cost: Complimentary by invitation only, \$100 for Table Tops. Only Chamber members can exhibit.

Sponsored by:

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11

Chamber Voices Toastmasters



Date: **Wednesday, August 11**
Time: 10:45 a.m. - Noon
Location: **CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce**
6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)
Details: Looking for a way to improve your communication skills in both your personal and professional life? The Chamber Voices Toastmasters group is open to all members to aid in the development of speaking, presentation and leadership skills.
Cost: \$45 every six months, guests always complimentary.

18

New Member Breakfast

Date: **Wednesday, August 18**
Time: 7:00 - 7:30 a.m. Registration and networking
7:30 - 9:00 a.m. Program
Location: **CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce**
6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)
Details: Start your new Chamber membership off right at this exclusive event for all new members of the Chamber. Each participant will have the opportunity to introduce themselves and their business and network in a friendly and upbeat atmosphere. Bring plenty of business cards!
Cost: By invitation only, Complimentary

Sponsored by:

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24

Free Legal Solutions for Small Business

Date: **Tuesday, August 24**
Time: Appointment times: 6:00 - 6:50 p.m., 7:00 - 7:50 p.m., two members per time slot.
Location: **Las Vegas Chamber of Commerce**
6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)
Details: Attorneys from the law firm of Holland & Hart will provide legal counseling to Chamber members. Lawyers will be on hand to provide counseling on commercial business transactions, employment matters, contract law, litigation, intellectual property law, bankruptcy and tax.
Cost: Complimentary. Chamber members only.



25

Chamber Voices Toastmasters



Date: **Wednesday, August 25**
Time: 10:45 a.m. - Noon
Location: **CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce**
6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)
Details: Looking for a way to improve your communication skills in both your personal and professional life? The Chamber Voices Toastmasters group is open to all members to aid in the development of speaking, presentation and leadership skills.
Cost: \$45 every six months, guests always complimentary.

26

Business Power Lunch

Date: **Thursday, August 26**
Time: 11:30 a.m. - Noon, Registration
12:00 - 1:00 p.m. Program
Location: **The Four Seasons**
3960 Las Vegas Blvd. S., Las Vegas, 89119
Speaker: **Norm Clarke**, *Las Vegas Review-Journal* news columnist *Vegas Confidential*
Details: Chamber chief Matt Crosson turns the tables on R-J celebrity columnist Norm Clarke in a Q and A focusing on the latest Las Vegas entertainment news and the business buzz on the Strip.
Cost: \$50* for members with a prepaid reservation, \$65* for non-members with a prepaid reservation, \$70 for walk-ins.

Sponsored by:



VEGAS YOUNG PROFESSIONALS

To register for VYP events:

Log on to www.VegasYP.com and find your event on the VYP Event Calendar, or call 702.735.2196.

3

Vegas Young Professionals Morning Buzz

Date: **Tuesday, August 3**
Time: 7:00 - 9:00 a.m.
Location: **Proforma Element 7**
6525 W. Warm Springs Rd. Ste. 100, Las Vegas 89118
Details: Vegas Young Professionals Advisory Council members and Ambassadors will be on hand to answer questions for anyone interested in learning more about VYP, the Valley's largest business organization for young professionals. Hot coffee and continental breakfast will be served.
Cost: Complimentary.

Hosted by:



9

Vegas Young Professionals Toastmasters Strip View Speakers

Date: **Monday, August 9**
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., Las Vegas 89169

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.vegasyvp.com.

Cost: Free for guests, \$60 to join, \$36 every six months.

Hosted by:



10

Vegas Young Professionals Bigwig Lunch Time

Date: **Tuesday, August 10**
Time: 11:30 a.m. - 12:00 p.m. Registration & networking
12:00 - 1:30 p.m. Program & lunch

Location: **TBD**

Speakers: **Jim Fassel**, Las Vegas Locomotives Coach

Details: Join VYP for this month's Bigwig Lunch Time featuring Las Vegas Locomotives Coach Jim Fassel. In his first season as Head Coach of the Las Vegas Locos, the former NFL Coach of the Year successfully led the Locos to their first UFL Championship title. Enjoy an exclusive, informal luncheon, while Coach Fassel shares his vision for professional sports in Las Vegas and his secrets to success. This event is for VYP members only.

Cost: \$35 per VYP member. RSVPs are first come, first serve. For more information and to RSVP, visit www.VegasYP.com

Sponsored by:



19

Vegas Young Professionals White Hot Fusion Mixer

Date: **Thursday, August 19**
Time: 7:00 - 10:00 p.m.
Location: **MOON Nightclub at The Palms**
4321 W Flamingo Rd., 89103

Details: Join VYP at MOON Nightclub for our annual White Hot Fusion Mixer. MOON is an exclusive boutique club featuring a celestial retractable roof and spectacular city view. This annual high-velocity power networking event is Vegas Young Professionals' biggest event of the year.

Cost: \$10 for VYP members, \$15 for non-members, \$20 for walk-ins

Hosted by:



Sponsored by:



23

Vegas Young Professionals Toastmasters

Monday, August 23

See August 9 for time and location details.



Learn how to give “Presentations with Punch!”

Darren LaCroix will be the featured speaker at the Chamber's September 8 Business Education Series, “Win ‘em over! Presentations with Punch!” This program will teach you how to bring your presentations to life. You will learn what makes and breaks a presentation, where and how to use humor and how to breathe life into boring speeches. You will also learn...

- The biggest killer of presentations, and how to avoid it
- The most common mistakes presenters make
- The crucial elements of a powerful presentation that most speakers leave out



Darren LaCroix

LaCroix is an in-demand keynote speaker who has inspired audiences in Malaysia, Taiwan, Abu Dhabi, Saudi Arabia and Singapore. Don't miss this opportunity to learn a skill that will serve you throughout your entire professional life. ■

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Mark Cenicola
Chairman, President & CEO
BannerView.com

As chairman, president & CEO of BannerView.com, Mark Cenicola is committed to helping companies build, promote and maintain a successful online presence. With an Associates of Applied Science degree in Computer Information Systems, Cenicola began his eventual rise to company owner as a network engineer for the City of North Las Vegas. Cenicola serves on the board of the Turnaround Management Association of Nevada (TMA), actively taking responsibility for making the Nevada chapter one of the fastest-growing chapters in the entire organization.



Jim Chaisson Jr.
Market President
Desert Automotive Group

A Las Vegas native, Jim Chaisson Jr. has been in the car business all of his life, working his way from a porter to vice president of Chaisson Motor Cars and currently market president of the Desert Auto Group. The Desert Auto Group consists of 11 dealerships including Desert BMW and Mini of Las Vegas, Desert BMW of Henderson, Desert Audi, Desert Volkswagen, Desert Toyota, Desert Honda, Desert Nissan, Desert Lincoln Mercury, Desert Buick GMC Pontiac, Desert Pontiac GMC Buick in the Valley Auto Mall and Desert Auto Group Collision.



David Dahan
CEO
Orgill/Singer & Associates, Inc.

A 39-year resident of Nevada, David Dahan brings more than two decades of insurance industry experience to Orgill/Singer. An active supporter of his local community, Dahan serves on the board of Las Ventanas Retirement Community, the Henderson Chamber of Commerce and the governing board of North Vista Hospital. Dahan is also on the executive board of Nevadans for Affordable Healthcare and is the past chair of the local chapter of American Israeli Public Affairs Council.



Les Harris
Account Executive
Heartland Payment Systems

Since 2006, Les Harris has been serving the Southern Nevada business community, leveraging his business development and 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.



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, he served as director of provider contracting/administration for Humana in Las Vegas, 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.



Kerry McGonigal
Director, Las Vegas Region
Sprint

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



Karla Perez
Group Vice President
Valley Health System

Karla Perez was promoted to group vice president of the Valley Health System as a result of her dedication and continued success in leadership during her 25-year career with Universal Health Services. Perez manages and oversees the operations of Spring Valley, Summerlin, Desert Springs, Valley and Centennial Hills Hospital Medical Centers. She serves on the board of the United Way of Southern Nevada and is a member of the Board of Trustees for the Las Vegas Chamber of Commerce.



Dale Redden
Business Solution Division District Manager
Office Depot

As district manager for Office Depot, Dale Redden directs the company's Business Solution Division, which includes products and services designed specifically for businesses in Nevada. Redden is involved with numerous Chamber programs including Preview Las Vegas, Business Expo and the Business Education Series. In addition, Redden is part of the Chamber's Business Council and a committee member for the Customer Service Excellence program. Redden is a past recipient of the Chamber's Circle of Excellence Award.



Jeff Arnold
Principle
Pocket-Promo.com

Building upon a successful career as a finance industry executive, Jeff Arnold launched Pocket-Promo to pursue his passion of utilizing technology to help business owners implement cost-effective marketing programs in the “new media” world. As a 16-year Las Vegas resident, Arnold gives back to the city he loves by coaching for Summerlin Little League, assisting with the Red Rock Raptors soccer club and the Grant A Gift Autism Foundation. He also volunteers for myriad school and community functions.



Mark Dukes
General Manager
Red Rock Harley-Davidson

Red Rock Harley-Davidson is the premier Harley-Davidson dealership, featuring 104,000 square feet of Harley-Davidson motorcycles, merchandise, genuine parts and accessories. Red Rock Harley-Davidson is an authorized Harley-Davidson service center. Mark Dukes, general manager, has more than 24 years of experience in the motorcycle industry. He relocated to Las Vegas in 2005 to take the position of sales manager at Las Vegas Harley-Davidson and was promoted to general manager a year later. He now manages all operational functions of Red Rock Harley-Davidson.



Mario C. Educate
President/Owner
On Stage Audio, Inc.

Founded in 1985, On Stage Audio, Inc. has offices in Chicago, Orlando, Las Vegas and Detroit. On Stage Audio is a full-service sound and technical management company that specializes in corporate industrial shows, special events and entertainment. The company has been involved in many large-scale projects including Super Bowl halftime shows, NBA All-Star games, World Cup Opening Ceremonies and the Detroit Auto Show. On Stage Audio has also handled corporate shows for companies including General Motors, Ford, Chrysler, IBM, McDonalds and Fox Broadcasting.



Stefan Gastager
Hofbrauhaus Las Vegas
President

Stefan Gastager visited Las Vegas in 2000 and decided to introduce high-quality Bavarian food, premium beer and coziness - “Gemütlichkeit” - to the country at a location that would appeal to tourists and locals. Partners Klaus Gastager, Franz Krondorfer and Anton Sinzger spent three years making Hofbrauhaus a reality. They have created an authentic replica of the Munich Hofbräuhaus that was originally commissioned in 1589 by King William V.



John Gerarde
General Manager
Maggiano's Little Italy

John Gerarde takes pride in guest satisfaction at Maggiano's Little Italy. The St. Mary's University graduate has carried this passion through his work as a district manager for ARAMARK and as the director of food and beverage for Hilton Hotels. Overseeing every aspect of restaurant operations, Gerarde strives to create a culture of fun and support for his employees while ensuring that every guest leaves Maggiano's Little Italy having had an incredible experience.



Corey Jenkins
President and COO
SAVMOR Rent-A-Car

Las Vegas native Corey Jenkins is President and COO of Jenkins Enterprises, a group of holdings including SAVMOR Car Rental, Master Lease Plan, C/JG Investments and Dollar Rent A Car Utah. Jenkins is a graduate of Leadership Las Vegas, a member of the Nevada Bar Association, American Bar Association and Young Presidents' Organization. He serves on the board of trustees at the Las Vegas Chamber of Commerce, the board of directors of World Spark, on the advisory board of Public Education Foundation and is involved with Boys Town Nevada and Therapy Dogs Association.



William Bruce King
President
Pete King Nevada Corporation

Pete King Nevada Corporation was started by Bruce King's grandfather in 1945. King has been active in the industry over the years and has worked hard to improve the environment for construction and construction industry employees in Nevada. King was appointed to the Nevada State Contractor's Board by the Governor in December of 2005. He is an active member and officer of various industry associations including the Association of General Contractors and charitable organizations such as Boy Scouts of America and the Las Vegas Boys and Girls Club.



Douglas (Doug) P. Lea
President
Quality Mechanical Contractors, LLC

Doug Lea is president of Quality Mechanical Contractors, LLC, one of the largest and fastest-growing mechanical contractors in the nation. Quality's highly-skilled staff specializes in plumbing, piping, industrial piping, HVAC and architectural metal. Lea has overseen the successful completion of projects such as Paris Las Vegas, Venetian Hotel, Green Valley Ranch, Caesars Palace, Palms Resort Casino and McCarran International Airport. Current projects include MGM CityCenter Central Plant Design, World Market Center, and UNLV's Science Center.



Amy Meyer
President
Paul E. & Helen S. Meyer Foundation

The Paul E. & Helen S. Meyer Foundation, formed in 1994, makes educationally-based grants and scholarships to area students. Amy Meyer, granddaughter of the founders, became the foundation's president in 1999. Meyer's passion for disadvantaged and struggling youth led to the development of a new non-profit, the White Horse Youth Ranch, which offers free riding lessons using rescued horses to help build self-esteem and give renewed hope to youth in Las Vegas.



Josh Miller
President
KeyState Corporate Management

Josh Miller joined KeyState in 1993 and has served as president since 2004. KeyState provides corporate and captive management services in Nevada and Delaware. Miller received his BA in economics and foreign affairs from the University of Virginia. He serves on the boards of the Las Vegas Rotary, the Public Education Foundation, the Nevada Taxicab Authority and the Nevada Captive Insurance Association. He is also involved in various other community organizations in Southern Nevada.

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or e-mail gallen@lvchamber.com.



Welder Photography and Art is a Las Vegas based photography service. The goal is to capture emotion and feeling that expresses the essence of the life event or tell a story that will forever hold that moment in time. Call 702.349.8264 or visit www.welderphotoart.com.



Driver Watch is proud to announce its grand opening in Las Vegas. Driver Watch is able to provide driver monitoring services for all Nevadans and their teen drivers. Call Kevin at 702.591.1784 or visit www.driverwatchusa.com.



Urban Environmental Research, LLC (UER) provides sustainable solutions that address the interactions of social, economic, security and environmental issues. UER offers solutions through research, innovative products and training services. UER is located at 1120 N. Town Center Dr., Ste 100. Call 702.254.0306 or visit www.uerlv.com.



Shea Homes is proud to announce the grand opening of the models to its first Las Vegas active adult community, Shea Homes at Ardiente. Come explore these award winning designs at 5840 Summit Greens St., North Las Vegas, NV 89081. Call 800.685.6494 or visit www.SheaArdiente.com.



In Touch celebrated the grand opening of its Rainbow branch located at 6265 S. Rainbow Blvd., Las Vegas, NV 89118. It provides easy and hassle-free money management in a comfortable, hometown environment. It provides personal and professional financial assistance. Call 702.953.3025 or visit www.itcu.org.



Tangerine Office Systems celebrated its tenth year in business. It specializes in remanufactured toners at factory direct prices, office supplies and Xerox machines. It offers full service for all major brands. Call 702.260.6650 or visit www.tangerineos.com.



Lori's Garden provides interior plantscapes for the home or office. Maintenance and color rotation programs are available. Design and installation is provided for patio, courtyards and special events. Call Lori at 702.513.4677.



ResCareHomeCare celebrated its grand opening at 3811 W. Charleston Blvd., Ste. # 210. It provides in-home non medical services to seniors and people with disabilities, specializing in Alzheimer's disease and end of life care. Call 702.880.0961 or visit www.rescare.com.



Claim Jumper Restaurants was proud to be a part of the Las Vegas Chamber Business Expo 2010, providing samples of its signature six-layer chocolate Motherlode cake. Please visit www.claimjumper.com for the three Las Vegas area locations.



Panorama Tower North celebrated the launch of a financing program helping qualified buyers purchase homes at the luxury high-rise condominium community at 4471 Dean Martin Drive, overlooking the heart of the Las Vegas Strip. Visit www.PanoramaTowerNorth.com.



Lee Wilson, Kim Travis, Lyn DiMartino, Kelly Gaylord, Michael Hoover and Carlos Torres officially opened the **Winder Farms** booth at the Las Vegas Chamber Business Expo 2010 at World Market Center. Call 702.949.6025 or visit www.winderfarmslasvegas.com.



GameWorks ribbon cutting ceremony took place at the Las Vegas Chamber Business Expo 2010 where Director of Sales, Mark Wiley, is debuting its new team building and corporate event opportunities. For more information about hosting an event at GameWorks, call 702.895.7626 ext. 203 or visit www.gameworks.com.

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or e-mail gallen@lvchamber.com.



Yellow Bucket Janitorial is proud to celebrate its 10th anniversary serving the Las Vegas area. For more information, call Wendy or Dan at 702.241.4608 or visit www.yellowbucketjanitorial.com.



Las Vegas Flight Ventures is a unique experience that allows individuals and groups the opportunity to fly FAA-approved airline simulators. Las Vegas Flight Ventures was created with the idea of bringing the aviation industry together with the public. Call 888.737.9618 or 702.497.3929 or visit www.lasvegasflightventures.com.



Residential Fire and Safety introduces its **Texas Cool Vest**. The purpose of phase change material cooling technology is to maintain a comfortable core temperature and prevent that temperature from increasing. Please call Jim or Scott at 702.953.9800 or visit www.residentialfireandsafety.com.



EPK provides creative support for video initiatives including; conventions, business grand openings and red carpet events. EPK's experience ranges from special events to national broadcast and television shows. Please call 702.989.2424 or visit www.epkfactory.com or www.me3edia.com for more information.



By means of its booth constructed of recycled/repurposed materials, **Secured Fibres** celebrated its 12th anniversary and demonstrated its ongoing commitment to providing cost-effective solutions to help companies achieve their corporate sustainability mandates for recycling, document destruction, and waste reduction. www.sfibres.com.



Las Vegas Botanicals partners with **JavaFit Coffee**, bringing the world's only gourmet premium coffee with supplements to the Vegas market. JavaFit Organic, Fair Trade and Functional Coffees are perfect for retail, hospitality venues and fundraising! Call Judy Goff at 702.308.8772 or visit www.lasvegasbotanicals.com.

Nevadans eligible for free discount prescription drug card program

Did you know that being a Nevada resident entitles you and your family to a FREE Discount Prescription Drug Card program? Simply download your Nevada Prescription Drug Card from www.lvchamber.com and you could receive savings of up to 75 percent at more than 50,000 national and regional pharmacies. You can create a card for every member of your family. Participating pharmacies include the following:

- Albertsons/Sav-on Pharmacy
- Kmart Pharmacy
- VONS
- CVS/pharmacy
- Raley's Pharmacy
- Longs Drug Store
- Safeway
- Target
- Wal-Mart
- Kroger
- Thousands of independent pharmacies

Who is eligible?

All Nevadans, even if you have insurance coverage. This program is already used by people who have Health Savings Accounts, high deductible plans and Medicare Part D for non-covered drugs. There are no enrollment forms, no age or income restrictions, no exclusions and no annual limits on this program's use. Nevada Drug Card utilizes "lowest price logic" to guarantee that you pay the lowest price on your prescriptions. You simply pay the lower of a discount off the Average Wholesale Price (AWP), a discount calculated off MAC Pricing, or the Pharmacy Promotional/Retail price. This card is pre-activated and can be used immediately.

For more information, and to download your cards, visit www.lvchamber.com/chamber/programs-nevada-drug-card. ■



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:

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Strength in numbers. Security of coverage.

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Congratulations!

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

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

TWENTY+ YEARS

Jones Vargas (57)

Clark County Bar & Restaurant Supply (34)

Ewing Brothers (34)

Wells Fargo Bank (34)

Grove, Inc. (32)

Tuxedo Junction (30)

Bishop Gorman High School (27)

Construction Management Systems, Inc. (26)

NV Energy (25)

For Rent Media Solutions (25)

Affordable Concepts, Inc. - Lic. # 23287 B (25)

The Jewelers (24)

Desert Research Institute (23)

Abbott Trophies (22)

Nevada Advertising & Events, Inc.

(21)

American Pool Supply, Inc. (21)

Battista's Hole In The Wall (21)

Bob & Deanna Werner (21)

Levy Realty Co. (21)

National Multiple

Sclerosis Society (21)

FIFTEEN YEARS

Merrill Lynch

Southern Nevada Health District

Susan G. Komen For the Cure

Tom and Elaine Coleman

University of Nevada Cooperative

Extension

TEN YEARS

J.D. Bruzzese, DDS

Bush Construction - Lic. # 36890

Capstone Brokerage, Inc.

EJM Development Co.

Firstsource Insurance

Services, LLC

The Law Offices of David Huston

Interiors by Decorating Den

J.R. Bell Sales, Inc.

Jesus Medina Jr., DDS, Ltd.

Lagudi Enterprises

Lakeview Trucking & Landscape Services, Inc.

Las Vegas Executive Speakers Bureau

Morishita Law Firm, LLC

Nevada Southwest Holly Sales

Dr. Harvey Ohriner

Prichard Enterprises, Inc.

RL Homes, LLC

Six Toes, Inc.

Totally Hidden Video

FIVE YEARS

Deco West, Inc.

Fantasy Cakes, LLC

H & H Development, Ltd.

Law Offices of James Hartsell

Jim Pike Well Drilling, LLC

KDG, Inc. - The Kelly Design Group

L D Tours

Larson's Van Service, Inc.

Las Vegas Bowl

Las Vegas Hilton

Mars Restoration

Martin K. Deitch, CPA

Mitel

Nevada Child Seekers

Phoenix Staff

Precision Drywall & Acoustic

Pueblo Contracting

R.D. Zine, LLC

Small Business Assistance

TAXpros

Unlimited Ideas, Inc.

The Urology Center

Welch Orthodontics

Happy Anniversary

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

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. Email news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.

Coming Events

City National Bank is holding its 3rd Annual Clothing Drive benefiting Big Brothers Big Sisters of Southern Nevada. You can drop off clothing at all City National Bank and Sun West Bank offices through August 2.

Nevada Hotel & Lodging Association is hosting its Nevada Hospitality Golf Classic VI on Tuesday, August 10, at the ArrowCreek Country Club in Reno. For more information, call 866-599-6452.

The 4th Annual Women of Color Conference will take place August 15-16, at **Mandalay Bay Resort & Casino**. The event is sponsored by **MGM Resorts International** and is a forum for professional development and networking. www.lvwomenofcolor.com

Congresswoman Shelley Berkley (D-NV) will be roasted at **Nevada Partnership for Homeless Youth's** annual fundraising event on September 11, at 6:00 p.m. at Mirage Hotel and Casino. For more information, 702.883.8585.

Announcements

Johnson Jacobson Wilcox has promoted Amber Beason and Chris Itzen to accounting managers. In addition, Nick Pizzo and Steve Kopjo have been promoted to senior staff accountants.

Shan Davis has joined the Las Vegas office of **Duane Morris LLP** as an associate with a focus on construction law.

Nevada Commerce Bank named Mark Phillips as its new executive vice president and chief operating officer.

The University of Phoenix, Las Vegas campus promoted Scott Norris to director of corporate education liaison. It also promoted Theresa Larkin to director of student & financial services and Monica Moya to director of operations.

Larry Charlton, Nevada regional executive for **City National Bank**, was appointed to Nevada's Early Childhood Advisory Council as the only business representative on the council.

Richard Kerzetski of Universal Plumbing was elected to the **Plumbing Heating Cooling Contractors National Education Foundation** board of directors.

George Ogilvie III, managing partner of the Las Vegas office of **McDonald Carano Wilson** has been reappointed to the Colorado River Commission by Governor Jim Gibbons.

Nathan Adelson Hospice launched a new website to better inform the public of its hospice services and programs. The website is www.nah.org.

Clarion Hotel and Casino Las Vegas, formerly Greek Isles, launched the new "VICTORIOUS Gospel Brunch". The show mixes contemporary and traditional gospel music with Las Vegas style entertainment for a fun Sunday brunch. Ask about Chamber member discounts. www.greekislesvegas.com

Governor Jim Gibbons appointed Anthony Dazzio, senior vice president of business development and governmental affairs for **Burke Construction Group**, to the Nevada Commission on Economic Development.

Grubb & Ellis Las Vegas hired Diane McKinney as a marketing assistant. She is responsible for the preparation and distribution of all marketing materials for the industrial team.

Congratulations

Lionel Sawyer & Collins announced that 16 of its attorneys were named 2010 Mountain States Super Lawyers, and seven attorneys were named 2010 Mountain States Rising Stars.

The Glenn Group received a national silver ADDY award for its Tahoe Stand Up Paddleboard print ad.

Mountain States Super Lawyers magazine named Oshins & Associates lawyers Steve Oshins and Richard Oshins 2010 Super Lawyers in estate planning & probate, and Heidi Freeman, Kristen Simmons and Katie Colombo 2010 Rising Stars in estate planning and probate.

Urban Environmental Research received a special achievement award at the 30th Annual ESRI User Conference for its development of the Critical Infrastructure Protection System, an electronic tool to help first responders.

Las Vegas Convention and Visitors Authority, along with its agency **R&R Partners**, earned a Bronze Cannes Lion for its "What's Your Excuse?" campaign at the 57th Annual Cannes Lion International Advertising Festival.

Patrick Castellano of **Pugsley, Simpson, Coulter Architects** has completed the requirements for licensing as an architect in the state of Nevada.

Kim Dolan, a golf instructor at **Siena Golf Club**, qualified for the Senior U.S. Open at Sahalee Country Club in Sammamish, Washington.

Nine Master Gardeners from the **University of Nevada Cooperative Extension** received honors for 10 years of volunteer service at the annual Volunteer Appreciation Luncheon on June 2.

Nile Leatham and Georlen Spangler of **Kolesar & Leatham** attorneys were recognized as Super Lawyers from the Mountain States region in 2010.

Community Service

The Bill & Lillie Heinrich YMCA is a participant in the summer food service program, a continuation of The National School Lunch Program, that gives youth ages 2-18 access to free lunch at the YMCA through August 27.

Felix Rappaport, president and COO of **Luxor and Excalibur casino resorts**, was appointed to the board of directors of the **Las Vegas Natural History Museum**.

Nancy Smith, marketing manager of **Datanamics, Inc.**, assisted in guiding and overseeing Nevada's Race to the Top application and received a Certificate of Appreciation for her work on the project.

Comedy-magician Mac King performed a special show to benefit the **Girl Scouts of Southern Nevada**. Proceeds from ticket sales will help send girls to Camp Foxtail for a summer camp adventure.

Wheeling and Dealing

Commercial Executives recently brokered the lease of 1,848 square feet of office space for a period of 60 months valued at \$210,528.

INSURELASVEGAS.com expanded its operations into seven states including Florida, Georgia, Texas, Colorado, Utah, Arizona and California under the subsidiary name of **HEALTHPLANS123.com**.

Territory Incorporated announced the addition of Stoney's North Forty to its Centennial Center development located at the southwest corner of US-95 and the I-215 beltway in northwest Las Vegas.

Skinvisible, Inc. completed an exclusive license agreement granting RHEI Pharmaceuticals the exclusive rights to three Skinvisible formulations developed using its patented Invisicare polymer delivery system.



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Social media ... *continued from page 12*

profile, a few photos and a link to your company website. We will examine some of the most popular sites during the course of this column, but I will also encourage you to look into industry-specific social media opportunities as well.

Isn't social media just for kids?

While teenagers and young adults have made sites like Facebook, MySpace and YouTube popular the world over, social media is not "just for kids" any more. Even major high-profile corporations are getting into the game to stay competitive. Having this type of online presence also allows you to humanize your company, making you more approachable and real to your customers.

Will social media make my company look unprofessional?

Not as long as you follow some basic common sense principals. Using social media forums does not excuse you from following customary business etiquette. You can and should treat social media tools just as you would any other collateral you use to promote your business. Just as you carefully brand your company in the "real world," you must brand your company online as well. We will get into the do's and don'ts of social media in a future column.

Will I have to spend a lot of time "working" my social networks?

Like any type of marketing, you get out of it what you put into it. Maintaining a social media presence does take some time and effort, but once you get the hang of it, it will become second nature. If you are serious about utilizing every advantage offered by social media networking and marketing, yet find it to be too time-consuming a task, there are plenty of consultants and marketing companies around that can help you take your social marketing presence to a new level.

What are some of the most popular social media forums?

- LinkedIn
- Facebook
- YouTube
- Twitter
- Stumbleupon.com
- MySpace
- Digg
- Blogging /E-mail marketing

We will start examining some of these sites in detail in our next column. ■

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The 4th Annual White Hot Fusion Mixer



Join VYP for **White Hot 4!** Wear your summer whites and enjoy a party with a business networking twist. This event is open to all young professionals between the ages of 21-39.

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2010 Small Business Excellence Awards announce nominees



The Las Vegas Chamber of Commerce is proud to recognize the nominees for the 2010 Small Business Excellence Awards. The awards program, sponsored exclusively by Nevada State Bank, recognizes superior levels of achievement and exemplary customer service in the small business community.

Small Business (5 or fewer):

- Harrison Insurance Agency
- KME Architects, LLC
- Sky High Marketing, Inc.
- To The Mac's Inc./McCormick Insurance Agency
- VP Marketing, Inc.
- Yellow Bucket Janitorial, Inc.

Small Business (25 or fewer):

- All American Van & Storage
- Gerety & Associates, CPA's
- Houldsworth, Russo & Company
- MassMedia Corporate Communications
- Nannies and Housekeepers, U.S.A.
- Professional Institute of Technology & Accounting Software
- Shred-It Las Vegas
- Superior Event Services
- Telesphere
- The Debtbuster Corp.
- Urban Environmental Research, LLC

Emerging Business:

- Red Carpet Marketing & Public Relations, LLC
- Resolution PI
- Stout Keeton, LLC
- Twin Medical Professional Service

Non-Profit:

- Blind Center of Nevada
- Consumer Credit Counseling Service-Southern Nevada
- Jewish Federation of Las Vegas
- Las Vegas Natural History Museum
- National Multiple Sclerosis Society
- Nevada Energy Star Partners
- Nevada P.E.P., Inc.
- Olive Crest - Nevada

Green Business:

- Artificial Grass Direct
- Green Living Services
- Solar Energy Applications

For complete details on the Small Business Excellence Awards, visit www.lvchamber.com/biz-elnominate. Finalists and winners will be honored at the annual Small Business Excellence Awards luncheon on Thursday, September 16, 2010, at the Paris Las Vegas Hotel & Casino. For more information, contact Susan Sheridan at 702.586.3835 or e-mail ssheridan@lvchamber.com. This program is exclusively sponsored by Nevada State Bank. ■

Event Program



- 6:30 a.m.** Shuttle service begins from The Suncoast
- 7:00 a.m.** Registration Begins at TPC Summerlin
- 7:10 a.m.** Pro-Am begins
- 8:00 a.m.** Access to The Hill
- 9:30 a.m.** PGA TOUR Player Skill Clinic (Fan Enhancement Zone at Main Entrance)
- 10:00 a.m.** Program - Matt Crosson, President & CEO, Las Vegas Chamber of Commerce will host a panel discussion and Q&A with PGA Tour Players and former Governor Bob Miller.
- 11:00 a.m.** Event Close - attendees are welcome to stay for lunch and the day.
- 11:15 a.m.** Celebrity Pro-Am begins

Chamber News... continued from page 4

square foot entertainment pavilion overlooking the 16th, 17th and 18th holes at the #1 Private Golf Course in Nevada (*Nevada Business Magazine*, 2006). In true Vegas fashion, guests catching all of the action at "The Hill" enjoy the best seat in the house to watch the players as they try to maneuver TPC Summerlin's exciting finishing holes. Guests here can enjoy an energetic and comfortable atmosphere resplendent with seating areas, tables and large plasma screen televisions for keeping up with all of their sporting interests.

Event Details

- Date:** Wednesday, October 20
- Time:** Registration begins: 7:00 am
- Program:** 8:00 a.m. - noon
Lunch and Celebrity Pro-Am Tournament follow the program
- Location:** TPC Summerlin
1700 Village Center Circle
Las Vegas, NV 89134
- Parking:** Suncoast Casino. A shuttle will be provided for attendees to TPC Summerlin.
- Cost:** \$50 for Chamber members only. This includes PGATour Player Skill Clinic, panel discussion and Q&A with PGA Tour Players and former Governor Bob Miller. Invitation to the Celebrity Pro-Am Tournament, Lunch and a complimentary one day voucher to return any one day during the event (Thurs., Fri., Sat. or Sun.).
- Dress:** Business Casual

For more information regarding the venue, please visit www.tpcsummerlin.com ■

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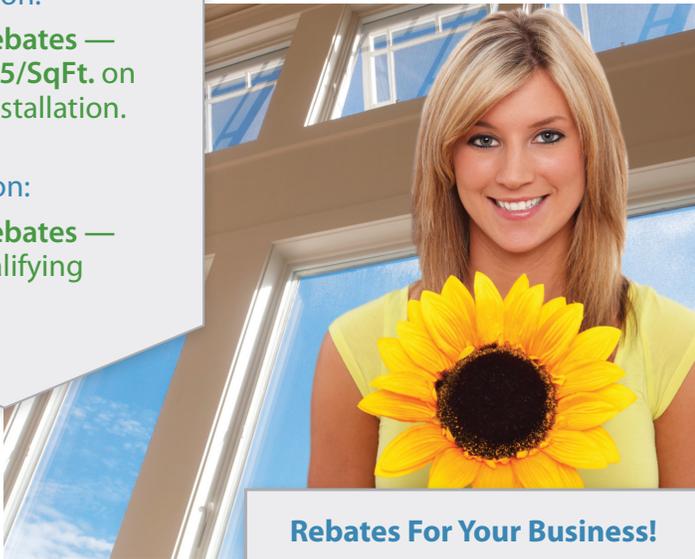
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Residential equipment rebates are available on these items: natural gas storage and tankless water heaters, clothes washers, natural gas clothes dryers, programmable thermostats, and smart low-flow showerheads.

Available Rebates — \$20 – \$200 on qualifying equipment.



Rebates For Your Business!

Commercial equipment rebates are available on these items: natural gas storage water heaters, griddles, steamers fryers and combination ovens.

Available Rebates — \$550 – \$2,500 on qualifying equipment.



Please visit us at www.swgas.com/efficiency/nv or call **1-800-654-2765**, to determine product eligibility and to receive a rebate application.



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