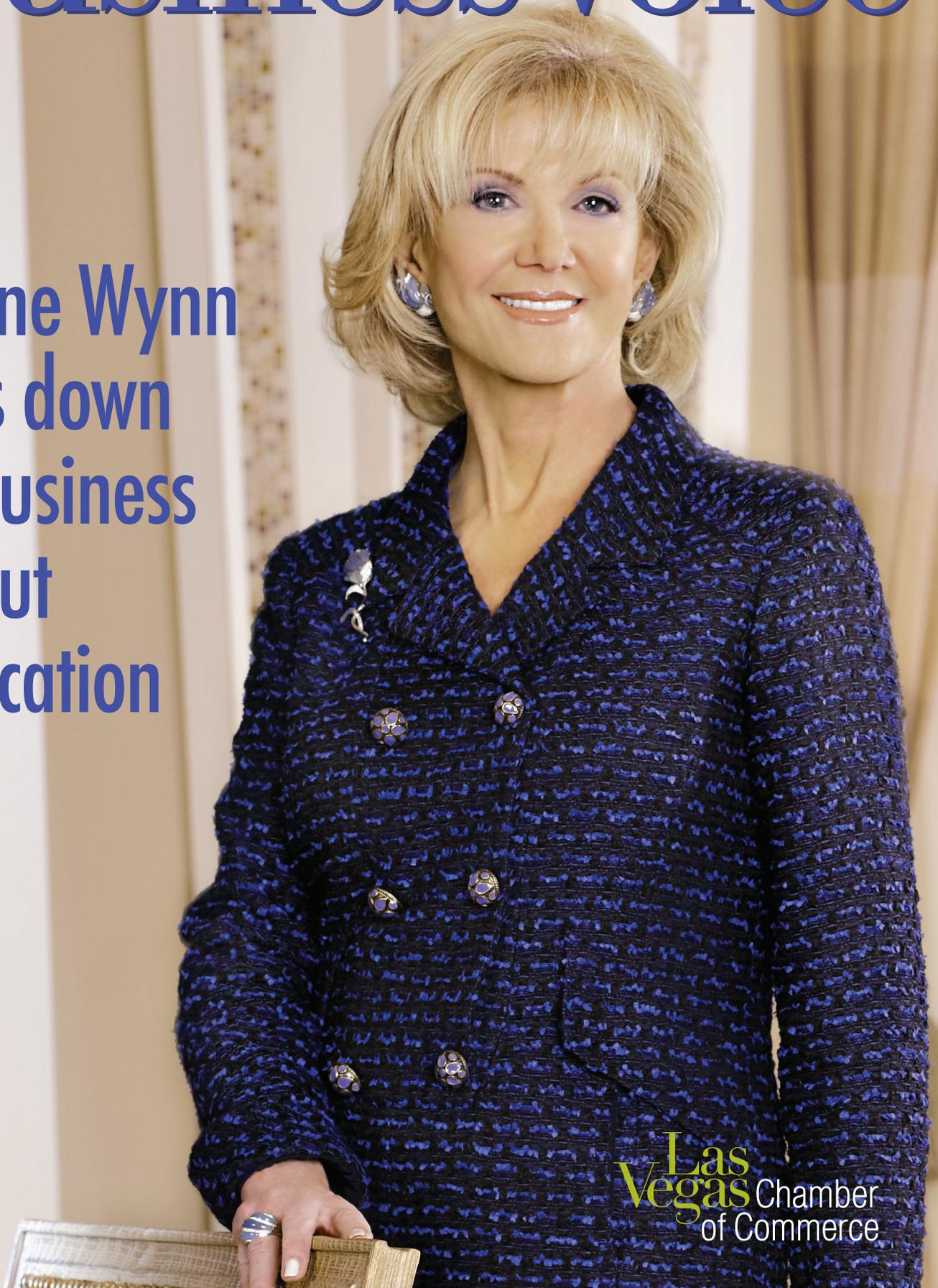


# Business Voice

Elaine Wynn  
gets down  
to business  
about  
education



Las Vegas Chamber  
of Commerce



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Las Vegas Chamber  
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# President's Message



Last month, the Chamber announced our new Viva Las Business – Vegas is Coming Back campaign to begin to focus the community on rebuilding our economy. Yes, Las Vegas is going to come back. But we need everyone in the community engaged and focused on this effort.

Buying from local businesses and online businesses that are based in Las Vegas keeps our money in our community, supports the local tax base, and most importantly supports local jobs. I'm asking individuals and businesses to look at the products and services they utilize and ask, can I do more to support the local economy? Am I utilizing local products and services to the greatest extent possible? If not, can I get the same product or service at the same price from a local business?

The Chamber has created a Small Business Comeback Kit, providing a variety of new tools to help businesses survive and recover. The Chamber's Small Business Comeback Kit includes:

- 24/7 Help with free access to thousands of pages of business tools as well as a real-time business forum to give you the expertise you need.
- New networking programs to help you build leads and find new customers in the most efficient and productive ways available.
- Member Marketplace where you as a Chamber member can showcase your business with free video commercials as well as drive customers to your door by posting special discounts and offers.

Later this month, the Chamber will begin distributing 250,000 Chamber Member Rewards Cards to employees of the Chamber's 6,000 member businesses. The cards will remind employees across the valley to buy from a local business. I encourage your business to honor the cards with discounts and special offers to help local employees save money, while at the same time taking advantage of this significant opportunity to drive new business through your doors. You can go to [LVChamber.com](http://LVChamber.com) for more information on all of these new programs and benefits.

Coming back will take time, and nothing will simply erase the economic pain felt by so many. Our journey down the road to recovery begins today. Please join me and the Las Vegas Chamber of Commerce in saying as a community, with pride and confidence, "Viva Las Business --- Vegas is Coming Back"! **LV**

## What's inside



**4** Ideas, Insight and Inspiration  
 Chamber News

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Debra Solt,  
2010 Customer  
Service  
Excellence  
Chair

## Customer Service Excellence celebrates 20 years

By Debra Solt, 2010 Customer Service Excellence Chair

One of the many programs the Las Vegas Chamber of Commerce has in place to support business is Customer Service Excellence (CSE). This signature program is operated in partnership with the Las Vegas Convention and Visitors Authority and the program's no-cost participation is open to each and every business and industry valley-wide. The

goal of the program is to recognize and honor individuals for their delivery of exceptional customer service through a nomination process that is handled via mail-in postcards and online at the Chamber's

website, [www.lvchamber.com/cse](http://www.lvchamber.com/cse).

I'm very proud to say that this year, CSE is celebrating its 20th year of operation, and the program continues to gain momentum. This year alone, the Chamber received more than 5,000 nominations of employees representing more than 400 local businesses. The importance of this program is truly immeasurable, and I believe, critical to our economy, as it brings value and recognition to individuals when and where they least expect it. CSE remains a positive voice and vehicle for visitors and community citizens to share their stories of the many employees in our business community who are delivering exceptional customer service and representing our city so well. These nominations are

*continued on page 30*

## Chamber News

### Business Education Series presents the final installment of popular networking seminar

For the past six years, Punam Mathur and Amy Ayoub's interactive, high-energy presentation "Is Your Networking Working?" has been a wildly popular Business Education Series session at the Chamber. On Wednesday, November 10, the duo will close out their long-running seminar with a final presentation. If you haven't experienced them before, or want to make sure you see them one final time, you'll want to register early! The presentation covers the intricacies of long-term power relationship building, including:

- Tried and true tips for building and strengthening personal and business networks, including relationship building and word-of-mouth marketing
- How to turn networking efforts into business opportunities
- Ways to maximize the power of establishing relationships through

word-of-mouth

"My most successful career endeavors and my deepest friendships are all the wonderful results of networking," says Ayoub.

"You will know you're networking effectively when you feel a connection and that connection leads to future business, referrals and friendship."

This popular program demonstrates how effective business building is not simply about handing out business cards, but rather, in building long-term, mutually-beneficial relationships that can grow and evolve over time, and in any economic condition. Audience participation is required!

*continued on page 30*

#### Business Education Series

Wednesday, November 10

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, Town Square

7:00 – 7:30 a.m. Registration & networking:  
7:30 – 9:00 a.m. Program

- \$30 for Chamber members with a prepaid reservation
- \$45 for non-members with a prepaid reservation
- \$50 for walk-ins
- Week of event price is an additional \$5

RSVP: Register at [lvchamber.com](http://lvchamber.com) or call 702.641.5822 and ask for Member Services.

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Windows, attic and floor insulation:

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Duct sealing and insulation:

**Available Rebates —**  
\$475 on qualifying installation.

## Rebates For Your Home!

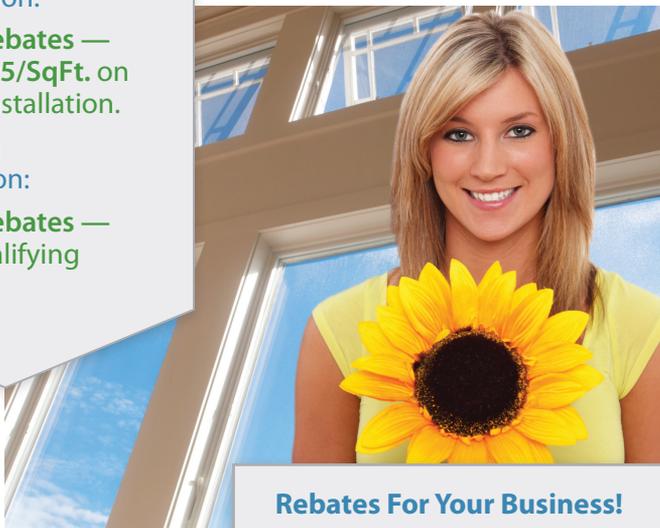
Residential equipment rebates are available on these items: natural gas storage and tankless water heaters, clothes washers, natural gas clothes dryers, programmable thermostats, and smart low-flow showerheads.

**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.



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Vegas should do to keep reinventing itself. More rooms is no longer the answer. I think that special events have always been a magnet for us... Everyone's looking for an excuse to come to Las Vegas. So we just have to keep providing them with the excuse.

**Do you do agree that we should be trying to find new industries?**

Absolutely, but I think that everybody here is complacent... I love your campaign that is encouraging locals to help come and give business back to the community, to one another, to whatever it is that's here that can use the business. That's the right approach, that is exactly the right message and that's a good one because it's raising awareness that we're all in this together... So I think...that's the first step. And then to get those individuals who have businesses that come from education-rich backgrounds, people who have technology, people who have gone to college and post-graduate programs, who can speak to the value and the benefit and the critical importance of having our kids stay in school and graduating. And not talking about this business of all they need to do is become a valet parker or a bellman and they get good jobs.

**You are the co-chair of the Governor's Education Reform Blue Ribbon Task Force. From the experience that you have had thus far, what would you say are the one or two most important education reforms?**

Every child in America should be entitled to equal opportunity for a good education. As we know that's just not happening. Kids are going to school and they are not getting equally good teachers; they are not getting equally good principals; they're not getting equally good facilities and they're not getting equally good time periods... This is a hellacious development in America, where each state is having to adjust to how many days and hours the kids are exposed when we know that this is completely contrary to what is best for the kids. The more hours and the more days they spend in school, the better they're going to be educated. So we're already in a dynamic situation going backwards... But clearly we've got to figure out a way to make teaching the kind of profession that we all think it should be. And it's an economic issue.

**And the teachers think it should be.**

If a teacher can earn more coming to work and dealing in this casino why would they teach unless they want to take a vow of poverty? So it's not compensated properly. Anytime we start to apply business judgment to teacher compensation, like merit pay, that's of course when the unions start to get all crazy. But part of what we've been working on in this reform now is evaluating teacher compensation

and fair judging. How do you hold teachers accountable? Especially in Nevada when we're at the bottom of the barrel, we graduate the fewest kids and the ones we graduate are the smallest numbers going on to college... Teachers will say that they are hamstrung, that the kids who come to school are not well prepared. They're coming with social problems, they're underfed, they're under-clothed, their health care is not taken care of. How can you teach a kid and have them focus if they're hungry? If they don't have glasses? So, most of the work that I do, besides my profession, is working for the Communities in Schools organization, which addresses the social issues and tries to coordinate agency services to families and kids.

**So the schools don't have to do the social services work?**

Yes. It's the most intelligent way to leverage what's already in a community between United Way agencies and governmental agencies, and it's a holistic approach. But what is missing that we provide is that management link, where a person is assigned to a school... They work with the staff at a school... and they find out, what are you really needing at this school? Do you need after school programs? Do you want mentoring? You want tutoring? Do you need clothes? Do you need food? And then we work in the community to try and deliver those things to that school site and let the teachers be free to teach.

**As a volunteer, what do you think is the responsibility of the business community to become involved with education and help the Clark County School District deal with its problems?**

Businesses are absolutely critical to driving education reform, because we have seen it in other places around the country... Here in Nevada in the north, I have to say they are kicking our butts. There are business people in the north, especially since we have been engaged in this Blue Ribbon panel, that have come out of the woodwork and said, "What can we do? How can we help?"... And I'm saying to myself, "Man, oh man, why can't our local chamber, why can't our local small business community... be proactive and supportive?" And at least confirm the need to focus on this as the key economic condition that's preventing development in the state...And throughout the last several decades, all this talk about economic diversity...everybody was ignoring the fact that education was still being left unaddressed, that we still weren't preparing the next generation to diversify, that we understood that technology and the information age was coming and nobody got excited about it.

*continued on page 28*

## Chamber endorsed candidates for 2010 election

The Las Vegas Chamber of Commerce is proud to endorse candidates who have made a commitment to working to preserve Nevada's pro-business environment.

The Chamber-endorsed candidates below recognize the significant contributions our businesses make to our community.

For the November 2010 election, the Chamber has endorsed candidates in selected offices such as State Constitutional offices, Nevada State Senate, Nevada State Assembly and Clark County Board of School Trustees. The Chamber is also supporting the passage of Ballot Question 1.

Endorsements are made by the Chamber's Government Affairs Committee.

<b>Governor</b>
Brian Sandoval (R)
<b>Lt. Governor</b>
Brian Krolicki (R)
<b>Secretary of State</b>
Ross Miller (D)
<b>Attorney General</b>
Catherine Cortez Masto (D)
<b>State Senate Districts</b>
James Settlemeyer (R) Capital District
Mo Denis (D) – Clark 2

Don Gustavson (R) – Washoe 2
Ben Kieckhefer (R) – Washoe 4
Michael Roberson (R) – Clark 5
Barbara Cegavske (R) – Clark 8
Benny Yerushalmi (D) – Clark 9
Ruben Kihuen (D) – Clark 10
Joe Hardy (R) – Clark 12
<b>State Assembly Districts</b>
Marilyn Kirkpatrick (D) – 1
John Hambrick (R) – 2
Richard McArthur (R) – 4
Marilyn Dondero Loop (D) – 5
Harvey Munford (D) – 6

The Chamber traditionally does not endorse or financially support federal candidates such as the United States Senate or the U.S. House of Representatives. The Chamber relies on BizPAC, which is its Business Political Action Committee. Funded by the voluntary contributions of Chamber members, BizPAC allows the Chamber to be an active organization on important business issues.

We have also included a voter card of endorsed candidates in this issue that you can simply tear and take with you to the polls during early voting, which is October 16-29 or on election day, November 2.

The complete list of endorsed candidates as of September 2010 includes:

Jason Frierson (D) – 8	Ed Goedhart (R) – 36
Scott Hammond (R) – 13	Marcus Conklin (D) – 37
John Ocegueda (D) – 16	Tom Grady (R) – 38
Kelvin Atkinson (D) – 17	Pete Livermore (R) – 40
Crescent Hardy (R) – 20	Irene Bustamante Adams (D) – 42
Ellen Spiegel (D) – 21	<b>Clark County Board of School Trustees</b>
Lynn Stewart (R) – 22	Lorraine Alderman (NP) – District D
Melissa Woodbury (R) – 23	Carolyn Edwards (NP) – District F
Randy Kirner (R) – 26	Erin Earlene Cranor (NP) – District G
Debbie Smith (D) – 30	<b>Ballot Initiative</b>
Jodi Stephens (R) – 32	Question 1: Vote "Yes"
William Horne (D) – 34	
Pete Goicoechea (R) – 35	

## Chamber urges Nevadans to vote YES on Question 1 this election

In addition to voting for individual candidates this November 2, Nevada residents will also have to make an important decision this General Election regarding how our judges are selected.

Question 1 on the ballot will adopt a new judicial merit selection and retention process for the State's District and Supreme Court judges based on qualifications and experience. This process effectively eliminates expensive and highly politicized campaigning by judges.

### Question 1 will:

- Expand the current system of filling vacancies by appointing all District and Supreme Court judges based upon recommendations of an independent citizen commission and the Governor;

- Subject all incumbent judges to a rigorous judicial performance review conducted by a separate independent commission and inform voters of the commission's findings; and
- Require incumbent judges running for re-election to retain at least 55% of the vote in order to stay on the bench.

Companies often consider the quality, predictability and fairness of a state's judicial system when considering whether to move or expand operations. Question 1 proposes a system that shores up this area and keeps the door open in Nevada for future economic growth.

As the Chief Administrator of New York State's court system, and its 3,500 judges, Las Vegas Chamber of Commerce President and CEO Matt Crosson saw both merit selection and the election of judges up close. Based

*continued on page 29*



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AIR ACT OR TO FILE A COMPLAINT, CALL **702.759.1990**  
OR GO TO **[www.gethealthyclarkcounty.org](http://www.gethealthyclarkcounty.org)**

Smoking doesn't make it a happy hour for everybody. When you smoke indoors, you are serving up secondhand smoke to everyone around you. Remember, there are no safe levels of exposure to secondhand smoke. In fact, non-smoking adults face the same cancer risks as smokers. The next time you light up, think twice—because when you smoke, everyone smokes with you.

## Coming Events

**Ricardo's Mexican Restaurant** will commemorate 30 years in Las Vegas with a party Oct. 15-16 and attempt a Guinness World Record of the "World's Largest Margarita." In honor of Breast Cancer Awareness month, ROSANGEL hibiscus infused tequila will give the margarita a pink hue. A portion of the event's proceeds will benefit Susan G. Komen for the Cure of Southern Nevada.



**National Technical Institute** will host a training program in air conditioning, refrigeration and heating beginning on November 3, 2010 through March 7, 2011. Classes are held Monday – Thursday from 5:00 – 9:00 p.m. For more information call 702.948.9000 or visit [www.nittraining.net](http://www.nittraining.net).

## Community Service

**UnitedHealth HEROES** is awarding grants up to \$1,000 for local programs that demonstrate a clear understanding of the health risks associated with childhood obesity; propose creative solutions to

fighting obesity in their schools and community; and can easily be implemented, scaled and measured.



**Cox Business** supported the Muscular Dystrophy Association's 2010 Jerry Lewis MDA Telethon by providing 100 Mbps wired and wireless Internet connections for administrative and production staff of the annual Labor Day broadcast. The retail value of the donated services totaled \$90,000.

## Congratulations

**MountainView Hospital** was awarded the American Stroke Association's Get with the Guideline's Stroke Bronze Performance Achievement Award for implementing a higher standard of stroke care.

**City National Bank's** Marc Goldstein, vice president and personal trust officer in Nevada, completed the Cannon Trust School with top honors. Goldstein also earned the Certified Trust Financial Advisor (CTFA) designation from the American Bankers Association's Institute of Certified Bankers.

**Accurate Courier** was named one of the fastest growing private companies in the United States by *Inc.* Magazine.

For the third year in a row, **Sunrise Hospital** and the Nevada Neurosciences Institute (NNI) received the 2010 American Heart Association/American Stroke Association's Get with the Guidelines® Stroke Gold Plus Performance Achievement Award. The award recognizes consistently implementing the most up-to-date guidelines and recommendations for stroke patients.

**BannerView.com** reached its 100th installation of BannerOS, its website management platform.

## Announcements



**Orgill/Singer & Associates** appointed Virgil Williams-Goss to the position of group benefits broker.

**University of Phoenix, Las Vegas** announces Angie Wipper and Cody Villarreal have been hired as academic counselors at the Southwest campus. Lesley Hettinger transferred to the role of academic

# Anniversaries

## +20 Years



<b>Cragin &amp; Pike Insurance</b>	<b>85</b>
Nevada Beverage Co.	72
Roberts Roof & Floor, Inc.	
Lic. # 6040 & 6040A	67
CenturyLink™	59
Larkin Plumbing	59
M.J. Christensen Diamond Centers	59
NV Energy	59
Wells Fargo Bank	59
Sunrise Hospital & Medical Center	48
Haycock Petroleum Co.	40
Becker Realty	34
GLB Insurance Group of Nevada	34

McGladrey & Pullen	34
Lake Mead Cruises	33
Wholesale Builders Supply	33
Employers Association of Southern Nevada	
KSNV TV3	31
Cox Communications	30
The Bootlegger Bistro	29
Zee Medical Service Co.	29
American Heart Association	27
Chapel of the Bells	27
American Medical Response	25
Briggs' Business Services, Inc.	25
Chevron Corporation Policy, Government & Public Affairs	25
Greenman, Goldberg, Raby & Martinez	25
Lilack, Inc.	25
Nevada Title Co.	24
Puliz Records Management Services	24
WSI Nevada Operations	23
Arizona Charlie's Hotel & Casino	22
Commercial Roofers, Inc.	22
Lic. #44534	

Heritage Employment, Inc.	22
Red Wing Shoes	22
Wiener Communications Group	22
Baskow & Associates, Inc.	21
Jeffrey L. Burr, Ltd.	20
Chapel of the Flowers	20
Family Insurance Center, Inc.	20
Graceland Wedding Chapel	20
Art Affair	27
The Atlas Group, L.C.	27
Kevin Broadcasting System	25
Morgan Stanley Smith Barney	25
Pitney Bowes, Inc.	25
TWI Group, Inc.	25
Weiner, Duranso & Co., LTD	25

## 15 Years

## 10 Years

Allstate Insurance	24
Tim Blish, Architect	23
Las Office of Kelly F. Cawley	22
Chief Concrete, Inc. - Lic. # 17410-A	22
Dance 4 Less, Inc.	22

David M. Eastman,	22
Tax & Bookkeeping Service	22
Floors, Etc.	22
Gleed Warehouses/Gleed Family Limited Partnership	21
Groft's Searchlight Advertising	20
Haberman Construction Group, Inc.	20
Payroll Solutions Group	20
The Penta Building Group	
Sun Valley Imaging & Technologies	
Wells Fargo Home Mortgage	

## 5 Years

Alex Rivlin Insurance Agency, Inc.
Capella Mortgage Corp.
Ford Audio-Video
Gubler Dental
Herrington Group, Inc.
Integrity Stock Transfer
Lakeside Business Suites, LLC
Lakeside Weddings, LLC
Mercy Air Service
Salt & Sunset, LLC
Southwest Document Imaging, Inc.
The UltraKing Bed & Linen CO.
Unit Chemical Corp.

The Las Vegas Chamber of Commerce is proud to provide members with a place to publish their current announcements. Email news items to [pr@lvchamber.com](mailto:pr@lvchamber.com) or fax to Public Relations at 702.735.0320.

counselor, Becky Stiltz was promoted to financial counselor, and Nicole Mantu and Rachel Schoch were hired as financial counselors at the Washington campus.

**Desert Radiologists** welcomed Peter Uang-Yin Lee, M.D., PhD as a neuroradiologist, Jimmy Shih, M.D. as a musculoskeletal imaging specialist, and Benjamin Muir, M.D. as a radiologist.



Ronald Egge, a CPA with **Lentz & Mercier, Certified Public Accountants**, joined former associates from Green Dot Corp. at the initial public offering of its stock on the NYSE.

**Colliers International** – Las Vegas, hired Sharon Traver as a marketing manager.



**Nathan Adelson Hospice** named President and Chief Executive Officer Carole Fisher to its board of directors.

**MedicWest Ambulance** welcomed Dr. Bryan Bledsoe as its medical director and Dr. Eric Anderson as its health science center medical director.

**The Tillerman Restaurant** is open for lunch from 11:30 a.m. – 3 p.m. Monday – Friday, and new dinner hours from 4 – 10 p.m. with specials from 4 – 6 p.m.



**Nevada Public Radio** promoted Laura Alcaraz to national account manager for *Desert Companion Magazine* and Nevada Public Radio.

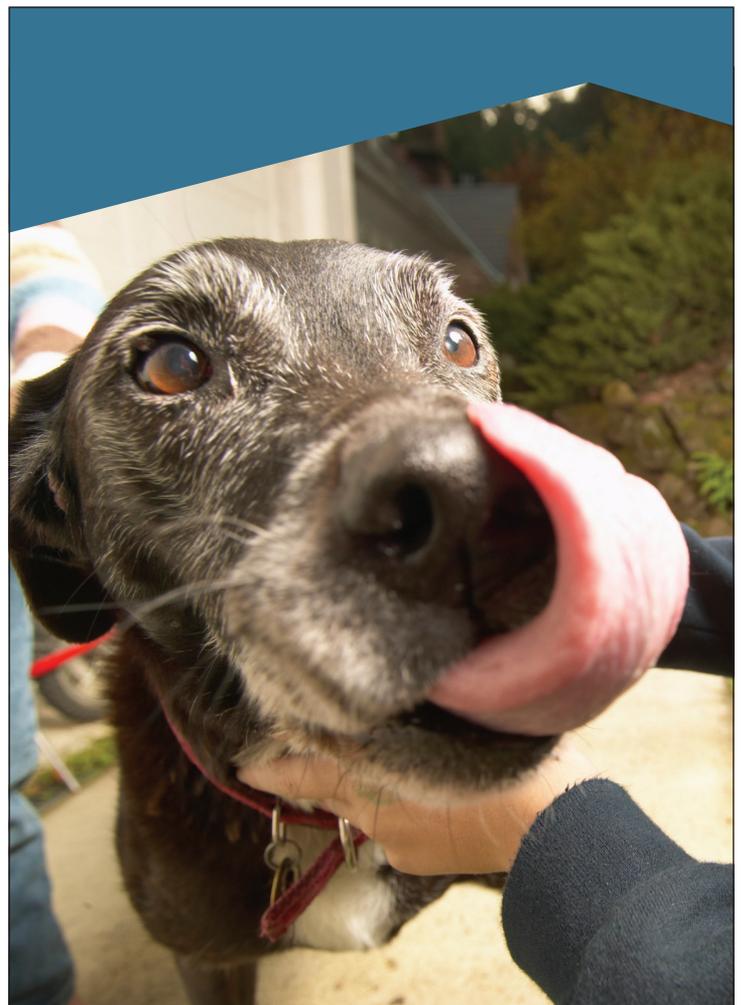
**City National Bank** appointed Clay Overlien as vice president and financial sales advisor for its Cheyenne and Summerlin branches. Mariana Johnson was appointed as senior vice president and branch relationship manager of its Twain branch, and Bart Roberts as vice president and branch relationship manager of the Hughes Center location.

## ■ Wheeling/Dealing

**LaQuinta Inns and Suites** announced the grand opening of its location at Las Vegas Airport South at Sunset. The hotel will feature five separate meeting facilities, free high-speed wireless and 24-hour guest services, including a business center, fitness center, guest laundry and water-misted outdoor pool and spa.

**Commercial Executives** represented L.T. Porter, LLC in the sale of a 5,500-square-foot facility in North Las Vegas. The sale is valued at \$800,000.

**Cloud Apps Now** opened its first Las Vegas location at 8360 W. Sahara Ave, Ste. 110.



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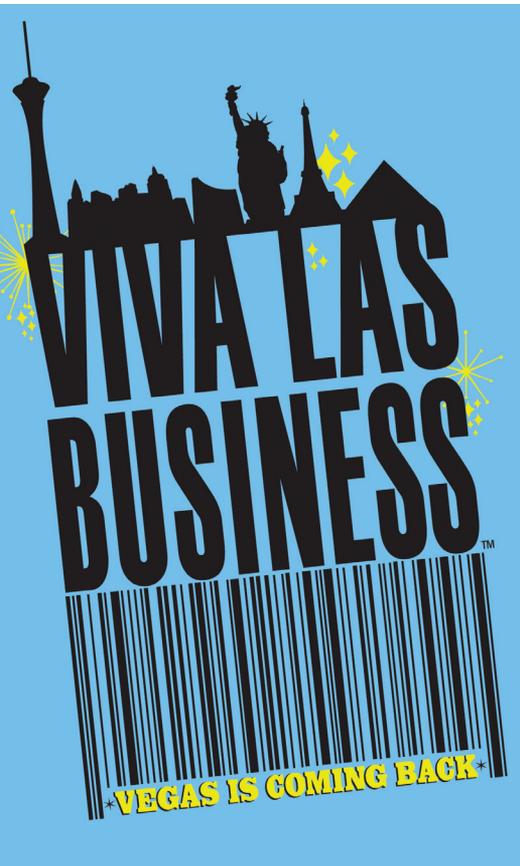
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# Viva Las Business: Vegas is Coming Back



**B**usiness is coming back. And the Las Vegas Chamber of Commerce is calling on the community to join forces to help promote economic recovery efforts valley-wide.

As part of its overall strategy to help businesses get back on their feet, the Chamber recently unveiled its new “Viva Las Business: Vegas is Coming Back” campaign to encourage individuals and businesses to buy and do business locally. The Chamber also launched its new Small Business Comeback Kit that contains many free and low-cost tools to help small businesses survive and grow.

## Member Marketplace

Helps Chamber members promote their business to thousands of potential new customers.

- **Market Special Offers and Discounts:** Member businesses may post and publicize free-of-charge special offers and discounts to help drive customers to their door.
- **Free Video Ads:** Chamber members have the opportunity to post video commercials for free as a way to advertise.

## New Networking Opportunities

Innovative programs to help Chamber members build better business connections.

- **Turbo Networking:** A fun, fast and very productive way to maximize networking time. Participants are guided through a series of round table discussions where they have the chance to promote their business and services to a minimum of 20 people.
- **Chamber Connections:** Networking clubs that meet twice a month to share contacts, leads and other valuable information. Each Chamber Connections club will have a maximum of 50 members, each from a different business and professional category.
- **Chamber Action Committees:** The Chamber is forming several Action Committees as a way for members to network with each other on key issues our community is facing. The committees will be open to all active Chamber members and their employees, and will be co-chaired by members of the Chamber’s Board of Trustees. The initial three committees will be Education, Health Care Industry and Minority and Women-Owned Businesses.

The Chamber has also partnered with SCORE, Counselors to America’s Small Business, to offer Business QuickSTART classes to help new and prospective business owners learn the ins and outs of starting a business.

More information about the Chamber’s Small Business Comeback Kit and online programs and services can be found at [www.lvchamber.com](http://www.lvchamber.com).

## The kit includes:

### 24/7 Help

Gives small business people access to valuable expertise and is open to any business for free.

- **Business Owner’s Toolkit:** Links to thousands of free forms, documents, information and other business resources.
- **Business Forum:** An open forum where business people can help one another by asking questions and sharing expertise.
- **Access to Credit Resources:** Tools and links to help small businesses and entrepreneurs learn how to improve their chances to access the credit they need, as well as links to a variety of potential credit sources, including those that offer microloans.

## New Chamber Rewards Card will help drive new customers to your business

Did you know that members of the Las Vegas Chamber of Commerce employ nearly 250,000 people in Southern Nevada? Imagine tapping into the buying power of 250,000 potential customers.

In fact, the Chamber is helping members reach these new potential customers by creating a new Chamber Member Rewards Card. Beginning in late October, the Chamber will distribute 250,000 membership rewards cards to Chamber member employees across the Valley. Cardholders are encouraged to buy local and go to [www.lvchamber.com](http://www.lvchamber.com) to find special offers and discounts to access with the card.

This card is a great opportunity for Chamber members. Go to the Member Marketplace and advertise for free a special offer or discount that can be accessed with the Member Rewards Card. In addition, make sure you have your Chamber member sign displayed on your counter, in your business window or on your website. It tells cardholders that you are a Chamber member that offers special discounts.

For more information on the Chamber Member Rewards Card and how the program works for you, go to [www.lvchamber.com](http://www.lvchamber.com). 



## RTC Viva Bike Vegas 2010

Las Vegas-area cycling enthusiasts are being invited to join the Regional Transportation Commission of Southern Nevada (RTC) for its third annual RTC Viva Bike Vegas 2010, presented by Vector Media, on Saturday, Oct. 9, 2010. Cyclists will traverse the Las Vegas Valley along routes showcasing the beautiful scenery and stunning vistas of Southern Nevada.

The ride will feature 50-mile and 23-mile routes with fully-stocked aid stations, support vehicles and a complimentary lunch. Proceeds from RTC Viva Bike Vegas 2010 will benefit the Greater Las Vegas Chapter of the After-School All-Stars and Nevada Cancer Institute.

For more information, visit [www.rtcnv.com](http://www.rtcnv.com). 



# How To Achieve Success In Today's Business Environment.

1. Work Hard.

2. Become a  
Chamber Member.

3. Read the Las Vegas  
Business Press.

Knowledge. Knowledge of your product or service, your customer, the current market conditions and you competitors.

Keep up... It's just good business.  
Call Michelle Stewart 383.4617

LAS VEGAS  
**BUSINESS PRESS**



Kirk V. Clausen



Jack A. Daigle



Steve Hagstette



Jean Meeks



Mike Murphy



Felix D. Rappaport

**Kirk V. Clausen**  
Nevada Regional President  
Wells Fargo

Kirk V. Clausen is responsible for the more than 120 Wells Fargo banking stores in Nevada. In the past 30 years, he has held progressive positions in business banking, investments and retail banking. Clausen supports many local organizations including serving as a board member for The Clark County Debt Management Commission; Clark County Public Education Foundation; Desert Research Institute; Habitat for Humanity Advisory Board; Henderson Chamber of Commerce; KNPR; The Nevada Patriot Fund; Nevada State College; Three Square Board of Trustees; UNLV International Business Advisory and UNLV Student Life Advisory Board.

**Jack A. Daigle**  
Director of Sales – Nevada  
American Family Insurance

Jack Daigle is the director of Sales for American Family Insurance for the state of Nevada where he leads a team of Sales Managers and agents throughout the entire state. He has held the same position in the states of Kansas, Nebraska and Arizona before being asked to locate to Nevada in November of 2009. Daigle has always been very active in local Chambers of Commerce as well as the Boys & Girls Clubs.

**Steve Hagstette**  
Senior Vice President  
Nevada Region and General  
Manager  
Freeman Las Vegas

Steve Hagstette's career in the trade show industry began 34 years ago in New Orleans. He is currently President of the Exhibition Services and Contractors Association (ESCA) and an active member of the Board of Directors for Opportunity Village. Well known for his expertise, humor and down-to-earth style, Steve shares his knowledge and passion for the trade show industry with others speaking at numerous industry meetings.

**Jean Meeks, Ph.D**  
CEO and founder  
positive eye consulting

Jean Meeks, Ph.D is a passionate and energetic organizational strategist. With more than two decades of executive management experience, Dr. Meeks builds empowered client partnerships focused on creating sustainable, bottom-line profits. She earned a master of accountancy degree at Southern Utah University and a Ph.D. in organization systems at Saybrook Graduate School and Research Center in San Francisco. She is sought after by management teams around the country for her expertise and unique TADAP™ model of change.

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

Mike Murphy was named president and general manager of Anthem Blue Cross and Blue Shield of Nevada in November 2006. In this role, he 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.

**Felix D. Rappaport**  
President and COO  
The Mirage

Felix D. Rappaport has more than 30 years of experience in hospitality management. Currently, Rappaport is President and Chief Operating Officer of The Mirage. With MGM Resorts International, Rappaport has served in executive management with Luxor, Excalibur Hotels and Casino, New York-New York Hotel & Casino, MGM Grand, Treasure Island and The Mirage. He is affiliated with many charitable programs and was named Nevada Hotelier of the Year and Nevada Volunteer of the Year.

President's Club  
New Members

**Francis + Francis**  
Francis George  
Francis Baytan

Board of Advisors  
New Members

**Brown Hand Center**  
Carly Rohrer  
Juan Martinez-Moreno  
Nitin Engineer  
Christopher Khorsandi

**Canyon Gate Country Club**  
Shelley Sampson  
Rachel Stull

**Honest 1 Auto Care**  
Mark Ward-Maciver

**Las Vegas Wranglers Professional Hockey**  
Matthew Smith  
Billy Johnson  
Todd Hutton  
Gary Jacobs

**Legacy Environmental Concepts, Inc.**  
Craig Heber  
Mark Sherman  
Edgar Naylor  
Shari Zeller

**Oakwood Temporary Housing**  
Malia Johnson  
Laura Williamson  
Ronna Goldstein

# Board of Advisors

## **Peter Bernhard Of Counsel**

### **Kaempfer Crowell Renshaw Gronauer & Fiorentino**

Peter Bernhard has lived in Nevada since 1952. After graduating from Harvard College and George Washington law school, his legal career has included handling major real estate transactions and commercial litigation. Currently, he serves as chair of the Nevada Gaming Commission. He is also a member of the Nevada Vision Stakeholders Group, representing the Cleveland Clinic Lou Ruvo Center for Brain Health in examining quality-of-life issues for Nevada over five, ten and twenty year horizons.

## **Caroline Ciocca Director of Community Relations**

### **Cash America/SuperPawn**

Caroline Ciocca develops programs to advance the company's mission and values, addresses public policy and directs charitable giving for the region. Ciocca earned her Master of Business Administration degree at the University of Nevada, Las Vegas and holds a Bachelor of Arts degree in Marketing from Johnson & Wales University. She serves on the following non-profit boards: Habitat for Humanity, Crime Stoppers, Nevada Gives and Three Square.

## **Malia Espinda-Johnson Strategic Account Executive Oakwood Temporary Housing**

Oakwood Temporary Housing offers flexible, easy-to-use, custom solutions to meet any temporary housing need and has been the premier choice in temporary housing solutions for nearly 50 years. Malia Espinda-Johnson joined Oakwood Temporary Housing in 1993 and has served as the Strategic Account Executive for Nevada for the past 10 years, managing top accounts for leading industry verticals. She received her B.S. in Business from UNLV and is actively involved in the American Marketing Association, Junior Achievement and various community organizations in Southern Nevada.



Peter Bernhard



Caroline Ciocca



Malia Espinda-Johnson



Linda Johansen-James



Bart Jones



Michael Speciale



Mark Sudol



Dan Wickizer



Ted Wiens Jr.



Tim Wong

## **Linda Johansen-James President and COO American Kiosk Management**

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

## **Bart Jones CFO Merlin Contracting & Developing, llc**

Merlin Contracting & Developing, llc, is a premier custom home builder in the Las Vegas Valley. Bart Jones, a Las Vegas native, graduated from UNLV in 1975 and spent 19 years owning, managing, and marketing agricultural businesses, and developing facilities for processing agricultural products on the big island of Hawaii. In 1994, Jones and his wife Cory returned to Las Vegas to work with

his brother Stephen Jones, president of Merlin Contracting.

## **Michael Speciale Media Director Blaine Warren Advertising, LLC**

Michael Speciale came to Las Vegas after spending 30 years in the New York advertising scene. He was vice president and group media director for the Mediacom unit of Grey Global Group. Speciale has generated cumulative billings in excess of \$125 million and negotiated annual savings of more than \$10 million for his clients. Speciale also owned and operated a marketing communications company specializing in consumer and business-to-business clients.

## **Mark Sudol Founder/President The Sudol Group**

Mark Sudol is a registered investment advisor representative with The Sudol Group-Wealth Management Specialists. He is also a registered representative of SunAmerica Securities, Inc. Sudol maintains licensing through the National Association of Securities Dealers to operate as a financial planner and to

supervise the activities of a securities branch office. Sudol became a licensed financial planning practitioner in 1983 and qualified as a certified financial planner in 1991.

## **Dan Wickizer Vice President Warehousing and Logistics Accurate Courier & Logistics**

Dan Wickizer graduated from The University of Nevada Las Vegas in 1993. Dan's expertise in sales and customer service has allowed Accurate Courier and Accurate Warehousing to rapidly expand over the past few years in warehousing and local delivery services. As the Vice President of Sales, Wickizer is able to provide customers with a full range of transportation, distribution and warehousing needs, making Accurate a one-stop shop for the clients it services.

## **Ted Wiens Jr. President**

**Ted Wiens Tire & Auto Center**  
Ted Wiens Tire & Auto Center was established in Las Vegas in 1948. President Ted Wiens Jr. is a past chairman of the Chamber's Board of Trustees, serves on the Government

Affairs Committee and is a Chamber Prospector. He is also affiliated with the Boulder Dam Area Council Boy Scouts of America, Boys & Girls Clubs of Las Vegas, Community Action Against Rape and Big Brothers Big Sisters of Nevada. Additionally, Wiens is involved with the Tire Industry Association of North America.

## **Tim Wong President Arcata Associates, Inc.**

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

# Events

# October

## 1 Friday

### Healthcare Industry Action Committee **NEW**

The Health Care Industry Committee will address the issues facing the industry from Federal health care reform, health care delivery systems and providers, local and state legislative and regulatory mandates, and opportunities and challenges related to the industry.

2:00 - 4:00 p.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

Complimentary and open to Chamber members and their employees.

## 2 Saturday

### QuickSTART Introduction: Business Start Up Basics

Join the Las Vegas Chamber of Commerce and SCORE for this FREE seminar introducing you to the concepts of starting a new business. SCORE will guide you through a series of questions regarding your business idea and help you decide if you should move forward.

10:30 a.m. - 12:30 p.m.

Summerlin Library, 1771 Inner Circle Dr., 89134

Complimentary for Chamber members and non members.

Sponsored by:

SCORE®  
Connectors to America's Small Business

Las Vegas Chamber  
of Commerce

## 5 Tuesday

### QuickSTART Session 3: Financial Projections Part 2

Financial Projections is a two-part workshop designed to teach you to develop financial projections to see if your business concept is feasible. You will look at start-up costs, operating expenses, financial statements, and the risks and rewards necessary.

6:00 - 9:00 p.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

Participants must have registered and attended the September 28 Financial Projections Part 1 session in order to attend Financial Projections Part 2.

## 6 Wednesday

### Business Education Series

**Judi Moreo: How to Deliver Exceptional Customer Service**

Service excellence is everyone's job. Discover the skills that will give your organization the winner's edge in every service experience. You will learn how to develop and use the winning traits of the superstars of customer service as well as how to gain a competitive advantage.



Judi Moreo

7:00 - 7:30 a.m. Registration, networking & continental breakfast

7:30 - 9:00 a.m. Program

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

\$30 for members, \$45 for non-members, \$55 for walk-ins.

**Chamber Members:**

**Business Education Series Corporate Package:**

**Buy 3 seats, get 1 FREE (a \$30 value)!**

Sponsored by:

workforce CONNECTIONS  
PEOPLE. PARTNERSHIPS. POSSIBILITIES.

## 6 Wednesday

### Business Survival Counseling Sessions

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.

11:00 a.m., 1:00, 2:00, 3:00 & 4:00 p.m., One member per time slot

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

Complimentary for Chamber members only.

SCORE®  
Connectors to America's Small Business

Las Vegas Chamber  
of Commerce

## 6 Wednesday

### Chamber Connections **NEW**

Do you come away from traditional networking events empty handed? Want to grow your business through referrals but are unsure how to get started? Join us at the **launch event** for Chamber Connections, the new networking club for Las Vegas Chamber of Commerce members, and learn to master the art of networking!

5:30 - 7:30 p.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

Complimentary and open to Chamber members and their employees.

## 7 Thursday

### Minority and Women-Owned Businesses Action Committee **NEW**

Las Vegas is a diverse community and that diversity is reflected in its business community. The Chamber's Minority and Women-Owned Businesses Action Committee will address improving ways to assist MWBE's doing business in Southern Nevada.

9:00 - 11:00 a.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

Complimentary and open to Chamber members and their employees.

## 7 Thursday

### Member-To-Member Marketing Expo

Showcase your products and services to other members of the Chamber in a high-energy mini-trade show environment while you also learn more about Chamber programs and enjoy great food. Cash bar available.

4:00 - 6:00 p.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

Complimentary, \$100 for Table Top display.

## 12 Tuesday

### QuickSTART Session 4: Funding Sources and Next Steps

Learn the key elements that go into the bank's loan decision and how to recognize your financial strengths and weaknesses.

6:00 - 9:00 p.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

\$34.95 individual session, registration required, space limited, workbook provided.

# 13 Wednesday



## Chamber Voices Toastmasters

The Chamber Voices Toastmasters group is open to all members to aid in the development of speaking, presentation and leadership skills.

10:45 a.m. - 12:00 p.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

\$45 every six months, guests always complimentary.

# 14 Thursday

## Turbo Networking **NEW**

Turbo Networking provides a fun, fast and very productive way to maximize your time and business contacts through facilitated round table discussions. You will have great conversations with a minimum of 20 people who think outside the box to provide you with business leads.

8:15 - 9:00 a.m. Registration & continental breakfast

9:00 - 11:00 a.m. Program

Vegas Weddings, 555 S. 3rd St., 89101

\$35 for Chamber members, \$50 for non members.

Sponsored by:



# 19 Tuesday

## What You Need to Know to Avoid Costly Business Risk

A panel discussion with industry experts in the areas of risk management, business continuity and information security. Topics of discussion will be the process of identifying risk, assessing risk and taking steps necessary to reduce risk to an acceptable level.

8:00 - 8:30 a.m. Registration and networking

8:30 - 10:00 a.m. Program

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

\$25 for Chamber members, \$40 for non members

Sponsored by:

**Chamber Insurance & Benefits, LLC**

# 19 Tuesday

**NEW**

## Education Action Committee

High quality education is an essential element of a healthy, growing economy. The Education Action Committee will bring together business people and educators to collaboratively address the issues facing the K-12 and higher education systems in Las Vegas.

1:00 - 3:00 p.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

Complimentary and open to Chamber members and their employees.

## Two easy ways to register for Chamber events:

Log on to [www.lvchamber.com](http://www.lvchamber.com) and find your event on the Event Calendar, or call 702.641.5822 and ask for Member Services.

## RSVP policy

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

# 20 Wednesday

## PGA Tour event at the Justin Timberlake, Shriners Hospitals for Children Open

Las Vegas Chamber of Commerce members are invited to be a part of continuing the tradition of the Las Vegas PGA Tour event at the Justin Timberlake, Shriners Hospitals for Children Open. Members will be granted access to "The Hill", a luxury 22,000 - square-foot entertainment pavilion overlooking the 16th, 17th and 18th holes at TPC Summerlin for this executive networking.

7:00 - 8:00 a.m. Registration

8:00 - 11:00 a.m. Program followed by lunch and Pro-Am Tournament

TPC Summerlin, 1700 Village Center Circle, 89134

\$50 for Chamber members, exclusive event for Chamber members only.



# 20 Wednesday

## Chamber Connections **NEW**

See October 6 for details

# 26 Tuesday

## QuickSTART Introduction: Business Start Up Basics

Join the Las Vegas Chamber of Commerce and SCORE for this FREE seminar introducing you to the concepts of starting a new business. SCORE will guide you through a series of questions regarding your business idea and help you decide if you should move forward.

6:00 - 8:00 p.m.

City Centre Place, 400 S. Fourth Street, Ste. 258, 89101

Complimentary for Chamber members and non members

# 26 Tuesday

## Meet the 2010 Chamber Endorsed Candidates

The Las Vegas Chamber of Commerce is hosting a reception for endorsed candidates. This event will provide members the opportunity to meet our future elected officials who are pro-business. President's Club and Board of Advisors members are invited to a complimentary and exclusive reception to interface with Chamber Endorsed Candidates prior to the General Membership Reception.

5:00 - 6:00 p.m. President's Club

& Board of Advisors Reception

6:00 - 7:00 p.m. General Chamber Membership Reception

GES Las Vegas Flagship Facility, 7000 Lindell Road, 89118

Suggested \$25 BizPAC contribution.\*

\*Contributions to BizPAC are voluntary and are not tax-deductible for federal income tax purposes. Some non-profit organizations and agencies may be prohibited from giving political contributions. Non-profit organizations should check with their tax preparer.

Sponsored by:



Hosted by:



# 27 Wednesday

## New Member Breakfast

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!

7:00 - 7:30 a.m. Registration & networking

7:30 - 9:00 a.m. Program

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

By invitation only, Complimentary

# 27 Wednesday

## Chamber Voices Toastmasters

See October 13 for details.



# Ribbon Cuttings



**Badger Plumbing**

Badger Plumbing, LLC recently celebrated its new Chamber membership. A small company with a personalized service serving the entire community, Badger offers residential and commercial repair and remodeling, backflow certification and repair, hot water heater repair, and general plumbing. Call 702.423.0906



**Big League Dreams**

Big League Dreams, located at 3151 E. Washington Ave., offers adult slow pitch softball leagues, stadium club restaurants, sunken dugouts and stadium-style seating for spectators. Call 702.642.4448 or visit [www.bigleaguedreams.com](http://www.bigleaguedreams.com)



**America Dog & Cat Hotel**

America Dog & Cat Hotel is proud to announce its one year anniversary under new ownership. Located at 2900 E. Patrick Lane, Ste. 4B in Las Vegas, it specializes in luxury cage-free pet boarding. Call 702.795.3647 or visit [www.doghotel.net](http://www.doghotel.net)



**Parisian Day Spa**

Parisian Day Spa celebrated its new Chamber membership at 760 Coronado Center Dr. in Henderson. Parisian specializes in permanent make up and offers 5,000 sq. ft. of spa and salon facilities. Call 702.616.9455 for appointments and specials or visit [www.parisian-dayspa.com](http://www.parisian-dayspa.com)



**Radiant Smiles**

Radiant Smiles' Henderson office is proud to announce its Chamber membership. Radiant Smiles is contracted with most insurances and offers free whitenings and discounted dental services to local uninsured patients. Call 702.897.7001 or visit [www.radiantsmileslv.com](http://www.radiantsmileslv.com) for a location near you.



**Roberto's Taco Shop**

President's Club

Roberto's Taco Shop announces a new location at 8680 W. Warm Springs Rd. in Las Vegas. Open 24/7, 365 days a year, Roberto's Taco Shop has been in business since 1964 and originated in San Ysidro, CA. Call 702.739.7773 or visit [www.robertostacoshop.com](http://www.robertostacoshop.com)



**Wal-Mart**

President's Club

Wal-Mart Supercenter Store #5070 located at 5200 S. Ft. Apache Rd., celebrated its grand re-opening. Wal-Mart now has wider aisles, brighter colors and new categories that enhance the customer's shopping experience. Call 702.367.4001 or visit [www.walmart.com](http://www.walmart.com)



**Computer Troubleshooters Las Vegas**

Computer Troubleshooters - Las Vegas is a member of the franchise network of more than 475 locations in 27 countries. It specializes in serving the technology needs of local businesses. Whether it's your office network of 100 PC's or your child's PC that has a virus, call 702.251.3494 or visit [www.CompTroubLV.com](http://www.CompTroubLV.com)



**Plus6 Technologies**

Plus6 Technologies is a global provider of Visual Communications solutions, including videoconferencing and streaming technologies. Based in Las Vegas, it offers a complete line of high quality Tandberg solutions, including Nevada's only immersive Telepresence Suite. Call 703.430.4766 or visit [www.plus6.com](http://www.plus6.com)



**Sharkey's Cuts for Kids**

Sharkey's Cuts for Kids in Henderson celebrated its ribbon cutting August 12. Sharkey's provides a unique environment for kids' cuts, which includes video games and DVD players at cutting stations. For more information or an appointment, call 702.434-KIDS (5437) or visit [www.sharkeyscutsforkids.com](http://www.sharkeyscutsforkids.com)



**Store The Box**

Store The Box provides customized storage solutions by the cubic foot, online inventory management, complete document management solutions, including scanning, imaging, and destruction, all with no long-term contracts. Located at 900 W. Warm Springs, Ste. 103 in Henderson. Call 702.285.2696 or visit [www.storethebox.com](http://www.storethebox.com)



**The Tillerman Seafood and Steak Restaurant**

The Tillerman Seafood and Steak Restaurant is proud to announce the opening of its new lunch, Monday through Friday from 11:30 a.m. to 3:00 p.m. in addition to its dinner hours, daily from 4:00 – 10:00 p.m. Call 702.731.4036 or visit [www.tillerman.com](http://www.tillerman.com)

# Business community celebrates stellar service at Customer Service Excellence Luncheon

Las Vegas is a city built on exceptional service - and there's no better time to recognize the best in Southern Nevada's service ranks than the Las Vegas Chamber of Commerce Customer Service Excellence Luncheon on November 5. Join us as we celebrate "Decades of Service: A New Attitude" at our annual luncheon spotlighting the top-performing customer service stars from across Southern Nevada.

"In today's competitive marketplace, survival and growth depends on companies who hire talent and can deliver good customer service," explains Customer Service Excellence chairman Debra Solt of the program's importance. "As the entertainment and hospitality capital of the world, Las Vegas is probably even more dependent on this skill in its workforce. As a result, exceptional customer service does not happen by accident, it occurs as a result of employees who understand the business, their customers and their own capabilities."

The annual Customer Service Excellence Luncheon is a city-wide effort to applaud exceptional service in our community while honoring the individuals who receive Customer Service Excellence recognition through the awards program throughout the year. Special bronze, silver and gold certificates honoring various levels of achievement are awarded at the luncheon. The event also features great entertainment, prizes and a festive, celebratory atmosphere. Many employers use this luncheon as a way to reward their top-performing employees.

"Employers who value and recognize exceptional service from their employees tend to keep their employees," adds Solt. "The Customer Service Excellence program provides a public forum to formally recognize individuals who go above and beyond their job description to assist customers. In doing so, we are acknowledging and showcasing the value customer service brings to the Las Vegas economy, our global hospitality reputation and our business owners."

The 2010 Customer Service Excellence Luncheon will be held Friday, November 5, at The Orleans Hotel & Casino. Reserve your seats today. Visit [www.lvchamber.com](http://www.lvchamber.com) or call 702.641.5822 and ask for Member Services. **BV**

## Chamber salutes Betty Doane with the CSE Five Star Award



The Las Vegas Chamber of Commerce is pleased to recognize Las Vegas Convention and Visitors Authority receptionist Betty Doane with its Customer Service Excellence Five Star Award. The award is given to individuals who make an extraordinary effort to provide a level of personal service far above their typical job responsibilities.

Doane was selected to receive the Chamber's Five Star recognition because of the compassionate and innovative way she handled a trying situation for a visiting woman from Hong Kong, in Las Vegas exhibiting at an upscale international jewelry show. The woman inadvertently left her entire jewelry exhibit in the back of a taxi cab and had no idea how to go about retrieving it.

In addition to trying to comfort the distressed conventioneer while simultaneously handling her normal workflow for the day, Doane spent several hours working to track down the missing suitcase full of jewelry. She was told by the Taxicab Authority's lost and found department that she would need the name of the cab company and the vehicle ID number in order to track the case. Since the conventioneer had neither of those things, Doane took it upon herself to call every cab company in the phone book to try and locate the parcel. By the end of the day, she finally found it.

Doane's incredible level of compassion, innovation and persistence speak to her exceptional commitment to providing extraordinary service. The Las Vegas Chamber of Commerce applauds her for her efforts. **BV**

# New Members

## Premier Members

**Palm Restaurant**  
Michelle Dillard

## New Members

**10e Public Relations, LLC**  
Kendall Tenney

**24/7 xpress**  
Chris Haase

**7-11 27904**  
Steve Spickler

**9668 One Investment, LLC**  
Yesenia Chang

**Active Commercial**  
Abdus Asif

**Allen Lawrence & Associates, Inc.**  
Allen Lawrence

**American Republic**  
Russell Callahan

**Aquarius Creative Services**  
Nicole Kampmeier

**Azuza Hookah Lounge & Cafe**  
Joseph Dawoud  
B.G.R. Executive Group, Inc.  
Barry Rappaport

**Best Billards LV**  
Ermanno Scalas

**Brown & Brown Insurance of Arizona, Inc.**  
Kathy Gilb

**Candlelighters Childhood Cancer Foundation of NV**  
Melissa Cipriano

**The Caring Place**  
Bonnie Cook

**Castle Cabinets, Inc.**  
Robert Henry

**Celebrity Coaches of America, Inc.**  
Paulina Salen

**Charles L. McCormick**

**CKJK Group LLC/Fulkner Gynecologic Cancer Care**  
Camille Falkner

**Clover Cable of Ohio**  
Tatyana Melamed

**Clover Underwriters**  
Paul Giunta

**Connection Station**  
Mindy Unger-Wadkins

**Conquest Tutoring**  
Elaine Arcenas

**Console Vault**  
Scott Bonvissuto

**Couture Bride**  
Dawn Heaney

**Credit Union 1**  
Patti Lefler

**Davidow Financial & Insurance Services, Inc.**  
Glenn Davidow

**Diamond Group Marketing, LLC**  
Lori Nguyen

**Direct From Vatican City, Inc.**  
Regina Noriega

**Dominic Ricciardi, MD, Ltd.**  
Lindsey Ricciardi

**Dumon Financial Group**  
Terry Dumon

**E & J Taxes and More Services**  
Elvira Avila

**Easter Seals Southern Nevada**  
Brian Patchett  
The Eleanor Ahern Foundation  
Eleanor Ahern

**en.gauge media**  
Chad Ramos

**Engaged Nation**  
Jerry Epstein

**Eshom, Gutmann & Wood Insurance Agency**  
Michael Eshom

**Family Wealth Planning**  
Jan Wisccup

**Focus Internet Services**  
Raymond Santopietro

**Frees Bakery**  
Max Jacobson

**G Creative Advertising**  
Marcus Nelson

**Gentile Law Group**  
Mark Gentile

**Gilbert Manzano, Ltd.**  
Gilbert Manzano

**Global Flowers 2 U**  
Judy Griffin

**Going Green Consultants**  
Mark Mancuso

**Hiline Building and Remodeling, LTD**  
Veronica Deubert

**Ivory Star Production**  
John Bentham

**James C. Jenkins Insurance Service, Inc.**  
Guy Wallrath

**J'LaChic Entertainment, Productions & Events**  
La Donna Trotman

**J-Mo Papercrafting**  
Jackie Mobley

**Key Realty**  
Anthony Park

**Las Vegas Parking, Inc.**  
Melody Malone

**The Law Office of Mace J. Yampolsky**  
Mace Yampolski

**LBL Insurance Services, Inc.**  
Peter Freska

**Lightning Logistics**  
Andrew Riggs

**Li-ion Motors Corp.**  
Stacey Fling

**Lisa Boike Health Benefits, LLC**  
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*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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# Using Facebook to build your business

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

**In my last few columns on social media, we've taken a 50,000-foot view of some of the most common features of popular social networking sites. In this column, we'll take a closer look at a specific site to give you the information you need to create the most effective platform for your particular business needs. This month, we look at Facebook.**



Facebook is used by millions of people every day for the primary purpose of sharing news, photos, videos and other information. While originally introduced with the individual in mind, businesses have jumped on the Facebook band wagon as well. For all of its easy-to-use features, Facebook does run into a bit of a “chicken and the egg” issue when it comes to differentiating between personal accounts and business accounts. It can get a bit tricky, so let me break down the basics:

A business has two options: A Facebook Business Account or a Facebook Page.

**Business Accounts** If you already have a personal Facebook account, you are prevented, under Facebook's terms of use, from creating a separate business account, or even upgrading from a personal to a business account. According to Facebook, business accounts are designed for individuals who only want to use the site to administer pages and paid-for ad campaigns. For this reason, business accounts lack the functionality of personal accounts. They have limited access to information on Facebook and are prevented from viewing the profiles of users on the site, or other content on the site that does not live on the pages they personally administer. In addition, business accounts cannot be found in search features, and cannot send or receive friend requests.

**Facebook Page** According to John Paul Titlow of ReadWriteBiz, two crucial advantages for businesses of using a Facebook Page are user analytics and easily-embeddable “like” buttons and widgets. With the recently overhauled Facebook Insights, you can view all kinds of useful data about user activity on your page, including how many likes and comments you receive each day, demographic breakdowns and much more. This data can

be helpful in understanding the characteristics of your customer base, and this data is not available to individual profiles. Unlike personal profiles, pages offer the means to embed a “like” button and other Open Graph plug-ins into your own site. Additionally, keep in mind that on Facebook, individual profiles are limited to 5,000 friends, whereas pages can have unlimited fans. The downside is that if you already have a Facebook account and try to convert “friends” to “fans,” you'll have to ask all of your friends to voluntarily make the switch on their own – there is no instant conversion.

Of course, many innovating individuals have found ways to customize their personal Facebook pages to make them user-friendly from a business perspective. This is primarily accomplished through use of Facebook's many pages, platforms, applications and features:

- Facebook Discussion Boards, which you can use to solicit user feedback
- Facebook Events, which allows you to let your “fans” RSVP to events

Besides accumulating lots of “friends” or “fans” with whom you can communicate, you can use Facebook to share articles, ideas, photos and videos, as well as create events to which you can invite your friends and fans.

As you can see, there are a great many tools Facebook offers to help you customize your account and connect and interact with customers in a way that best suits your particular business needs.

In our next column we'll go more in-depth with another popular business/social media networking site: LinkedIn. In the meantime, I'd like to invite you to be my guest at NCET's Annual Entrepreneur Expo, October 15 from 10:00 a.m. to 6:00 p.m. at the South Point Hotel Casino and Spa. This FREE event features nearly 100 exhibitors, as well as education sessions that focus on the specific needs of entrepreneurs and small start-ups. A special panel discussion on social media will be held from 3:30-5:30 p.m. You can register at [www.NCETexpo.org/Vegas](http://www.NCETexpo.org/Vegas). 

*NCET, Nevada's Center for Entrepreneurship and Technology: Your resource for business success. Visit [www.NCET.org](http://www.NCET.org) for more information.*



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# Photo Gallery:

The 2010 Small Business Excellence Awards were announced during the annual luncheon in September at Paris Las Vegas. Chamber Chairman Kristin McMillan, Mike Sexton, senior vice president of Nevada State Bank, the exclusive sponsor of the Small Business Excellence Awards, and Larry Peterson of Aston MonteLago at Lake Las Vegas presented the awards in each category.

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**Green Business of the Year  
Green Living Services**

Ken Jackson, president  
Green Living Services is a licensed landscape company specializing in creating beautiful and functional outdoor spaces by using environmentally-friendly products.



**Emerging Business of the Year  
Stout Keeton, LLC**

Lynda Keeton, CPA, partner  
Lynda Keeton, CPA and Brenda Stout, CPA founded Stout Keeton, LLC in 2007 to address the increasing need for skilled accounting services for non-profit organizations.



**Non-Profit of the Year  
Consumer Credit Counseling Service – Southern Nevada**

Michele Jackson, president & CEO  
Consumer Credit Counseling Service was established in 1972 to provide a trustworthy resource for residents seeking financial counseling and education from an organization with no product to sell.



**Small Business of the Year (25 employees or fewer)  
Urban Environmental Research, LLC**

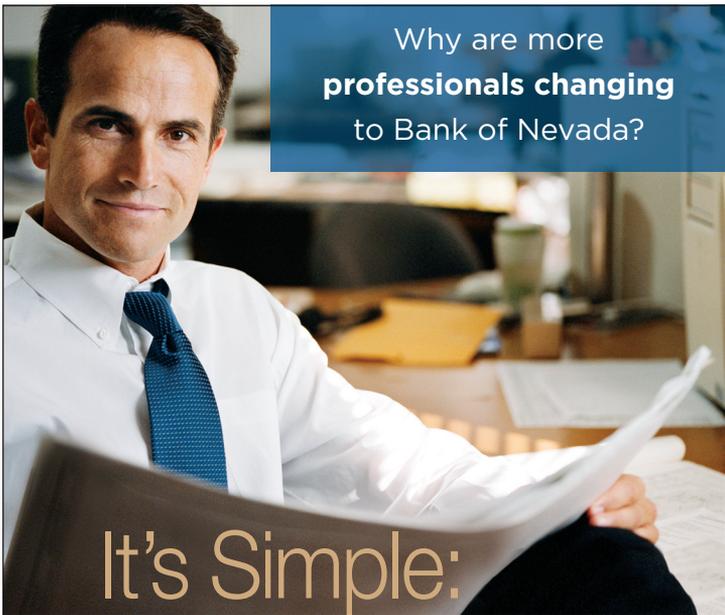
Dr. Sheila Conway, managing partner  
Founded in 1993 and based in Las Vegas, Urban Environmental Research, LLC is consulting firm that offers sustainable solutions that enhance community vitality by addressing complex interactions of social, economic, security and environmental issues.



**Small Business of the Year (5 employees or fewer)  
VP Marketing, Inc.**

Valerie Parker, president  
Since 2006, VP Marketing, Inc., a 100 percent woman-owned business, has been providing original marketing solutions to its clients. From the initial branding design concepts to the final imaged promotional pieces, it offers the best in visual presentation and client services.

Congratulations to our finalists and winners in this year's SBEA program. Photos and testimonials are posted on the Chamber's website at [www.lvchamber.com/sbea/winners-finalist](http://www.lvchamber.com/sbea/winners-finalist). Special thanks to exclusive SBEA sponsor Nevada State Bank and also to Aston MonteLago at Lake Las Vegas for its donation of special overnight gift packages for each award winner.



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Pricing valid through December 2010.

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Stay and Play  
here

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### The University of Nevada, Las Vegas Center for Business and Economic Research (CBER)

In a continually evolving economic environment, smart business professionals understand the value of staying on top of Southern Nevada's leading economic indicators. The University of Nevada, Las

Vegas Center for Business and Economic Research (CBER) provides not only sophisticated economic data and statistics about our local economy, it also offers insight into the factors that contribute to those numbers. From monthly reports on the state of housing, commercial real estate, employment figures and new business starts to in-depth analytical predictions of our ever-changing economy, CBER is the place to go for relevant research and data that can help you plan your business' critical "next moves."

To learn more, visit [www.cber.unlv.edu](http://www.cber.unlv.edu).

### Nevada Legal Services, Inc.

Nevada Legal Services, Inc. (NLS) is a non-profit organization providing free legal services to low-income Nevadans. NLS is a statewide organization funded through various sources, including a grant from the federal government by way of the Legal Services Corp. NLS has represented clients in federal courts, state courts and in administrative hearings. The staff negotiates on behalf of its clients where possible to try to resolve matters without the need for litigation. For more information, visit [www.nslaw.net](http://www.nslaw.net) or call 702.386.0404. 



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**You obviously have a lot of passion for education. How did you come by that?**

I don't really know except that it just evolved. It started out in the 70s doing a scholarship program... because we wanted to seed the future with bright, brainy kids doing good things... But then I was aware of how many weren't making it, how many weren't graduating...so I started to do research about what's an "at risk" kid... There are so many conditions contributing to a child not being able to graduate. And the more I learned...the madder I got... because I saw the unfairness of it... So you can't help it, if this is what you expose yourself to, your consciousness expands. So that's how I'm spending the rest of my life.

**If it was possible to get people in the business community as focused and as passionate about education as you are, are you optimistic that in Nevada we really can change the educational system and really improve things?**

I can't not be optimistic. It's not a choice... Every once in a while, there's a confluence and hope springs eternal. And I think the recent events of having [Education]Secretary [Arne] Duncan be where he is on the bully pulpit, having the economy nationally be where it is and underscoring that education is the real issue, to focus on the State kind of buying into that, adopting common core standards which is something that's been evolving. I have to say, there are indicators that are positive. But we're going through a period right now in Nevada and it's critical.

**Las Vegas strikes me as a place that has an unusually high degree of creativity and intensive innovation and a "can do" kind of a spirit. Do you agree with that?**

Let's just say maybe partially. What's been innovative and creative



Wynn reads to students at Elaine Wynn Elementary School.

Photo: Francis + Francis  
[www.francisandfrancis.com](http://www.francisandfrancis.com)

has been one industry [gaming] and that activity has driven the rest of the success in the community....I mean all the things that have developed in the community are a direct result of the vitality of this industry. This industry is in a holding pattern, so what has to happen for the first time is that there has to be new industry. And that is happening in northern Nevada. As far as I can tell, the technology, the push, the innovation, the exploration of what can happen in the state is happening elsewhere.... It would be great if the local business community...could be supportive in terms of advocacy. But in terms of creativity, unless there's new kinds of business that have not existed in this state, that are brought here and nurtured and developed, if they're relying on the old engine, I think we're stuck for a while.

**You would agree that, in an effort to diversify the economy here, education has to be a part of that from the beginning and has to be linked to the outcome, right?**

Yes...without it, we're dead in the water. **BV**

# YES on Question 1

...continued from page 8

upon his years of experience in the justice system of New York, Crosson strongly believes Nevada's future economic and social well being will be improved by the approval of Question 1.

"Judicial independence and impartiality are very important to all of us. There also are economic consequences to the system of selecting judges. Businesses need a judicial system that is both highly professional and consistently impartial," said Crosson. "Companies come to know when judges understand the complexities of commercial law, and make decisions without regard to political preferences. Entire state judicial systems develop a reputation for the fairness and professionalism with which they handle commercial cases. Having that kind of reputation will be important to Nevada's economic diversification."

The Chamber urges all Nevadans to vote in favor of Question 1 on Election Day. **IBX**



## October Events

To RSVP for VYP events visit [www.VegasYP.com](http://www.VegasYP.com)

### 5 Tuesday VYP Morning Buzz

Are you interested in learning more about Vegas Young Professionals (VYP) 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, all of the member benefits, volunteer opportunities, sponsorship and advertising options and more! Plus, meet and greet with fellow young professionals before heading to work.

**7:00 - 9:00 a.m.**

**Proforma Element 7, 6525 W. Warm Springs Rd. Ste. 100, 89118**

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### 11 Monday VYP Toastmasters: Strip View Speakers

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

**5:30 - 6:00 p.m. Registration & networking**

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### 25 Monday VYP Toastmasters: Strip View Speakers

See October 11 for details

### 28 Thursday VYP Halloween Fusion Mixer

Join VYP for this month's spooktacular mixer! Come in costume and enter to win the Best Costume Contest! Plus, enjoy complimentary appetizers and great drink specials, while networking with more than 100 fellow young professionals. Online registration at [www.vegasy.com](http://www.vegasy.com), or call Joanna at 702.735.2196.

**6:00 - 8:00 p.m.**

**Location: TBD**

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the “good news” of our businesses and their employees.

Regardless of occupation and industry, the CSE program tells employees that the work they do is important, and that they are appreciated. Since recognition is such an incredible motivator, I'd like to invite you and your employees to be a part of the celebratory atmosphere of the Chamber's Annual Customer Service Excellence Luncheon, on Friday, November 5, at The Orleans Hotel & Casino. Imagine it - a luncheon dedicated exclusively to recognizing individuals who consistently deliver exceptional customer service to clients and guests. At this year's gala luncheon, we'll see more than 1,000 employees recognized for achieving Gold, Silver or Bronze levels of achievement in the program. We'll also name a “Customer Service Person of the Year,” selected from one of our Customer Service Excellence Five Star Award recipients. These individuals are recognized for their exceptional “above and beyond” actions, as demonstrated by personal narratives submitted on their behalf during the year.

Superior levels of service are vital to the ongoing economic recovery of our business community. I hope you'll show your employees how much you appreciate their efforts by bringing them to this inspirational, high-energy event. I'd also encourage you to learn more about the value of the Chamber's Customer Service Excellence program. For new and small business owners, the program can be easily implemented “in house” at your business at absolutely no cost to you. 

## Chamber members can still be part of exclusive TPC Las Vegas PGA TOUR event

Las Vegas Chamber of Commerce members are invited to be part of an exciting Las Vegas PGA TOUR event at the Justin Timberlake Shriners Hospitals for Children Open at TPC Summerlin. A special networking event will be held Wednesday, October 20, for Chamber members only. The event will include a short game skills clinic, conducted by PGA TOUR professionals, and a business panel Q&A with former Nevada Governor Bob Miller, and PGA TOUR professionals, including former UNLV Rebel and Las Vegas resident Charley Hoffman. A catered luncheon will be provided by Palm Restaurant and Planet Hollywood. MGM Resorts International is the title sponsor for the 2010 Championship Pro-Am Justin Timberlake Shriners Hospitals for Children Open. For more information about the tournament, call 702.873.1010, e-mail [info@jtshrinersopen.com](mailto:info@jtshrinersopen.com) or visit [www.tpcsummerlin.com](http://www.tpcsummerlin.com). To sign up for the Chamber event, visit [www.lvchamber.com](http://www.lvchamber.com).

## Chamber names Keith Lee Employee of the Quarter

The Las Vegas Chamber of Commerce recognizes senior graphic artist Keith Lee as its Employee of the Quarter. Lee was selected for his ongoing commitment to exhibiting an exceptional work ethic and consistently delivering the highest quality of work. 

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