

Business Voice

**Dr. Neal
Smatresk
talks economic
diversification
and education**

PAGE 6

Las Vegas Chamber
of Commerce

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President's Message



Sometimes life doesn't go exactly as you planned. As you may have heard, I recently experienced some unexpected medical issues which have temporarily sidelined me from my day-to-day Chamber duties. I want to assure you that I am doing well and my doctors tell me that I should make a full recovery and return to the Chamber full time in early 2011.

In the meantime, the Chamber's promise to you is as strong as ever. The Viva Las Business programs that we recently launched continue to grow and develop. Our Small Business Comeback Kit includes several new programs and services to help you access valuable expertise, reach new customers and tap into new networking opportunities. These programs are designed to help your business survive and thrive, and the Chamber's excellent staff is available to help you learn how to utilize these new programs to help your business.

This month, the new Chamber Membership Rewards Card is hitting the streets. We are distributing 250,000 cards to the employees of Chamber members. This card is a powerful marketing tool for your business. By honoring the Rewards Card with special discounts and savings offers, you can drive new customers to your door. You can post your special offer on the Chamber's website as a free way to advertise your products and services. (See page 10 for more details)

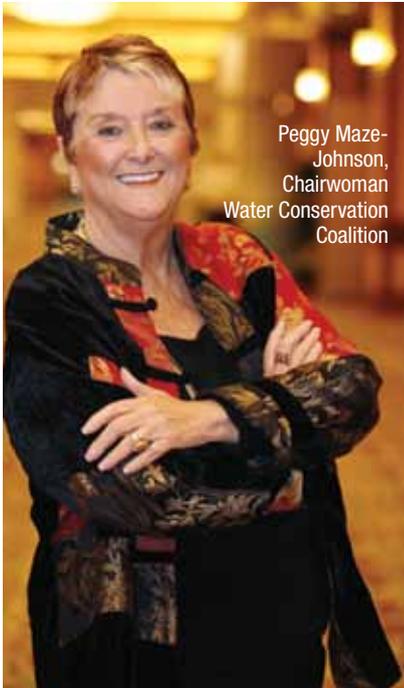
In addition, this month the Chamber is unveiling our new Executive Level of membership which replaces the former Board of Advisors level with new member benefits to better serve this higher level of membership. We have added new member benefits for all levels of membership, making your Chamber investment even more valuable to you and your business.

Although I will be away for the next several weeks, you will continue to hear from me in this column and through other Chamber communications. I look forward to seeing you very soon. **BY**

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Peggy Maze-Johnson,
Chairwoman
Water Conservation
Coalition

Water conservation key to sustainable future

By Peggy Maze-Johnson, Chairwoman Water Conservation Coalition

As chairwoman of the Water Conservation Coalition, it's my mission to bring business and community leaders together to work collectively to conserve water in our community and present opportunities for participation in the cause.

The good news? We are on the right path. The Las Vegas Valley is continuing a trend of declining water use, thanks largely to community compliance with conservation measures and participation in various water-efficiency programs and initiatives including the Water Conservation Coalition.

In fact, Southern Nevada's annual water consumption decreased by nearly 26 billion

gallons between 2002 and 2009, despite the fact that there were about 400,000 new residents and approximately 36 million annual visitors during that period.

We are not alone in this fight. In response to the severe drought that continues to plague the Colorado River, the Southern Nevada Water Authority (SNWA) is aggressively pursuing conservation, engineering projects that will help maintain the reliability of the water supply even in worsening conditions, and measures designed to reduce our community's 90 percent reliance on the Colorado River. Construction crews are at this moment working on a third intake that will allow our community to draw water from far deeper within Lake Mead than our existing intakes.

The SNWA also continues to move forward

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Chamber News



Save money - Early bird specials available for Preview 2011

As the Las Vegas economy continues to evolve and the business community works to move forward into a more promising era, all eyes will be on one of the most important economic forecasting events of the year: Preview Las Vegas 2011.

Slated for Friday, February 11, 2011, at the Thomas & Mack Center-Cox Pavilion, this conference and trade show provides an exceptional opportunity to network with high-level decision makers from nearly all valley industries. It also gives attendees an in-depth look at the economic landscape before us, presented in compelling presentations by leading economic experts and business leaders.

Early Bird booth discounts are available through November 30, 2010:
Early Birth booth price: \$1,000, a savings of \$200

Gold and Platinum sponsorships are also available. Call 702.641.5822 for details.

For more information, visit www.previewlasvegas.com.

Enter to win full page R-J ad by prepaying dues

Don't miss the Chamber's annual prepaid dues special offer. If you prepay your 2011 Chamber dues in total by December 31, 2010, you will automatically be entered in a drawing for a FREE full-page ad in the *Las Vegas Review-Journal* – a \$21,400 value! Imagine having the opportunity to get your brand in front of tens of thousands of *R-J* readers absolutely free. Look for a letter announcing this special offer in the mail or call the Chamber at 641-5822 to learn more.

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Sun West Bank is now a part of City National Bank

City National is pleased to welcome Sun West Bank's clients and colleagues to our banking community. For 15 years we have been dedicated to serving the financial needs of businesses and individuals in Las Vegas.

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Why a strong UNLV is critical to our economic future

Dr. Neal Smatresk was named President of the University of Nevada, Las Vegas in August 2009. During his tenure, Smatresk has been active in connecting the University with the community to provide support for economic recovery. Dr. Smatresk sat down with Steve Hill, chairman of the Chamber's State Policy Task Force, to discuss the role of UNLV in economic diversification and the value of UNLV to the business community. Below are excerpts from that conversation.

Steve: How do we need to approach economic diversification?

Neal: There is a gap between what the city does, what the county does, what the University does, what the Nevada Development Authority does and what the general business community will support. What we need to create is a common plan, and then use it to successfully gain federal investments. This area has not been invested in like the Northwest, the Great Lakes area or even the South. If we can gain those investments and use them in an applied and focused way, rather than squandering them, we can get very far down the road very quickly.

What do you see the role of UNLV is in the economic diversification of Las Vegas?

You can't talk about globally competitive or knowledge based industries unless you have higher ed degrees. More higher ed degrees means more economic diversification. That isn't a plan; that's just a statement of correlation.

What is your philosophy regarding economic diversification?

I have a three-legged stool theory about what it requires for cities to grow and mature. The first leg of the stool is that your city has to have an adequate infrastructure, a hard infrastructure to make it operate. If you don't have that, it's hard to grow a city and create a good future. Those things tend to be done by college-educated people. You don't create plans for a hard infrastructure, you don't manage a water supply, create transportation systems unless you've got things like civil engineers, hydrologists and business people. The next leg of the stool is healthcare, education and social services, all great attracters of business. If you have a good educational environment, people are more likely to locate families to the region. Robust healthcare is critical. You need a healthcare supply chain. The third leg is economic diversification or a robust set of economies that interact. You have to have an exports industry; you have to sell something to someone if you are going to make your way in the world. I think in the U.S. we forgot that; I think we thought we could just buy stuff from people. What are you going to sell? You have to make a conscientious decision about it.

Do you believe Vegas has an export economy upon which we can build?

In Vegas we have one of the most clever export industries in the world and one that's still growing on a global level. We entertain people and we bring them in better than anyone in the world. We bring them in, take their money and we send them home. Now if anyone is going to come back a second time, you really have to make sure they have a terrific experience. A lot of visitors think Vegas is really worth it. On top of it being a clever export economy, it's probably fair to say that a lot of ancillary economies have grown up around that. As a result we're the best convening city in the world. We're better at holding conferences than anyone else. So that industry is great and we can grow connections from that industry to build export economies, but we

need to not just be content with what we had. We need to think about what the linkages are to other elements of export economies that allow us to continue to thrive.

What is holding us back?

We kind of lack good human capital right now. We have good people, but we don't have terrific education and we don't have terrific healthcare and our social services have struggled to keep up with the growth of our city. If we can get those things right and the infrastructure right, then I think a lot of the economic diversification will follow as we mature as a city.

I certainly think that higher ed is involved with human capital. We're in a funny place, where a lot of the leadership was trained elsewhere. So we're importing talent right now, but we need to be able to draw people here and grow our own.

Then what we build needs to be in line with an economic diversity plan?

Absolutely. And we don't really have a plan, do we? What does our state have as an industry? We have extractive economies: mining and energy producers that are harvesting solar and geothermal. Extractive economies tend not to build a lot of prosperity. What does build prosperity? Certainly tourism, which is one of our economic drivers. If we are going to have a more prosperous future we can't fall back on extractive economies. We need to have something good enough to export. There is a giant hole in our portfolio.

Tell us a little bit about what the University is doing in regards to help the economic diversification discussion.

We provide leadership in statewide education policies, statewide social policy, statewide healthcare policies and act as a convenient gathering spot for those discussions. We hired a great water resource guy, who is a water policy guy. We've got a Center for Transportation Research. We're busy trying to build a hub for energy so we need other kinds of expertise. We're looking for an energy policy person right now with Brookings' help. Those types of things are foundational. Now all we need to do is help develop a reasonable plan or let our resources be used to develop one. UNLV needs to be the place that helps provide resources that you wouldn't ordinarily easily get in a community or a state this small.

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Chamber Benefits

New networking opportunities designed for Chamber members and their employees



The Chamber's Minority and Women-Owned Business Action Committee

The Chamber understands that serious and effective networking and business-building is not an individual effort, but rather a collective group effort. That's why we've expanded our menu of networking opportunities so that everyone in your company can take advantage of your membership networking benefits to build more profitable and productive business connections.

Maximize your Chamber investment by utilizing the Chamber's networking programs to create opportunities for your employees to take advantage of them to expand their networks, increase their networking power and help you build your business. Here are some ideas on how to plug in your employees to the Chamber:

Turbo Networking

Let's say you have a sales person who you want to get better connected. Consider sending that individual to the Chamber's Turbo Networking events. Turbo Networking provides a fun, fast and very productive way to maximize time and build business contacts. Attendees proceed through a series of facilitated round table introductions to maximize time in securing qualified leads. Participants walk away with a list of contact information for all attendees.

Vegas Young Professionals

Maybe you have a young professional who needs to focus on building their network? Vegas Young Professionals is the perfect place for them. This fast-growing, highly popular group of young up-and-comers between the ages of 21-39 enjoys a variety of networking and professional development events every month.

Action Committees

Do you have a smart, savvy employee who is passionate about community issues? The Chamber's new Action Committees are a great way to build business relationships with people who share the same passion while simultaneously promoting your company's corporate stewardship. Current committees are focused on the areas of education, healthcare, and minority and women-owned businesses.

Chamber Connections

Are you looking for a more productive way to connect on a regular basis? The new Chamber Connections leads clubs are perfect. This is where business professionals come together to grow their network and their business by sharing contacts, referrals and ideas. Participants meet twice each month to learn about effective ways to network while establishing a core group of peers dedicated to helping each other grow their businesses through referrals.

For more information, go to www.lvchamber.com or call 702.641.5822. **BV**

Chamber upgrades member benefits Everything about your Chamber membership investment just got better

The Las Vegas Chamber of Commerce has enhanced every level of Chamber membership with more relevant benefits to help your businesses compete in this tough economy. Each benefit upgrade was designed as a tool to help you drive new business to your door, provide effective, targeted networking opportunities and create avenues for you to promote your business to other members. Here are a few examples of these exciting new changes and what they mean to you:

- The new Viva Las Business Small Business Comeback Kit enhances your membership with free business expertise, new marketing opportunities and more effective networking events
- All members can now post a consumer promotional offer and a video commercial on the Chamber's website free of charge
- Members can now invite employees to participate in high-profile Chamber networking events including Chamber Action

Committees, Chamber Connections referral groups and Turbo Networking

Of course, the Chamber has maintained popular existing membership benefits as well. All members will continue to be eligible for ribbon cuttings, promotion in Chamber News and a listing in the Chamber's Annual Buyers Guide and Membership Directory. For a full list of benefits, visit www.lvchamber.com.

Board of Advisors upgraded to Executive Level Membership

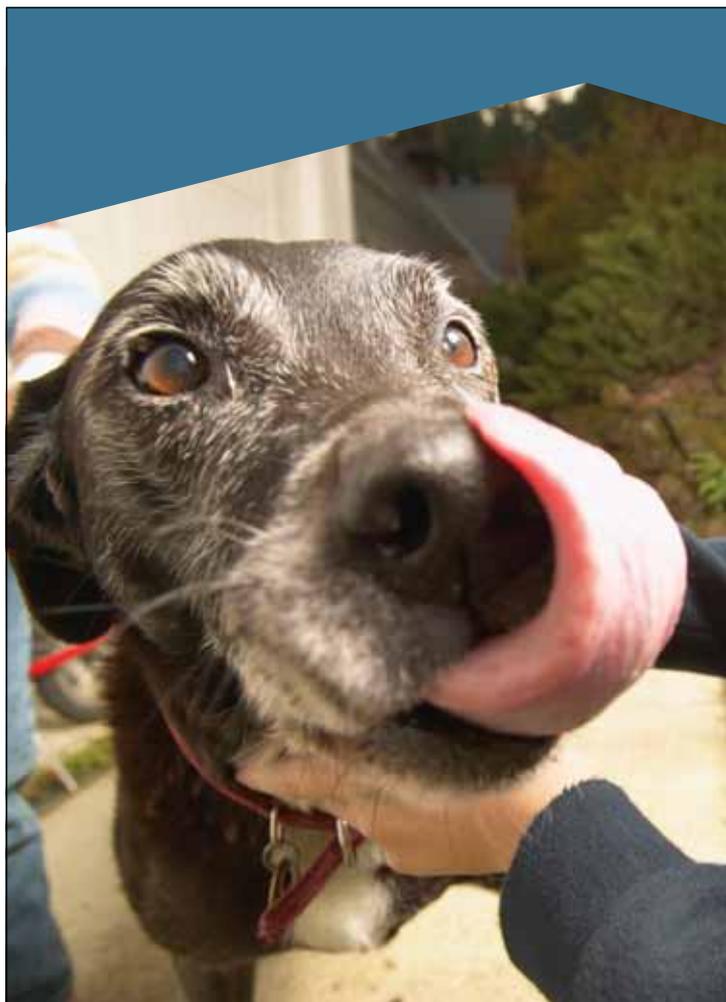
Effective November 1, 2010, the Las Vegas Chamber of Commerce will change the name of our Board of Advisors membership to Executive Level membership. This new name better reflects the high-level executive nature of the typical member at this level, while eliminating the potential confusion between the Board of Advisors membership level and the Chamber's governing body, the Board of Trustees.

At the same time this new name change is occurring, the Chamber is pleased to announce the addition of several new benefits to the Executive Level of membership. These new benefits were created to provide additional value to these high-profile members at no additional cost. A few highlights from the upgraded benefits package include:

- An invitation to the Chamber's new Leadership Circle breakfast meetings beginning in early 2011
- Invitation to lunch with a Board of Trustees member
- An upgraded advertising package that includes a free business card-sized ad running for three months in *The Business Voice*
- Two logo listings in the Chamber's Annual *Buyers Guide and Membership Directory*
- Two complimentary tickets to a Membership Luncheon

Executive Level members will continue to enjoy a host of existing upgraded benefits, including Chamber Concierge services, access to exclusive member networking events, and designated seating and podium recognition at Chamber functions. The overall package of Executive Level benefits is greater than \$7,800, more than double the investment.

To learn more about the benefits of upgraded membership levels in the Las Vegas Chamber of Commerce, visit www.lvchamber.com, call Brian Mollica at 702.586.3846, or e-mail bmollica@lvchamber.com. 



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Give and get discounts valley-wide with new Chamber Membership Card



The Chamber is issuing membership reward cards to nearly 250,000 employees of Chamber members this month. The goal? To help members save money and encourage them to buy locally from fellow Chamber members.

The new program has numerous upsides for your business and your employees!

You and your employees can use the cards to get significant discounts, special offers and other “extras” at participating businesses. This saves you and your employees money and helps you support the local economy while buying from fellow Chamber members.

You can also publicize your own company’s discounts for free by posting them in the Chamber’s new Member Marketplace. Drive business to your door by honoring the card with discounts and other special offers, including:

- **Two-for-one coupons**
- **Buy one, get one free offers**
- **10-20% off (or more!) offers**

- **“Free gift with purchase” promos**

Here are the simple steps to do it.

1. Go to www.lvchamber.com and click on “Member Marketplace.”
2. To search discounts you can take advantage of, click on “Search Discounts” and browse through special offerings.
3. To post your own discount, click on “Register” to sign up for your easy-to-use account.

Once your offer is in place, make sure you have your Chamber member plaque or window cling displayed in your office, at your retail counter or in your window. You can even post it on your website. This is a great way to let cardholders know that you’re a Chamber member who offers discounts.

For more information about the Chamber Membership Rewards Card or the Member Marketplace, visit www.lvchamber.com or call 702.641.5822. **LV**



Michael J. Bonner

Installation introduces incoming Chairman, 2011 Board of Trustees

The Las Vegas Chamber of Commerce cordially invites all members and valley professionals to the December 8 Installation Luncheon, which will formally introduce incoming 2011 Chairman Michael J. Bonner and the Board of Trustees. The event will be held at The Four Seasons.

A high-profile annual gathering, the Installation Luncheon provides an exceptional opportunity to network with decision makers from a variety of industries, while hearing from the new

chairman the Chamber’s goals and priorities for the coming year.

Bonner is a shareholder of the international law firm of Greenberg Traurig. His concentration is in corporate and business transactions, securities and gaming law. Bonner is a member of the executive committee of the gaming law section of the State Bar of Nevada and a member of the executive committee and board of trustees of the Nevada Development Authority. He is routinely listed as one of the “Leading Individual” Corporate/Mergers & Acquisitions attorneys in Nevada in Chambers USA; America’s Leading Business Lawyers; a Nevada Super Lawyer, a “Leading Lawyer” in corporate, gaming and mergers and acquisitions law by The Best Lawyers in America®; and was recognized in September 2009 as one of the top lawyers in Nevada in the Legal Elite edition of *Nevada Business Magazine*. Bonner has been a member of the Chamber’s Board of Trustees since 2008. **LV**

Installation Luncheon

Wednesday, December 8

The Four Seasons

11:30 a.m. Registration

Noon Lunch/Program

\$60 for Chamber members; \$75 for non-members; \$80 at the door

RSVP: www.lvchamber.com or call 702.641.5822

- \$60 for Chamber members with a prepaid reservation
- \$75 for non-members
- \$80 at the door
- Week of event price is an additional \$5

RSVP: Register at lvchamber.com or call 702.641.5822 and ask for Member Services.

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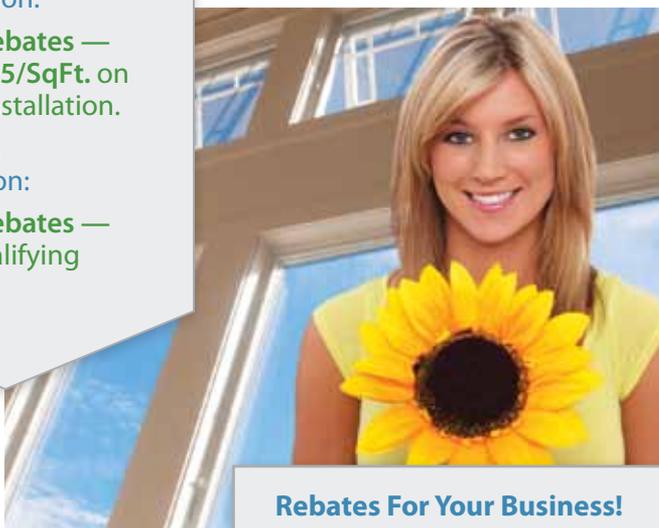
Residential equipment rebates are available on these items: natural gas storage and tankless water heaters, clothes washers, natural gas clothes dryers, programmable thermostats, and smart low-flow showerheads.

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.



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LinkedIn offers professional options for entering social media arena

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

While Facebook is currently leading the pack in terms of being one of the most recognizable forms of social media being co-opted by the business community, LinkedIn (www.linkedin.com) is often touted as one of the more “grown up” social marketing venues. Designed specifically for business owners and professionals, this forum is all about building and expanding business networks.



With more than 70 million members in more than 200 countries, LinkedIn boasts membership from executives in all Fortune 500 companies, and is typically seen as the more formal way to focus on business and professional-level networking. When you join, you create a profile (essentially an online resume) that summarizes your professional expertise and accomplishments. You can then invite contacts to join LinkedIn and “connect” to you. Your network consists of your connections, your connections’ connections, and so on. Some of the things you can do with LinkedIn:

- Find and be introduced to potential clients, service providers and subject experts who come recommended by others in your network. The site makes recommendations of people you may know based on industries and individuals you’ve previously searched or added to your contact list. Even if you don’t know a “recommended” connection, the feature can help you become acquainted with others who can help you expand your network.
- Create and collaborate on projects, gather data, share files and solve problems. Much of this can be achieved through creating or joining LinkedIn “groups.” Again, the site offers recommendations for groups that might be appropriate for you, or you can search for your own connections - corporate, non-profit, alumni, industry-specific, etc.
- Be found for business opportunities. On your profile you can notate what you’re there for – networking, new business opportunities, collaboration, etc. In addition to

using the site to connect with others who might benefit you professionally, others can seek you out as well.

- Post and distribute job listings to find the best talent for your company, or conduct your own private job search. Employment tools abound on LinkedIn, allowing you to recruit or discretely inquire about new opportunities in your industry. Advanced membership packages also allow you to conduct detailed reference checks on potential employees, employers and/or business partners.
- Advertise your company. LinkedIn has a feature called “Direct Ads” that allow you to create targeted advertising campaigns. You can set a specific budget, manage your campaigns and track and analyze your results.

Fun features: While not as informal as Facebook, LinkedIn does encourage a certain amount of social interaction between members. You can post and subscribe to network “updates,” share reading lists, participate in LinkedIn polls and surveys and send and receive e-mail messages.

How to do it: Getting started with LinkedIn is fairly easy, and LinkedIn’s base membership is free. You can establish your profile and build or add to it as you go along. The site allows you to import the contacts from your e-mail address base to instantly establish your existing connections and start building your connection matrix based on your contacts’ contacts.

Upgrades: LinkedIn offers a variety of membership options. The base version is free and LinkedIn offers upgraded versions ranging from \$24.95/month to \$99.95/month. Each upgraded membership platform allows greater access to the site’s database, allowing you to use features such as expanded profile views, see greater numbers of search results returns and the ability to track who views your personal profile.

Perhaps the best feature of LinkedIn is its reputation for being more business-like and professional than other social media platforms. If you’re at all leery about “friending” or “tweeting” to your colleagues and business associates, LinkedIn offers an excellent alternative for establishing a valuable social media presence for your business.

In our next column, we’ll take a look at the advantages of e-mail marketing campaigns and blogging as part of your overall social media business strategy. **BY**

NCET, Nevada’s Center for Entrepreneurship and Technology: Your resource for business success. Visit www.NCET.org for more information.

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Bob Coyle



Dallas E. Haun



Paul Larsen



Brian Robertson



Florence m. e. Rogers



Gary Selesner

Bob Coyle
Area President
Republic Services

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

Dallas E. Haun
President and Chief Executive Officer
Nevada State Bank

Dallas E. Haun is president and Chief Executive Officer of Nevada State Bank, and executive vice president of NSB's parent company, Zions Bancorporation. Haun brings nearly 30 years of strong commercial banking expertise and substantial managerial experience to his leadership position with Nevada State Bank. A graduate of Michigan State University, Haun received his postgraduate degree from the University of Washington's Pacific Coast Banking School. He also completed the Executive Program at the Anderson

School of Business at the University of California.

Paul Larsen
Partner
Lionel Sawyer & Collins

Paul E. Larsen joined Lionel Sawyer & Collins in 1989 as a member of the litigation department and became part of the firm's administrative and gaming law department in 1991. He is currently chairman of the firm's Gaming, Land Use and Planning practice group. Larson's practice has influenced licensing, rulemaking and rate cases. He has contested hearings before the Nevada Public Utilities Commission and has practiced before numerous federal, state, county and municipal agencies and governmental bodies.

Brian Robertson
CEO and a Director of the Board
Amonix, Inc

Brian Robertson is CEO and a director of the board at Amonix, Inc., a provider for utility-scale solar power in sunny and dry climates. He joined the company in 2009, bringing Amonix significant solar power plant development experience. Robertson joined Amonix through the acquisition of Sunworks Solar LLC, where he was co-founder and Chief Executive Officer. Robertson is a graduate of MIT with a

degree in Computer Science and holds an MBA from Harvard Business School.

Florence m. e. Rogers
President & General Manager
Nevada Public Radio

Florence Rogers is President & General Manager of Nevada Public Radio, the public media company that includes a network of six FM stations including flagship News 88.9 KNPR, also the city regional magazine *Desert Companion*. She holds a Masters Degree in Communications from SDSU, and is an award-winning radio producer with many national network credits. Rogers joined Nevada Public Radio in 2001 to oversee programming including the launch of KNPR's "State of Nevada" program and establish the State's first classical music station.

Gary Selesner
President
Caesars Palace

Gary Selesner began his gaming career as advertising manager at Harrah's Marina Hotel Casino and then at Harrah's at Trump Plaza in Atlantic City. He eventually worked his way up to president of Trump Plaza. Selesner relocated to Las Vegas in 1996 to run the Hard Rock Hotel Casino as general manager. Prior to his latest assignment for Harrah's

Entertainment, Selesner was vice president and general manager for the Rio All-Suite Hotel & Casino. Prior to that he held senior management positions at various Harrah's properties.

President's Club New Members

El Cortez Hotel and Casino

Mike Nolan
Alexandria Epstein
John Civitello

UBS Financial Services

Robert Spawn

Verge Marketing Group

Denise Savello
Catherine Savello
Michelle Espinosa

Executive Level New Members

Ryland Homes Nevada, LLC

Randy Char

UPS- United Parcel Service

Fernando Guerrero
Tom Cuce

Executive Level

Randy J. Brown, CPA
Director – Regulatory & Legislative Affairs
AT&T Nevada

With more than 12 years of experience in the telecommunications industry, Brown is responsible for regulatory, legislative, governmental, and community affairs in Nevada. During his tenure with AT&T, Brown has held management positions in accounting, finance, regulatory and government affairs. Brown is a member of the executive committee at the Children's Cabinet and the Reno Sparks Chamber of Commerce and former president of the University of Nevada Alumni Association.

Scott Brown, DDS
Dentist
Comfort Care Dental Group

Scott Brown is part of a Las Vegas tradition of dental comfort and care. He is a 1982 graduate of Loma Linda University, where he received his Doctorate of Dental Surgery. He has taken numerous continuing education courses in endodontics, cosmetic dentistry, complete and partial dentures, implants, crowns and bridges. Brown has been on the Drafting Committee for the Fluoridation Ballot Issues.

John Dlouhy
Executive Vice President,
General Manager
Capitol North American Van Lines

John Dlouhy has been in the Moving and Storage business in Las Vegas for the past 25 years. Dlouhy has been with Capitol since 1999 and is the Committee Chair for the North American Agents "Quality" Committee. He is active in the Henderson Library system serving on the Foundation Board as the Vice President for the past 3 years.

David Drake
CEO
Aqua Management

In 1995 David Drake started designing irrigation controllers for the Motorola Corporation. Drake founded



Randy J. Brown

Scott Brown

John Dlouhy

David Drake

Pamela Egan

Troy Fletcher

Bill Stafford

Matt Smith

Lori Wilkinson

John Wilson

Aqua Management, a water management company focused on water conservation, in 2008. He received his PhD. in computer science from Northwestern University in 2004. Aqua Management was founded when Drake recognized the need for technological solutions in conjunction with service solutions as the best approach for water conservation.

Pamela Egan
President/Executive Director
Nevada Partners, Inc.

Pamela Egan is responsible for strategic planning, program development, and day-to-day management of NPI, one of the state's largest job training and career preparation organizations. She serves on the Governor's Workforce Investment Board for the State of Nevada and on the Immigrant Workers Citizenship Project Board. Egan received a B.A. in political science from Gonzaga University and an MBA from UNLV.

Troy Fletcher
General Manager
Shred-it

Troy Fletcher completed 20 years of active service with the United States Army in 2001. After receiving his Bachelors degree from the University of the State of New York and his Masters Degree from Central Michigan University, Fletcher worked for Aramark Uniform Services for 4 years before joining Shred-it, Wichita in 2005. In April Fletcher joined Shred-it, Las Vegas as the General Manager and is responsible for sales and operations of the Las Vegas market.

Bill Stafford
Owner
StaffordWealth Management, LLC

Bill Stafford began his career in financial planning in 1981, upon graduating from UCLA. Stafford earned many designations including CLU® and ChFC® from the American College, CFP® CFS® and the CAS® designations. In addition, Stafford has a Wharton Certificate in Retirement Planning.

Matt Smith
Vice President of Ticket Sales & Service
Las Vegas Wranglers

Matt Smith began his career with the Colorado Rapids. Smith was promoted to Account Executive with the Colorado Avalanche and Denver Nuggets where he was consistently ranked in the top three in season ticket sales and group sales. Prior to joining the Wranglers, he spent two years as Director of Ticket Sales for the Sacramento Kings. Smith earned a Bachelor's degree in Communications Utah State University. He resides in Nevada Trails with his wife Michelle, daughters Daphne and Brooklyn, and son Cole.

Lori Wilkinson
Partner
Distinct Benefit Solutions

Lori Wilkinson brings more than 20 years of international experience in sales, leadership, business development, customer marketing, strategic planning and negotiation. During her career, she has held leadership positions with top Fortune 100 companies to include Coca-Cola® and M&M/Mars Inc.®. A committed volunteer, she gives time to TAPS, Whitney Elementary and American

Airlines celebrity events benefiting Susan G. Komen and the Cystic Fibrosis Foundations. Lori holds a BS from Utah State University and she is a 4-generation Nevada native.

John Wilson
General Manager of Las Vegas Operations
American Medical Response

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

Events

November

Two easy ways to register for Chamber events:

Log on to www.lvchamber.com and find your event on the Event Calendar, or call Member Services at 702.586.5822.

3 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.

Sponsored by:



5 Friday

Customer Service Excellence Luncheon



Join us as we celebrate "Decades of Service: A New Attitude" at our annual luncheon spotlighting the "Best and Brightest" customer service stars from all over Southern Nevada. This program is a city-wide effort that encourages and rewards superior customer service.

11:30 a.m. - 12:00 p.m. Registration

12:00 - 1:15 p.m. Program

The Orleans Hotel & Casino

4500 W. Tropicana Ave, 89103

\$45 per person, \$450 for a table of ten



Gold Sponsors:



10 Wednesday

Business Education Series

Amy Ayoub & Punam Mathur / Networking



Amy Ayoub

Punam Mathur

LAST PRESENTATION

Punam Mathur and Amy Ayoub return to share tried and true tips for building and strengthening your personal

and business networks including relationship building and word-of-mouth marketing.

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:



Chamber Insurance & Benefits, LLC

10 Wednesday

Chamber Voices Toastmasters

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.

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



16 Tuesday

Free Legal Solutions for Small Business

Attorneys from the law firm of Holland & Hart's Las Vegas office will provide legal counseling to Las Vegas Chamber of Commerce members. The firm's lawyers will provide counseling on commercial business transactions, employment matters, contract law, litigation, intellectual property law, bankruptcy and tax, among other areas.

Appointment times: 6:00 - 6:50 p.m.,

7:00 - 7:50 p.m., two members 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



16 Tuesday

QuickSTART Session 1: Business Concepts

Business Concepts is a workshop that gets you started developing a feasibility plan for your business. You will learn how to clearly identify the features or benefits of your product or service along with critical information about your industry, customers and competition.

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, workbook provided
\$99.95 package includes sessions 1 - 4

\$150 for two attendees from the same company



17 Wednesday

New Member Breakfast

By invitation only, this event is for all new members of the Las Vegas Chamber of Commerce. Each participant will have the opportunity to introduce themselves and their business and network in a friendly and upbeat atmosphere. Bring your business cards and join the Las Vegas Chamber of Commerce Prospectors as they welcome our newest members to the Chamber family.

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

Sponsored by:



18 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

Ricardo's Mexican Restaurant, 4930 W. Flamingo Rd., 89103

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

Hosted by:



Sponsored by:



23 Tuesday

QuickSTART Session 2:

Marketing

The QuickSTART Marketing workshop will help you start to develop a marketing plan to identify your target markets, create a consistent marketing message, and discuss different marketing methods.

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



24 Wednesday

Chamber Voices Toastmasters

See November 10 for details.



30 Tuesday

QuickSTART Session 3:

Part One: Financial Projections

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 to help manage your business.

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



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 be subject to a \$5 surcharge. If you have any questions or concerns regarding this policy, please call 702.641.5822



November Events

To RSVP for VYP events visit www.VegasYP.com

2 Tuesday

VYP Morning Buzz

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 a delicious light breakfast will be served.

7:30 - 9:00 a.m.

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

Complimentary

Hosted by:



8 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.

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

6:00 - 7:00 p.m. Meeting

The Platinum Hotel, 211 E. Flamingo Rd., 89169

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

Sponsored by:



11 Thursday

VYP Fusion Mixer

Mix and mingle VYP-style at this month's Fusion Mixer at AirBar, the highest bar in Las Vegas! Located on Level 108 at the Stratosphere Casino, Hotel & Tower, Air Bar is the perfect spot to enjoy a drink while you check out the most spectacular views of Sin City. With the SkyJump launch pad just a few feet away, Air Bar is the ideal spot for networking while watching jumpers and taking in breathtaking panoramas. Reserve your spot today!

6:00 - 8:00 p.m.

AirBar, on level 108

Stratosphere Las Vegas Hotel Casino, 2000 Las Vegas Boulevard South,
Las Vegas, NV 89104-2597

\$10 per VYP member, \$15 per non-member.

Hosted by:



22 Monday

VYP Toastmasters: Strip View Speakers

See November 8 for details

Coming Events

University of Nevada Cooperative Extension

is offering free training to enhance employability skills and increase job retention in the Green industry in Clark County. For more information call 702-257-5529.

The Center for Business and Economic Research of the College of Business at the **University of Nevada, Las Vegas** will hold its annual Southern Nevada Economic Outlook Conference at the **M Resort Spa and Casino** on December 15, from 8:00-11:45 a.m.

Community Service

City National Bank's first Back-to-School Supplies Drive collected more than \$5,000 worth of school supplies for 11 schools in California, Nevada and New York.

Eastern Canyon Dental's Dr. Joel Stokes, hygienist Tracy Aukamp and dental assistant Lacey Hobson provided dental screenings and treatment for soldiers at the National Guard base in Southern Nevada.

The Nevada Contractors Association

awarded Jonathan Allen, Arnaldo Levya, Erick Mata and Francell Rodriguez the David Papodopulo Memorial Scholarship of \$3,500 each.

The **Las Vegas Review-Journal** published its September 30 edition on pink newsprint with one hundred percent of the retail newspaper

sales of the day donated to the Southern Nevada affiliate of Susan G. Komen for the Cure.

The Arthritis Foundation, Nevada held the 2010 Nevada Arthritis Walk and the 2nd annual "Voices for a Cure" benefit featuring Terry Fator at the **Mirage Hotel and Casino** to fund research.

Congratulations

AlertBoot, a provider of full disk encryption, announced that CEO Tim Maliyil was named to the MSPmentor 250 and the company to CRN Magazine's 2010 Emerging Vendors List.

President of **Paragon Pools**, Joe Vassallo, CBP was selected to speak at the 2010 International Pool, Spa and Patio Conference.

Harrah's Entertainment, Inc. was honored by the Las Vegas Urban Chamber of Commerce as the first "Corporation of the Year."

U.S. News & World Report named **Oshins & Associates** the only Tier 1 law firm in Southern Nevada in Trusts & Estates Law.

R & R Partners was named one of the "Best Places to Work in Marketing & Media" for 2010 by *Advertising Age*.

Las Vegas Color Graphics received top honors with an Award of Recognition from the 2010 Premier Print Awards Competition.

Cox Enterprises, Inc., for the third year in a row, received a 100 percent score on the Human Rights Campaign's Corporate Quality Index.

Announcements

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

The Regional Transportation Commission of Southern Nevada (RTC) held its third annual Viva Bike Vegas 2010 that attracted nearly 2,000 cyclists from over 30 states and Canada.

Mayor Oscar Goodman "officially" joined the United Football League's Las Vegas Locomotives team as a tight end with a special contract signing ceremony at the **Fremont Street Experience**.

Quality Towing participated in this year's National Night Out with the Las Vegas and North Las Vegas Metropolitan Police Departments at various events throughout the valley.

The Wellish Vision Institute hired Dr. Michael K. Tracy, M.D. to practice at its Flamingo and Box Canyon locations.

Sunrise Hospital and eStudySite launched a clinical research collaboration to provide patients with access to promising new drugs and treatments.

Anniversaries

+20 Years

Manpower Professional

Desert Springs Hospital Medical Center	39
College of Southern Nevada	37
R & R Partners	36
Ralph Jones Display	36
Sand Creek Mobile Home Park	33
SAVMOR Rent A Car	33
American Pacific Corp.	29
Lawyer Trane	24
Realty America	23
Foreign Money Exchange, Inc.	22
Motel 6	22
Marshall Fenn Five Star Communications	21
Nevada Cooler Pad	20

46

Sundance Helicopters, Inc.	20
Women's Development Center	20

15 Years

A A-1 All In One Entertainment	
American Commonwealth Mortgage Co.	
Friedmutter Group	
T-Bird Jewels	

10 Years

All American Van & Storage	
Atlantic Insurance Agency	
Del Frisco's Double Eagle Steak House	
Desert Automotive Group	
Floorfax	

Foghorn Consulting, Inc.	
Russell R. Hart, Ph.D	
Keller Williams Realty	
Morgan Taylor Jewelers	
Neighborhood Housing Services of Southern Nevada, Inc.	
Office Dynamics	
Skylab Aerial Photo	
Smart Pools, Inc.	
Technicom Services, Inc.	
Vision Enterprises	
WorldDoc, Inc.	

5 Years

Bruski, Inc.	
By Design	
Commercial Hardware	
Crear Creative Group	
The Cupcakery	

Global Injury Funding, LLC	
iRealtyProperties, LLC	
Las Vegas Commercial & Business Sales, Inc.	
Las Vegas Day School	
Lee McDonald Photographic Services, Inc.	
Life Beyond Limits	
Marnell Properties	
Matthew Heifner Insurance Agency, Inc.	
Michelle Tofany, EdD, MFT	
Nikkiso Cryo, Inc.	
North American Natural Resources Group, Inc.	
Oreck Clean Home Center	
Panther Marketing, Inc.	
Rock A Christian Church @ The Judith Steele Elementary	
SFA of Nevada, LLC	
Showcase Contracting, LLC	
Sidewalk Café, LLC	
The Marks Law Group, LLP	

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 or fax to Public Relations at 702.735.0320.

Absolute Insurance Agency joined the National Society of Agents for Consumer Education which provides protection and coverage information to educate consumers on how to better protect their assets.

NAIOP Southern Nevada and **Cox Business Solutions** hosted the chapter's annual fall event, The Summit, that featured extensive exhibits, as well as a showcase of properties throughout the Las Vegas Valley.

Oakwood Temporary Housing promoted Jill Chapman to senior vice president of corporate sales and marketing.



Nevada State Bank sponsored sales expert and best-selling author Jeffrey Gitomer to speak to area business owners and entrepreneurs on how to survive these difficult economic times and increase business.

Direct from Vatican City has launched a direct sales organization that features religious items made in Italy.

The University of Phoenix – Las Vegas campus, announced the promotion of Tyler Hanevold to an associate academic counselor.

Cox Communications sponsored the **Nevada's Center for Entrepreneurship and Technology** 4th annual "Entrepreneur Expo" designed to help new and prospective business owners.

Aardvark Video is producing a series of five videos targeted to help people better understand the concept of "cash flow" when growing or starting a business.

Gayle Frazier, sales manager at **ManagedPAY**, recently earned health and life insurance licenses.



Vegas PBS General Manager Tom Axtell was recently named to the national PBS board of directors.



Houldsworth, Russo & Co. announced staff auditor Serge Geler earned the Certified Public Accountant (CPA) professional designation.

Comprehensive Cancer Centers of Nevada hired Lisa Santwer as its director of marketing and public relations.

Wheeling/Dealing

Doroshow Insurance moved to its new office in Henderson at 2480 W. Horizon Ridge Parkway.

Marnell Properties appointed **Colliers International** as its exclusive leasing agent for the Marnell Airport Center and Marnell Air Cargo Center.

Soozi Jones Walker and Bobbi Miracle of **Commercial Executives** recently represented Incorp. Services, Inc. in the subleasing of an office space valued at \$2,100,000. **IBV**

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Contact Christine@nevadapublicradio.org for sponsorship or advertising opportunities.



Ribbon Cuttings



Roberto's Taco Shop

President's Club

Roberto's Taco Shop is now open at 193 N. Gibson Rd. Henderson. Open 24/7, 365 days a year, Roberto's Taco Shop has been in business since 1964, and originated in San Ysidro, CA and is run by Francisco Lopez. Call 702.558.9076 or visit www.robertostacoshop.com.



ProSource

ProSource sells one of the largest selections of flooring products at the guaranteed lowest prices to the trade. Visit its website at www.prosourcefloors.com/lasvegas and learn how you can access its showroom 24 hours a day, 7 days a week.



Straight Up Gaming & Martini Lounge

Vegas Martini Group is proud to announce the grand opening of Straight Up Gaming & Martini Lounge located at 4970 S. Fort Apache Rd. Straight Up specializes in live music, martinis and delicious cuisine presented by Chef Brett Chumley. Call 702.367.9360 or visit www.straightuplv.com.



Alliance Insurance Agency

Alliance Insurance Agency is proud to announce its new location at 1555 E. Flamingo Rd., Ste. 108. It offers a wide selection of personal and business insurance plans in Nevada. Stop by, call 702.527.7575 or visit www.allianceia.com.



CloudAppsNow.com

CloudAppsNow.com provides cloud computing solutions to reduce your IT cost. It is an authorized reseller for Google, Freedom IQ and Esna Technologies, providing a one stop shop for email, telephony, and unified messaging. Located at 8360 W. Sahara, Ste. 110. Call 702.509.0050 or visit www.cloudappsnow.com.



Wal-Mart #2593

President's Club

Wal-Mart #2593 located at 2310 E. Serene Ave. is proud and excited to show off its newly remodeled store! Wider aisles, brighter colors and new categories that enhance the customer's shopping experience! Visit: www.walmart.com.



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



La Quinta Inn & Suites Airport South

La Quinta Inn & Suites Airport South proudly announces its opening located at 6560 Surrey St. at Sunset. The new hotel offers 140 guest rooms and five meeting rooms! Contact John Payne, GM, or Lori Jones, DOS, at 702.492.8900 or visit <http://0867.lq.com>.



Fistful of Deuces Studio

Fistful of Deuces Studio is proud to announce the grand opening of its studio in Las Vegas! Located at 1407 Industrial Rd., it has a full photography studio and filming facility with a large warehouse. Call 702.360-8222 or visit www.fodstudio.com.



Oakwood Worldwide

Oakwood Worldwide is the global leader and provider of furnished and serviced apartments and has been a premier choice in temporary housing solutions for 50 years. For information call 702.737.1277 or visit www.oakwood.com.



Mr. Amazing Loans

Mr. Amazing Loans is proud to announce the grand opening of its Las Vegas location. Located at 6160 W. Tropicana Ave., Ste. E13, Mr. Amazing Loans specializes in personal installment loans with fixed rates and fixed terms. Call 702.227.LOAN or visit www.MrAmazingLoans.com.



Positively Kids

Positively Kids announces the grand opening of its first clinic located at 3006 Maryland Pkwy., Ste. 315, LV, NV 89109. This clinic focuses on evaluations for the Early Intervention Program. Call 702.262.0037 x. 229 or visit www.positivelykids.org.



Coronado Surgical Recovery Suites

Coronado Surgical Recovery Suites is a state-of-the-art patient care and surgery recovery center founded by Dr. Michael Croveti. The center is a Medicare Certified and Accreditation Association for Ambulatory Healthcare (AAAHC). Facility is located at 2779 W. Horizon Ridge, Henderson. Visit www.crovetiortho.com

New Members

New Members

123 Edgar Direct, Inc.
Catherine Ratelle

A 2 Z Freight Services
Rick Wilson

A Body In Balance- Pilates Studio
Milana Coppert

Able Lock & Key
Sonja Osbourne

Alpha Powersports, Inc.
Xue Xu

Apex Diagnostic Services, Inc.
Tafyana White

Arthur S Tayengco M.D. Chtd
Delia Tayengco

Awesome Adventures
Jill Williams

BCS Southwest, Inc.
Brad Coash

Bizvideonline.com
Daniel Simon

Bob Jones Pool Service and Repair
Robert Jones

Bogart-Murphy Property Management
Cheryl Bogart

Bolognese Family Limited Partnership
Dorothy Bolognese

BRC Coach & Transit
Jeff Hutchison

Bridgeport Benefits, Inc.
John Thielan

Brill Music Academy
James (Fred) Green

Centennial Pain Relief Network
David Lanzkowsky

Contractors Choice-Grants Division
Kitty Hearst

Debrae Little Interiors
Debrae Little

Diana Waiters Ralston Agency- Albina Karimova
Albina Karimova

Dixon Financial Group, LLC
David Dixon

Dorn Printing, Inc.
Kathleen Kell

DR Gridworks, Inc.
Rex Lindquist

DreamWorld Vacation
Thomas Mitchell

Eastern Canyon Dental
Joel Stokes

ENP, Inc.
Eric Evans

eRealty
Joseph Lee

Firebird Financial
Guerin Senter

Fistful of Deuces Studio
Tiffany Sosa

The Fletcher Firm, PC
Maysoun Fletcher

Four Seasons Business Solutions
Larry Heater

Gino Mauriello and Company, CPA LLC
Gino Mauriello

Golden City Services, LLC
Juan Carlos Riquelme

Golden River Realty
J. Ki Wong

Greenlight Management, LLC
Lara De Guzman

H2O Environmental
Edward Domanico

Harrah's Entertainment
Jonathan Halkyard

Homing Pigeon, LLC
Nancy Schwarz

Honeywell
Brad Sandberg
Robin Miller
Nick Ano

Hwayeon Lee
Hwayeon Lee

International Classic Marble & Granite, Inc.
Dave Rodriguez

Internet Business Group.com, Inc.
Jayme Marsaw

J & J Wireless, LLC
Erin Karim

JRW Services, LLC
Jim Wright

Las Vegas Baby Equipment Rentals, LLC
Melinda Hotman

Las Vegas Retreats, LLC
Linda Logan

Law Offices of Ira David
Ira David

Lindco Electric
Stephanie Lind

Master Transmission & Automotive Centers
Tracy Rogers

Matgraphics
Susan Marie Smith

Meck Insurance Services
Elizabeth Maranan

Med Health Medical Supplies, LLC
Alexandra Brook

Mexican Consulate
Catalina Cardenas

MFM Medical Enterprises, Inc.
James Flowers

MSC Industrial Supply Co.
Michael Trapiss

Musically Gifted
Charles Levy

Nationwide Insurance- Steve B. Ruley Agency
Steve Ruley

Nevada Wholesale Insurance, LLC
Jonathan Owens

New Momentum Advertising
Randy Carlson

New Planet Moving & Storage
Moses Alesh

NMST, LLC
Monty Sunderland

Overdrive Interactive
Harry Gold

Plan-It Interactive
Jennifer Yen

Professional Estate Administrators
Sara Ansara

Proforma Element 7
Jammie Hsu

Purdue Marion & Associates Public Relations
William Marion

Quail Air Center-Hanger Owners Association
Mary Hennesy

R. Raubenheimer
Richelieu Raubenheimer

R.C. Fischer & Co
Dirk Fitzgerald

Red Carpet Las Vegas Realtors
David Madam

Rustic Living
Manny Mandapat

Sconyers Research & Consulting Inc. (SRCI)
Sima Sconyers

Search Engine Academy Las Vegas
Ginette Degner

Serenity Tattoo Removal
Steve Amante

Sergei's Dance Studio
Sergei Shapoval

Severn International, Inc.
Sarah Tator

Silver State Hay Incorporated
Elisa Slider

Super Car Doctor, LLC
Morgan Shen

TNT Rare Treasures
Teri Rogers

The University of Oklahoma
Megan Meneses

Uno Processing
Pedro Racht

Urban Environmental Research, LLC
Paul Washeba
Ron Cameron

Valinet Law Group
Robert Atkinson

Valley Horse News, LLC
Dan Bradley

Vasana Cheanvechai MD LTD
Vasana Cheanvechai

Vegas Ridge, LLC
Michael Torst

Vegas Valley ATM
Cora Leatherman

Water Wings Swim School
Avi Shafshak

Web Ads on Avvio
Diane Gandy

Westwind NM, LLC
Timothy Kinney

Whiskey Creek Saloon
Nathaniel Ballard

Your Helping Hands, Inc.
Roberta Gonzalez

Editorial Policy:

The Business Voice is a member newsletter of the Las Vegas Chamber of Commerce.

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.

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Don't miss popular networking seminar: It's your last chance

If you haven't experienced them before, or want to make sure you see them one final time, this is one Business Education Series session you won't want to miss!



Amy Ayoub Punam Mathur

For the past six years, Punam Mathur and Amy Ayoub's highly popular presentation "Is Your Networking Working?" has been a sold-out Business Education Series session at the Chamber. On Wednesday, November

10, the duo will close out their long-running seminar with a final presentation. The seminar 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**

This effective, high-energy program gives attendees inside tips on how to build long-term, mutually-beneficial relationships. Reserve your seats today! Cost is \$30 for Chamber members with a prepaid reservation, \$45 for non-Chamber members with a prepaid reservation and \$50 for walk-ins. Week of event price is an additional \$5. Call 702.641.5822 or register online at www.lvchamber.com.



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The Brookings Institution partnership brought real credibility this way as well.

Oh yeah, it gives us the ability to tap into deep expertise. We brought Brookings to the table and totally ratcheted up our level of sophistication in terms of being able to participate in a national conversation.

Do you think the ultimate plan is centered on a handful of industries?

Yeah, there are a lot of different models for economic diversification. You kind of see what happened organically and what sticks and that's more or less what we're doing right now. There are a few industries around here, besides the major industry, some of them are doing better and some of them aren't. But it's not as fast or as good as it ought to be. It's not necessarily intellectual property driven; we don't have a lot of tech start-ups. The numbers are all small and that's in part because our university is only 50 years old and hasn't reached the critical mass. It needs to be producing intellectual property at a fast rate.

How do you see the University partnering with private sector economic diversification?

There is a symbiotic relationship between the University and the city and in the best of worlds they really match each other well. Our goal is to be the best partner we know how to be. We want a genuine dialogue and we want to help. We can provide expertise and research. But we need a roadmap. We need a biotech roadmap, one for ground renewables, and I think we need a roadmap that shows how we take the dominant industry and the strengths it's brought us and grow buds out from that in order to create new industries. But I'd say time is a wasting.

We have a fledgling state college program that remains somewhat controversial whether it should exist. Does the state college system need to grow?

The mission has to change. The state created Nevada State College for better or for worse and I don't think it's going to be uncreated. The idea was good in that we would have enough of a population to have differentiated missions... What you get out of a research university is far greater access to state-of-the-art learning. You need a UNLV; this region doesn't grow...if you don't have it.

Explain how the state's funding for higher education works and how it affects UNLV?

The current formula really rewards us for head count. So it hasn't been about quality, it's been about quantity. The current formula fails to fully fund the more expensive parts, the more important parts for regional development of higher ed. We have to constantly take in a very large number of students. So when there's a recession, a place like College of Southern Nevada (CSN) will grow because the tuition of CSN is a third of ours. What that does is it deflates our profit centers and it makes it harder for us to afford upper division and graduate programs. It puts those programs at risk and those are very high value programs.

Serious economic development and meeting the high tech needs of the state are going to be done at a place like UNLV. UNLV attracts students from 50 states and over 70 countries; the state takes 100 percent of our non-resident tuition, filters it through the formula and redistributes it. That's been a loss of over \$14 million. The loss provides a potent disincentive for us to bring in non-residential students, at least not without discounting them. If we are incentivized, by being allowed to keep all the non-resident tuition, we could grow that share and that does two things for us. It subsidizes residential tuition. And we can stimulate the Vegas economy with a different kind of export economy because it brings in dollars from other places, helps build our region by incentivizing UNLV to be nationally and internationally recognized

continued on page 28

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enough that we act as an attractor, as a magnet for students.

**How should the business community and the university interact?
Where is that working and where isn't that working?**

I think that we at the University have to aggressively engage the private sector. We have to roll out the welcome mat and invite them [business community] in. We want to produce skills that students need to be successful and serve whoever hires them well.

What do you think is the reason why it has taken our state so long to get serious about education?

Nevada is a frontier state. Why do people come to frontiers? Usually they come because there is something they want, so you get colonized and you are treated like a colony. What happens sometimes is that people want to get the resource and take the money and send it back to where they came from. You are there to get that resource as efficiently and cheaply as you can, and you aren't there to build up the infrastructure. You are there to make money, which

means you take the resource and you send it back to somewhere else.

Another reason people move to frontiers is because they are pioneers. Pioneers come because they want a better life. And they want their children to have a better future. Nevada is a state that is still right on the edge of being a frontier. It is not surprising to me that we have a lot of attitudes that are very colonial. It is time that we change what we do and do what it takes to build a better future for our children.

I don't know anybody who doesn't want their kid to get a good education. But I don't want them to go out of state to get it. I want you to want to come to UNLV and I want you to be proud that you got your degree here and feel a sense of accomplishment that you were good enough to get admitted.

We need a high quality, higher education component in our state. Something that everyone can look at from the national level and say that is a great institution. We don't have it yet. That's because we haven't made the necessary investments or haven't been given the authorities we need to build that place. That is what I look forward to. **BV**

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with permitting activities so that our community can be prepared to draw upon unused groundwater in east-central Nevada, a state resource that will be critical to our community's continued viability should Lake Mead continue to fall. If conditions on the Colorado River continue to deteriorate, it is possible that the Bureau of Reclamation may next year declare the first shortage in the river's recorded history.

Enlist your business in the conservation effort. The SNWA offers programs specifically for the business community to help in conservation efforts, including the **Water Efficient Technologies (WET)** program, which offers financial incentives to commercial and multi-family property owners who install water-efficient devices. Through this program, your business can earn cash for implementing new, water-saving technologies such as high-efficiency toilet and urinal retrofits. The SNWA offers a menu of pre-approved water-saving technologies with predictable savings and a defined monetary incentive. Or, you can work with the SNWA to implement the custom technology that meets your business needs and then qualify for a performance-based monetary incentive. Since 2001, participating businesses in the Water Efficient Technologies program have saved more than 2.8 billion gallons of water.

Another program is **Water Upon Request** for restaurants, a joint partnership between the Nevada Restaurant Association, the Water Conservation Coalition and SNWA. Available at no charge to all Southern Nevada restaurants, the program provides menu stickers (snipes) that indicate the restaurant's support of conservation by serving water only upon request. For every glass of water not served, as much as 1.5 to more than 3 gallons of water is saved. More than 250 restaurants participate in this important water conservation program.

The **Linen Exchange Program** created by the Water Conservation Coalition and the SNWA provides local hotels and resorts with an effective method of integrating water savings. Participating hotels agree to only change linens and towels once every three days during a guest's stay unless otherwise requested. Mirror clings and cards are provided for placement in hotel rooms, explaining the benefits of the program to guests.

The Linen Exchange program is free of charge and saves participating hotels and resorts water, time and money. Benefits of program participation include a water savings of 50 gallons per room each day; as much as a 30 percent less in laundry costs; and a reduction in operating costs by as much as \$1 per occupied room per day.

There are lots of opportunities for you to make a difference. I encourage you to please start today. Visit snwa.com to learn about the Water Conservation Coalition, our landscape renovation project at E.W. Griffith Elementary School (involving the Chamber's Leadership Las Vegas Class of 2010) and our upcoming general meeting and events. We invite you, your friends and your ideas! 



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