

Business Voice



**Dr. Robert Lang:
Reflecting on
the future of
Las Vegas**

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President's Message



As I continue to make progress towards full recovery, I have been thinking quite a bit about adjusting to unanticipated obstacles. My recent health challenges, in some ways, are analogous to the challenging economy you have been facing for the past few years – both were unexpected, and both require calling on strength you didn't know you had.

Three years go, business in Las Vegas was plugging along – the economy was great, deals were quickly made, jobs were plentiful and the future looked very bright. Then suddenly, the world changed. Most businesses in Las Vegas found themselves in uncharted waters. The initial shock of the “new reality” took time to settle in, and certainly the adjustment has not been easy. In fact, many businesses have not survived.

However, those of you who have made it through these tough times are survivors, and it is something to be proud of. It has required creative thinking, new ways of doing more with less, making difficult choices and most importantly, keeping your eyes focused on the road ahead.

The Chamber has strived to be your partner by providing you with the tools you need at a time when we know that you have counted on us for help. As the Chamber embarks upon its Centennial year in 2011, it is interesting to note that when this organization was founded in 1911, Las Vegas was facing extremely tough economic times. The Chamber was born out of the need for businesses to come together to collectively shape and strengthen the community and its future. One hundred years later, the Chamber continues to play this important role.

Coming through this storm has not been easy – and we still have some difficult miles ahead – but it has strengthened us, and it is laying a solid foundation for a prosperous future full of new opportunities and possibilities.

Happy Holidays,

What's inside

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www.francisandfrancis.com
 Photographed at ACCIONA's Nevada Solar One



Chamber Chairman looks back on eventful year

By Kristin McMillan, 2010 Chairman of the Las Vegas Chamber of Commerce

When I began my tenure as Chairman of the Las Vegas Chamber of Commerce, like you, I was wondering what the year ahead would hold. The last two years have proven to be a daunting time for our business community, but looking back, I feel we have met challenges in a way only Nevadans can – with determination, resilience, and with a battle-born confidence that we can and will make things better.

In the last year, I have seen struggling businesses push and push again to regain their footing and weather the economic storm; I have seen business and community leaders step up and look for ways to help those less fortunate

and bolster the spirits of those hardest hit by this recession; I have proudly watched our Chamber undergo major transformations on numerous levels, all with the underlying goal of persevering and continuing our ongoing mission of evolving to meet the ever-changing needs of our membership. I'm incredibly proud of the strides we've made in that direction. A few notable highlights...

In February, the Las Vegas Chamber, along with the Las Vegas Convention and Visitors Authority and other area chambers, welcomed President Barack Obama. The President addressed the business community about the economy and Las Vegas.

Mid-way through the year, we said good-bye to past Chamber President and CEO Kara Kelley, whose leadership, confidence and unyielding work ethic led the Chamber through many years of significant growth, expansion and legislative

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Chamber News

Newly-elected Nevada Governor addresses Chamber on January 26

Join the Las Vegas Chamber of Commerce on January 26, 2011, as we welcome the new Nevada Governor, Brian Sandoval, as the keynote speaker at the Chamber's Business Power Luncheon. He will share his vision for Nevada during his term, addressing the most pressing issues facing the Southern Nevada business community, and discussing the upcoming legislative session.

Sandoval was appointed United States District Judge for the District of Nevada by President George W. Bush in October 2005, becoming the state's first Hispanic federal judge. Prior to serving as a federal judge, Sandoval was Nevada's Attorney General. He received his Bachelor of Arts degree from the University of Nevada in 1986, and his law degree from the Ohio State University Moritz



Brian Sandoval

Business Power Luncheon

Wednesday, January 26

11:30 a.m. - Noon: Registration & networking

Noon - 1:00 p.m.: Program

The Four Seasons Hotel

3960 Las Vegas Blvd. S., Las Vegas, 89119

\$60 for members, \$75 for non-members, \$80 for walk-ins

RSVP: LVChamber.com or 702.641.5822

College of Law in 1989. In September 2009, Sandoval entered the race for Governor to get Nevada working again by diversifying our economy, maintaining a business-friendly environment and reforming education. Sandoval was endorsed by the Las Vegas Chamber of Commerce.

There's still time to register for December Action Committees

Are you interested in networking while addressing public policy challenges? Sign up for December meetings of the Chamber's new Action Committees. 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, health care and minority and women-

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Building on our strengths to connect to the future

Photo: Francis + Francis
www.francisandfrancis.com

In late 2009, Brookings Mountain West was created as a partnership between UNLV and the Brookings Institution to help bring academic and research expertise to address regional issues.

Dr. Robert Lang, UNLV director of Brookings Mountain West, sat down with Steve Hill, chairman of the Chamber's State Policy Task Force, to discuss how Las Vegas compares with its Mountain Megas counterparts, and the steps the region needs to take to rebuild and expand its economy.

Steve: So what is the role of Brookings Mountain West?

Dr. Lang: We are trying to establish comparative metropolitan figures so that the leadership in these different regions has a sense of where challenges and opportunities are. It is the basis of decision-making, a read on what is working and where you need additional investment.

Tell me about the Mountain Megas report that Brookings Institution commissioned?

Brookings wanted a deeper piece on the Mountain West specifically, so we did a report on the Mountain Megas, the biggest metro areas including Denver, Phoenix, Salt Lake City, Las Vegas and Albuquerque.

The report is actually a cautionary tale. A lot of growth has occurred but a lot of structural problems and

deficiencies have emerged. There has been underinvestment in certain kinds of key infrastructure. The region grew up so fast and so late that it wasn't a beneficiary of the federal largesse that regions like Dallas and Atlanta saw when they emerged. For example, so much more of the road network here had to come out of local funding that wasn't typical for regions this size in the past where the federal share was much greater and that produced structural problems in revenue.

Also, some of the drivers of growth were shifting. These were regions that were under-represented in investment in higher education. They did not have a lot of technology-driven growth, relative to places like the research triangle. They weren't globally reaching cities the way Dallas or Atlanta were. They were behind the wall of California in terms of global connection.

How do the Mountain West cities compare?

Each one of these regions does something better than the other one. The most globally reaching city in the Mountain West is Las Vegas. It has the best brand in the world as far as this region is concerned. It is a near LA brand. There is good urban planning and good education in Salt Lake City. Phoenix has done a good job upgrading Arizona State University to world-class status. Denver has been for years the most affluently educated community in the Mountain West. Each city has a trade off and lessons to be learned from the other places.

What do you see at this point as Las Vegas' biggest weakness?

The biggest weakness is human capital. Period. The state has for decades underinvested at all levels in education. If there is one thing that the United States does very well, it is graduate education. It is the most exportable part of higher education. The U.S. is clearly the lead country in graduate education of all types, especially research. What this region has not partaken of is this boom. And what the benefits are of that boom are to your workforce and your region. I understand that there is controversy in investing in K-12. But there is no controversy in investing in a type of higher education that is applied research. The benefits to the region are shown. The academic work looking at economic development confirms this.

Do you believe that our lack of investing in higher education has held us back?

This state is underinvested in research capacity like no other in the West. Our peers are not Salt Lake City, Phoenix or Denver. They are Flagstaff, Las Cruces and Logan. And we are behind them and we are exposed. As we try to attract firms here, businesses say they like the low taxes, they think there is a good quality of life, but they just can't go into the local market for the workforce. Fixing that would go a long way toward rectifying the problems of the state.

Is there a correlation between higher education and the recession?

The places that invested more in technology and education like Denver and Salt Lake City have come through this recession in much better shape. Their investment provided enough economic diversity and enough talent to sustain those regions with nowhere near the spike in unemployment that we have seen.

And what are some of those possible economic drivers that can help us climb out of this recession?

We are looking at prospects of large public works projects that would substitute for some of the private employment in construction including a high-speed train to Los Angeles and a highway to Phoenix.

The state needs to look at sectors where the numbers for a state this size are weak. For example, it is not like we have to become San Diego or Boston or San Francisco in biotech. We could have a biotech sector that reflects approximately the size of our metropolitan area.

What possibilities for economic growth do you see?

We have some promising things out there. There is huge technology potential in Switch Communications, which could attract additional business including things like advanced computer graphics, design of complex aircraft and automotive design, things that are information intensive because of cloud computing and need for a large capacity of data storage.

We could get enhancements to gaming including online gaming, as Switch would work well with that. We could pick up areas such as medical tourism and medical record-keeping, which is going to be a big part of reform in medicine, because of the capacity of Switch.

What about tourism?

Our convention trade rebounded fairly quickly and in relatively good shape, and could generate additional economic activity. There is talk of a permanent trade show in consumer electronics that could create a dedicated space. In some of these industries like cellular communications, you can't wait for an annual conference – it happens too quickly.

What about the excess in real estate?

When the economy recovers across the U.S., some of the regions with the excess supply start out by attracting new business and new migrants because they offer a product that is below the cost of replacing it in a normal economy.

You saw that in Dallas and Phoenix after the savings and loan crisis in the early 1990s. Those cities were aggressive in going after business because the buildings didn't cost them anything. Before you built an additional square foot of office space in another metropolitan area, you checked in with Dallas

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Small Business Jobs Act extends tax cuts, increases loan sizes and helps fund job creation

The recently enacted Small Business Jobs Act provides critical resources designed to help small businesses drive economic recovery and create jobs. The Chamber was a vocal advocate for passage of this legislation, urging members to contact Nevada's Congressional delegation and to support the bill and its numerous provisions that would benefit Nevada's small business community. The new legislation includes a wealth of enhanced Small Business Administration (SBA) loan provisions as well as billions of dollars in lending support, tax cuts and other opportunities for entrepreneurs and small business owners. Here is a look at what the Act provides, and how it can help your small business:

SBA enhanced loan provisions

- SBA loan provisions (with 90% guarantee and reduced fees) have been extended through December 31
- Maximum loan sizes in top loan programs have been significantly increased
- 7(a) and 504 limits have been permanently increased from \$2 million to \$5 million
- Microloan limits have increased from \$35,000 to \$50,000, helping entrepreneurs with start-up costs and small business owners in underserved communities
- A change to the "Alternative Size Standards" makes more small businesses eligible for SBA funding
- The maximum for SBA Express loans has increased from \$350,000 to \$1 million, through September 27, 2011
- Temporary enhancements have been added to help small businesses seeking financial assistance with working capital and commercial real estate refinancing, such as allowing some small businesses to refinance their owner-occupied commercial real estate mortgages into the 504 loan program

Extension and expansion of tax cuts

- The highest small business expensing limit of \$500,000
- Carry-back provisions on net operating losses of up to five years
- Accelerated/bonus depreciation
- Zero capital gains taxes for those who invest in small businesses
- Increased deductions for start-ups
- Deductions for employer-provided cell phones
- Deductions for health insurance costs for the self-employed
- Limitations on penalties for errors in tax reporting that disproportionately affect small business

Greater ability to compete for federal contracts

The new law strengthens small businesses' ability to compete for contracts in the following ways:

- The law reaffirms "parity" among federal small business contracting programs. When awarding contracts that are set-aside for small businesses, contracting officers are free to choose among businesses owned by women and service-disabled veterans, as well as businesses participating in HUBZone and 8(a) programs
- The law will eliminate the "Competitiveness Demonstration" program, which limited opportunities for small contractors in about 10 industries where they excel, such as construction, landscaping and pest control
- The law will give contracting officers the ability to reserve orders for small business participation on contracts with multiple awards using the Federal Supply Schedule. The law makes it harder for agencies to "bundle" contracts, a practice that makes it more difficult for small businesses to compete

Combating fraud

- The new law will put in place a legal standing of "presumption of loss" when a business misrepresents its ownership status or size in winning a government contract. It also allows the federal agency to claim a loss on the purchase, allowing those agencies, including the Department of Justice, to vigorously pursue fraudulent firms
- The law will hold large prime contractors more accountable to their own subcontracting plans by requiring written justification when plans aren't met and when small business subcontractors

aren't paid on time. This will help eliminate "bait-and-switch" tactics that occur when large primes – after winning the prime contract – don't follow through with their own plans to give subcontracts to small businesses

Other features of the Act

- In six to 12 months, the law will provide for funding up to \$20 million per year in small business loans over the next three years through its Small Business Intermediary Lending Pilot. The pilot is for an intermediary-facilitated loan program targeting small businesses that need loans up to \$200,000
- The law turns the Export Express Pilot Loan program into a permanent program with 90 percent guarantees for loans up to \$350,000 and 75 percent for loans between \$350,000 and \$500,000
- The law will provide smaller community banks with low-cost capital (as low as one percent) if they go above and beyond 2009 small business lending levels
- The law will provide up to \$1.5 billion to support state-run small business lending programs
- In coming months, the law will provide \$50 million in grants available to Small Business Development Centers to expand small business training and counseling programs
- In the near future, the law will provide \$90 million in competitive grants over the next three years for states to help small business owners with exporting
- The Dealer Floor Plan Pilot Extension program will be extended through 2013. The plan will help small business owners who sell cars, RVs, boats and other titleable inventory

For more information on the Small Business Jobs Act of 2010, visit www.sba.gov/jobsact. 



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Member Benefits

Member Marketplace promotes your business, your way



Marketing and promotion are the cornerstones of small business advertising, yet many small business owners simply don't have the time and money to launch a full-blown advertising campaign. That's where the Chamber's new Member Marketplace steps in. This easy-to-access, easy-to-use online portal gives you the ability to create your very own custom promotions – for free!

The Chamber's Member Marketplace allows you to develop an individualized promotional strategy, which you can change any time you like. You develop the campaign, and we'll promote it for you! Your promotion will be displayed on the Chamber's Member Marketplace website and will be easily accessible by Chamber members and other consumers. Additionally, in November, the Chamber began distributing 250,000 Membership Rewards Cards to Chamber members and their employees with easy-to-follow instructions on how to find participating merchants via the Member Marketplace. When you offer special rewards and discounts to fellow members by honoring this card in your place of business, you'll be supporting other members, bolstering the local economy and attracting new customers to your business! Here are a few promotions you can use to increase business:

- Two-for-one coupons
- Buy one, get one free offers

- 20 - 40% off (or more!) offers
- "Free gift with purchase" promos

You can also upload a free video commercial to the Chamber's website. This is a great way to expand your online presence and stand out in the marketplace. In addition, several Chamber members offer video production services at a reduced rate.

Once you're ready to launch your own campaign, here's how to do it:

1. Go to www.LVChamber.com and click on "Member Marketplace"
2. Click on "Register" to sign up for your easy-to-use account
3. List your promotion(s) and/or upload your video ad
4. Display your Chamber member plaque or window cling in your office, at your retail counter or on your website to let cardholders know that you're a Chamber member who offers discounts.

In addition to using Member Marketplace to promote your business for free, you and your employees can use your own cards to get significant discounts, special offers and other "extras" at participating businesses.

For more information about the Chamber's Membership Rewards Card or the Member Marketplace, visit www.LVChamber.com or call 702.641.5822. 

Showcase your business at Preview Las Vegas

There's no better place to reach high level decision makers valley-wide than through exhibiting at Preview Las Vegas. More than 2,000 top business professionals from industries across the valley attend Preview each year to gain insight and information about

the economic outlook for the coming year. Exhibitors have the opportunity to tap into this exceptional demographic through sponsorship and high profile booth exhibits. Booth price is just \$1,200; Gold and Platinum sponsorships are also available. Call 702.586.3827 for details.

Held annually, Preview is presented by the Las Vegas Chamber of Commerce and brings together cutting-edge national speakers, local economic experts and industry leaders in a forum designed to shine the spotlight on Nevada's economic landscape. Slated for Friday, February 11, 2011 at the Thomas & Mack Center Cox Pavilion, Preview provides an unparalleled opportunity to network with business and community leaders. It also gives attendees an in-depth look at carefully researched economic indicators that will help plot the pathway for Nevada's economic recovery in 2011 and beyond. Early Bird ticket discounts are available through December 31. Tickets are \$60 for members, \$80 for non-members (early bird discount is \$10 off).

For more information, visit www.previewlasvegas.com. 

Be a part of Preview the Taste!

A limited number of booths are set aside for "Preview the Taste," where top-quality restaurants have the opportunity to provide samples to more than 2,000 potential customers! For information, call 702.641.3827.





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You may think your smoke break is nobody else's business, but when you smoke near business doorways you may be putting the health of your coworkers, clients and friends at risk. Remember, there are no safe levels of exposure to secondhand smoke. In fact, non-smoking adults face the same health risks as smokers.

The next time you light up, think twice about whose life you're affecting, even when you're off the clock.

Stay AWAY from the pack.

Michael J. Bonner assumes chairmanship at December 8 Installation Luncheon

The Las Vegas Chamber of Commerce will introduce incoming Chairman of the Board of Trustees Michael J. Bonner and its 2011 Board of Trustees at its Installation Luncheon on December 8.

This event will be held at The Four Seasons and is open to all Chamber members, as well as members of the business community at large. A popular annual event, the Installation Luncheon provides an exceptional opportunity to network with business and community leaders, as well as Chamber executives. Bonner will share his vision and priorities for the coming year. This year's event will also kick-off the Chamber's Centennial Anniversary celebration and unveil the Chamber's centennial logo.

About Mike Bonner...



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. 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 is a member of Young Presidents' Organization, sits on the Executive Committee and Board of Trustees for the Nevada Development Authority, and is a member of the International Association of Gaming Advisors. Bonner has been a member of the Chamber's Board of Trustees since 2008. **BV**

Installation Luncheon:

Wednesday, December 8

The Four Seasons

11:30 a.m. Registration and Networking

Noon Lunch/Program

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

RSVP: LVChamber.com or call 702.641.5822

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Don Chang



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Dan Maddux



William P. McBeath

**Forever 21
Don Chang
CEO and Founder**

Born in Korea, Don Chang immigrated to Los Angeles and opened his first store in 1984. Now with more than 20,000 employees and nearly 500 domestic and international stores, Forever 21 is the largest immigrant-founded company in North America. Chang's accolades include "Entrepreneur of the Year" from Ernst & Young (2004), and membership on the Board of Advisors for the Fashion Institute of Design & Merchandising and the Korean Institute of Southern California.

**Danielle Bisterfeldt Long
Associate General
Manager**

Fashion Show

Danielle Long oversees all operating responsibilities for the Fashion Show Mall, including management of daily operations and personnel. She is an accomplished marketer with more than eight years experience in retail marketing with an emphasis in tourism and new business development. Long is a member of ICSC, Vegas Young Professionals and Leadership Las Vegas, Class of 2007. She currently chairs the WALK MS and BIKE MS for the National MS Society for Southern Nevada.

**Gene Galloway
President
Plaza Bank**

Gene Galloway is a career banker, with a long history in regional banking at California Federal Bank, Crocker National Bank and Sanwa Bank California. He completed his tenure at Sanwa as Corporate Executive Vice President and Chief of the Retail and Community Banking Group, with responsibility for more than \$3.5 billion in banking assets and liabilities in 118 branch banking offices. Galloway is a graduate of San Diego State University. He has lived and owned real estate in Las Vegas since 2002, and is a veteran of the United States Marines.

**Richard M. Hadrill
President and CEO
Bally Technologies, Inc.**

Richard Hadrill became President and CEO of Bally Technologies, Inc. in 2004. Hadrill had served on Bally's Board of Directors since 2003, and had recently completed five years as Chief Executive Officer of Manhattan Associates, Inc. From 1996 to 1999, Hadrill served as President and CEO of Powerhouse Technologies, Inc., a gaming technology company.

**Dan Maddux
CEO
MEET Las Vegas**

Dan Maddux has more than two decades of experience in the meetings and conventions business, serving as Executive Director of the American Payroll Association (APA), and founder of the White House Las Vegas. Maddux's vision was to create the most flexible meeting and event space in Las Vegas, and that dream became a reality in 2009 when MEET Las Vegas opened. MEET Las Vegas is downtown's newest event space offering 30,000 square feet of unparalleled flexible space.

**William P. McBeath
President & COO
ARIA Resort & Casino**

William McBeath joined MGM Resorts International in 1987, and has held a number of key management positions with three of Las Vegas' most successful resorts: The Mirage, Treasure Island and Bellagio, where he was integrally involved in extensive rebranding and development projects and led the respective teams to record-breaking results. McBeath currently serves as a member of the board of directors of Las Vegas Events. He graduated from the UNLV with a degree in Hotel Administration

and was recognized as "Alumni of the Year" by the University's Hotel School in 2004.

President's Club
New Members

Bally Technologies

Gary Kapral
Rich Ramonis
Laura Olson-Reyes
Dan Savage
Mark Lerner

Discount Tire Co.

Nelson Hernandez
Brent Gifford

Plaza Bank

Gene Galloway

Executive Level
New Members

Sedona Woman Wine

Allen Elfman

Southern Nevada Medical Industry Coalition

Douglas Geinzer

President's Club
Exclusive Mixer

**Runnin' Rebels basketball game at the
Thomas & Mack Center.**

Wednesday, December 15, 2010

Open to principal President's Club members only.
Registration required due to limited seating.

RSVP at LVChamber.com or call 702.641.5822

Executive Level

Shanda Alcantara
Area Director Sales & Marketing

Covenant Care Inc. (CCI) operates 46 facilities in six states, including Silver Ridge Healthcare and Silver Hills Healthcare Centers in Las Vegas. These skilled nursing centers provide occupational, physical and speech rehabilitation therapy and long term care. Shanda Alcantara's responsibilities include developing the branding strategy and planning sales and marketing activities for all Nevada centers.

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. He serves as chair of the Nevada Gaming Commission and is a member of the Nevada Vision Stakeholders Group.

MaryKaye Cashman
CEO/Vice Chairwoman of the Board

Cashman Equipment Co. Established in 1931, Cashman Equipment Co. is one of the oldest Caterpillar dealers in the United States. MaryKaye Cashman has been involved with the company since 1970. She is a member of the World Presidents' Organization, the Committee of 200, the Nevada Development Authority, and the Boys and Girls Clubs of Las Vegas.

Cindy Creighton
Executive Director
Nevada Subcontractors Association

A lifelong Nevadan, Cindy Creighton joined the NSA in 2001 to lead efforts in lobbying Nevada lawmakers for legislative reform against indiscriminate construction litigation. Creighton's focus is on securing safe and affordable housing for Nevada families and on creation of a



Shanda Alcantara



Peter Bernhard



MaryKaye Cashman



Cindy Creighton



Lisa de Marigny



Linda Gordon



Charlie Nguyen



John Repetti



Robert Segura



John Wilcox

strong construction industry providing good wages and benefits for tens of thousands of Nevada workers.

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

Lisa de Marigny leads a team that is driven by wellness, integrity, innovation, relationships and profit. She grew up in the transportation business and will be graduating from Penn State University this year. She is a Dedicated Community Association Leader, and she was recently awarded "Board Member of the Year" by the Community Associations Institute.

Linda Gordon
Director of Marketing
SCA Gaming

Linda Gordon is charged with growing SCA Gaming through a combination of marketing, consulting and IT efforts. Gordon served in various senior executive positions during a 20-year career with Boyd Gaming. Gordon is a gaming industry conference speaker as well as a

contributing writer for gaming publications.

Charlie Nguyen
Campus Director
University of Phoenix – Las Vegas Campus

Charlie Nguyen has been instrumental in expanding access to education for thousands of working students. With nearly 20 years in Nevada, the University of Phoenix has more than 140 employees in five locations. Nguyen earned his bachelor's and master's degrees from University of Phoenix.

John Repetti
Sr. VP/Director of Operations for the Downtown Region
California Hotel

In February 2003, John Repetti was promoted to the position of senior vice president/director of operations for the Boyd Gaming downtown region, and is currently responsible for all downtown Boyd Gaming properties. Repetti attended an international school of gaming before landing his first job as a dealer at California Hotel & Casino in January 1976.

Robert Segura
Director of Sales
Quality Towing

Robert Segura began his career working for Federal Express while he earned his degree in psychology and statistics from the University of California at Berkley. He worked his way up to Director of Operations before leaving the company in 1999. Since then Segura has held several positions including VP of Logistics for Webvan.com, National Account Manager for GE.

John Wilcox
Senior Vice President and Regional Banking Manager
City National Bank

John Wilcox joined City National Bank in October 2009 as senior vice president and regional banking manager responsible for the bank's branches in Las Vegas, North Las Vegas, Reno, Carson City and Minden. Wilcox oversees client service and retention and business development. Wilcox has been involved in many aspects of the community, and is a past chairman of the Board of Trustees for the Las Vegas Chamber of Commerce.

Events

December

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 702.641.5822.

1 Wednesday

Business Survival Counseling Sessions

SCORE counselors will be on hand to provide FREE one-on-one help sessions exclusively for Chamber members. Expert business professionals will help you assess your business concerns and provide you with the advice, tools and resources you need to keep your business operating in this 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, Chamber members only.

Sponsored by:



2 Thursday

Member-To-Member Marketing Expo

Take advantage of this exceptional opportunity to learn more about how the Chamber works for you! In addition, this event is open to members who would like to showcase their products and services to other members via table-top displays. Catering provided by Superior Event Services, cash bar available.

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 Tops.

Sponsored by:



7 Tuesday

QuickSTART Session 3: Financial Projections Part 2

This workshop is designed to teach you to develop financial projections to see if your business concept is feasible in dollars. You will learn the importance of having a financial plan. You will look at start-up costs, operating expenses, breakeven analysis, the financial risks and rewards and what funds will be needed to finance 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

Participants must have registered and attended the November 30 Financial Projections Part 1 session in order to attend.

Sponsored by:



8 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.

8 Wednesday

Board of Trustees Installation Luncheon



Please join us as we honor the Las Vegas Chamber of Commerce 2011 Board of Trustees and Michael Bonner as incoming Chairman of the Board of Trustees at our Annual Installation Luncheon. Network with some of the city's most influential decision makers.

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

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

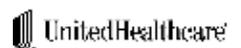
The Four Seasons Hotel

3960 Las Vegas Blvd. S., Las Vegas, 89119

\$60 for members, \$75 for non-members

\$80 for walk-ins

Sponsored by:



9 Thursday

Green Initiative Panel Discussion and Mixer **NEW**

Join the Las Vegas Chamber of Commerce Green Initiative committee for an educational panel discussion where you will learn how to reduce the operating costs of your business through energy efficiency measures, identify the rebates and incentives available to you, and the overall benefits for Nevada's business community.

5:30 - 8:00 p.m.

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

Complimentary for members and non-members.

Sponsored by:



2 Thursday

Minority and Women-Owned Businesses Action Committee

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 addresses 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, Chamber members and their employees only.



10 Friday

Health Care Industry Action Committee

The quality and consistency of health care services is centrally important to the well being and future growth of Las Vegas. The Health Care Industry Action Committee addresses 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.

14 Tuesday

Education Action Committee

High quality education is an essential element of a healthy, growing economy. The Education Action Committee brings 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.

Cashman Executive Conference Room at the Las Vegas Chamber of Commerce,
6671 Las Vegas Blvd. S., Ste. 300, 89119

Complimentary to Chamber members and their employees.

14 Tuesday

QuickSTART Session 4:

Funding Sources and Next Steps

Funding Sources and Next Steps exposes you to traditional and non-traditional funding sources to finance your business. 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.

Sponsored by:



22 Wednesday

Chamber Voices Toastmasters

See December 8 for details.

RSVP policy

The Chamber has a 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, so please register early. If you have any questions or concerns regarding this policy, please call 702.641.5822



December Events

To RSVP for VYP events visit www.VegasYP.com

7 Tuesday

VYP Morning Buzz

Are you interested in learning more about Vegas Young Professionals (VYP)? Are you a new member and want to learn more about how VYP can benefit you? Is VYP's demographic your company's target audience? If you answered yes to any of these questions, VYP's Morning Buzz is for you!

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:



9 Thursday

VYP Holiday Fusion Mixer

VYP invites you to the Holiday Fusion Mixer at the brand new Vanguard Lounge, the first downtown bar with outdoor seating in the front and speakers broadcasting music from the disc jockeys inside. Come check out the friendly atmosphere and modern, industrial décor, while mixing and mingling with fellow VYP'ers.

6:00 - 8:00 p.m.

Vanguard Lounge, 516 Fremont Street

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

Sponsored by:



13 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:



27 Monday

VYP Toastmasters: Strip View Speakers

See December 13 for details

Coming Events

National Technical Institute will hold a training program in air conditioning, refrigeration and heating January 4 – April 11. For more information call 702.948.9000 or visit www.ntitraining.net.

Community Service

Direct from Vatican City participated in the Junior Achievement Bowl-A-Thon sponsored by **Junior Achievement of Southern Nevada**. Proceeds from the event went to provide financial literacy programs for more than 17,000 K-12 Clark County students.

MGM Resorts International

donated more than 38 tons of canned food to Three Square Food Bank, the largest single company-sponsored donation Three Square has received. Also, the employee-funded MGM Resorts Foundation and **Cirque du Soleil Foundation, USA** presented Three Square with a \$23,750 check from a charity performance by the "Zumanity" cast at **New York-New York Casino and Resort**.



gallons. A portion of the event's proceeds benefitted the **Susan G. Komen for the Cure of Southern Nevada**.

Quality Towing participated in two Trunk-or-Treat events sponsored by the Las Vegas Metropolitan Police Department and the North Las Vegas Police Department.

The Jewish Community Center of Southern Nevada held a two weekend book festival featuring prominent Jewish authors, who discussed and autographed their books with the community.

Congratulations

The University of Nevada Cooperative Extension's program "Family Storyteller" was selected for a 2010 National Institute of Food and Agriculture Partnership Award for helping more than 16,000 Nevada families incorporate books and reading into their everyday lives.



Cirque du Soleil founder and CEO Guy Laliberte was honored by the Anti-Defamation League at the 2010 Heritage Dinner for the company's community involvement.

Orgill/Singer & Associates was honored as one of the "Best Places to Work" by the Southern Nevada Human Resource Association.



Gary Banner, president-elect of the **Commercial Alliance Las Vegas (CALV)**, was the only Nevadan to earn a 2010 Commercial National Award from the National Association of REALTORS®

The Glenn Group received 21 awards including two Best in Show, 14 national and seven local awards during the 2010 Sierra Graphics Network and the National Association of Litho Clubs Impression Awards.

Nathan Adelson Hospice has been recognized nationally as one of the "Best Places to Work in Healthcare" for 2010 by *Modern Healthcare* magazine.

Sunrise Hospital and Medical Center and **Sunrise Children's Hospital** have been awarded the Consumer Choice Award for the 15th consecutive year.

McDonald Carano Wilson LLP was recently recognized as one of the country's leading firms in the "Best Law Firms" rankings from *U.S. News & World Report* and *The Best Lawyers in America*, an annual referral guide.

Announcements

Urban Environmental Research promoted Theodore Armijo to research analyst. He will assist with marketing and special projects.



Ricardo's Mexican Restaurant broke the Guinness World Record for the "World's Largest Margarita." The margarita was certified at 7,627

Anniversaries

+20 Years

Nevada State Bank	51
Lotus Broadcasting Corporation	39
Cashman Equipment	31
Construction Notebook News	31
McNair & Associates, Chtd.	28
City of Las Vegas	26
Clark County School District	26
Desert BMW of Las Vegas	25
Lee's Discount Liquor	24
Consumer Credit Counseling Service - Southern Nevada	23
Nevada Hotel & Lodging Association	22
Nevada Restaurant Association	22
Searchlight Nugget Casino	22

Johnson Jacobson Wilcox	21
O'Bannon, Wallace, Neumann & Verville, LLP	21
RE/MAX Extreme-Barbara Reed	20

15 Years

Las Vegas No Ka Oi Realty
Marie Callender's
Nevada Policy Research Institute
Southwest Management Group, Inc.

10 Years

1001 Voices, Nevada, Inc.
Alias The Bugman
Amtech Corporation

Assured Document Destruction, Inc.
Avalon Health Estates
Cactus Joe's Blue Diamond Nursery
Dempsey Graphics/Infinity Photo
Desert Entertainment Group, Inc.
Discount Tool Repair, LLC
FAIR Solutions, Inc.
Fidelity Leasing
Kenneth Houchin M.D.
Iron Horse Construction, Inc.
Liberty Realty
Lizmar Corporation
LMDMZ, Inc.
Mustang Accounting LLC
Prince & Keating, LLP
Ram Pro Line, LLC
Stone Connection LLC.
T.G.L., Inc.
Timberline Development - Lic. # 0051713
Vertu Publishing

5 Years

Barend Agency, Inc
Barney & Barney, LLC
Blaine Warren Advertising, LLC
Cardiology & Vascular Center of Nevada
Eleks, Inc.
Food Pro Distributing Inc.
Freeman
Goldman & Associates
Kids 'R' Kids
Pacific West Services
Postal Connections #153
South Shore Barber Shop
Sunshine Travel Inc.
The Blue Store, LLC
Valley Health System
Valley View Estates, Inc.
Wynn Encore

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.

The National School Response Conference held its conference at the **Excalibur Hotel and Casino**. School administrators from K-12, colleges and universities of public and private discussed pandemic prevention, response, recovery, school defense and safety.

Barrett-Jackson announced the hiring of Matt Williams as sponsorship sales manager and the promotion of Danica Solesbee to sponsorship liaison.



City National Bank appointed Vince Telles as manager of Nevada's Commercial Banking Services (CBS) group and hired Christine Danforth as client services manager for its Hughes Center branch.

Verge Marketing Group announced Paul Savello, senior international economic development advisor, Jordan Wirsz, CEO of Jordan Wirsz International and Joe Buda, editor and chief of the *Las Vegas Informer* have joined the company's Board of Advisors.

MetroPCS Communications Inc. launched the first ever commercial 4G Long Term Evolution (LTE) services in the United States, offering talk, text and 4G Web access.

AlertBoot announced a new partnership with Virtual Network Consult (VNC) allowing VNC to sell AlertBoot's encryption services to customers in Europe, the Middle East and Africa



Gary Alu, President of **F.G. Alu Consulting, LLC**, held a class for Cashman Middle School students on cyber safety as part of a nationwide program that brings cyber security professionals from business and government into the classrooms.



Greenberg Traurig LLP announced G. Lance Coburn joined its Las Vegas office in litigation and appellate practices.

Nevada State College announced enrollment increased by nearly 20 percent this fall, the highest increase among institutions in the Nevada System of Higher Education.

Wheeling/Dealing

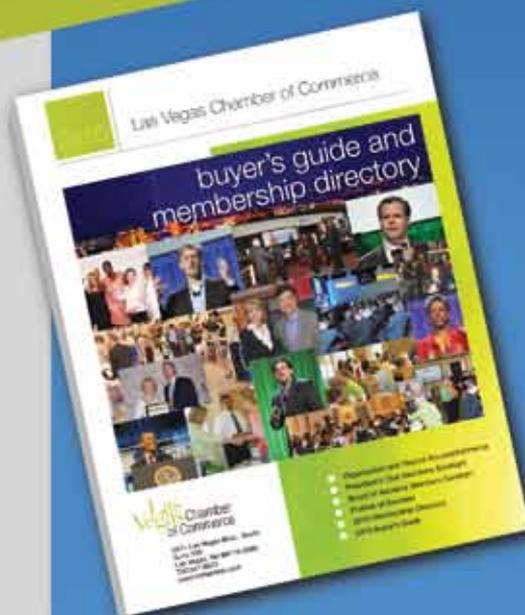
Red Carpet Las Vegas, REALTORS® opened its first Las Vegas office at 5175 S. Durango Drive.

Grubb & Ellis Landauer Valuation Advisory Services opened its first Las Vegas location at 3930 Howard Hughes Parkway.

The Internet Business Group unveiled its new Las Vegas area offices at 650 White Dr. #120.

Nothing But Skulls opened its first Las Vegas location at 4001 S. Decatur Blvd.

Purchase a 1/6 page ad or larger and receive a logo listing at no charge! A \$249 value - Limited time offer



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

When members look for new vendors, suppliers and potential new clients, they turn to the *Las Vegas Chamber of Commerce Buyer's Guide and Membership Directory*.

This comprehensive directory puts your business in front of more than 6,000 Chamber members and is a year-long resource that they turn to for their business needs.

Contact John Tobin at 702.586.3811

Las Vegas Chamber of Commerce

Ribbon Cuttings



Sergei's Dance Studio

Sergei's Dance Studio celebrated its ribbon cutting on September 24. Owner Sergei Shapoval, whose clientele includes members of the Las Vegas production *Vegas! The Show* and *Jersey Boys*, takes pride in turning spectators into dancers. Sergei's Dance Studio is located at 4555 S. Ft. Apache, Ste. # 100. Call 702.405.7293 or visit www.sergeisdancestudio.com



Altcharge

Altcharge is a world leader in check validation and processing. It handles electronic check payments for any type of business. Call 800.851.2004 or visit www.altcharge.com



Conquest Tutoring and Educational Services, LLC

Conquest Tutoring and Educational Services, LLC offers affordable private in-home tutoring throughout the valley for all subjects K-12, as well as test preparation, home schooling assistance, and college level tutoring. Call 702.248.0334 or visit www.conquesttutoring.com



The Meadows School

The Meadows School in Summerlin recently opened a new athletic complex which includes a practice gym, the Key Fechner Fitness Center, concession stand, sports studio, locker rooms, trainer's facility, coaches offices, the Linda R. Richardson Hall of Athletes, and an outdoor amphitheater. Call 702.254.1610 or visit www.themeadowsschool.org



Direct From Vatican City

Direct From Vatican City is a direct sales organization that strives to develop financial opportunities with purpose-driven, meaningful products. DFVC offers unique, handcrafted, religious, Italian items that are made in Italy by Italian artisans. Call 702.473.9818 or visit www.Directfromvaticancity.com



Marnell Properties

President's Club

Marnell Properties unveils the new Marnell Air Cargo Center located at McCarran International Airport. Marnell specializes in acquiring sites in high-impact areas and bringing to the commercial real estate market quality location and lifestyle in all its development projects. Visit www.marnellproperties.com



Rustic Living

Rustic Living is proud to announce the grand opening of its new location at 1239 W. Warm Springs Road in Henderson. The store specializes in a variety of high quality and affordable Southwestern furniture and decorative items. Call 702.558.7004 or visit www.RusticLiving.net



AndersonPC

AndersonPC is a preferred provider of IT management services. AndersonPC provides 24x7 network monitoring, end-user helpdesk, network infrastructure design and management, system maintenance, VoIP solutions, server virtualization, IT security, and fixed-fee guaranteed uptime contract services. Call 702.735.7101 or visit www.andersonpc.com



Seiji Limousine

Executive

Seiji Limousine unveiled its 1928 Stretch Cadillac Custom Coach at its ribbon cutting on October 14. Seiji Limousine is a reservation-only limousine service with an in-house detail department. Seiji is located at 4010 W. Hacienda Ave., Ste. 100. Call 702.795.4040 or visit www.sejilimo.com



123EdgarDirect



123EdgarDirect is a full service EDGAR Filing Agent, now including XBRL Tagging solutions. It provides the latest in technology for public gaming and reporting companies with the Securities and Exchange Commission. Available 24/7. Call 702.430.2089 or visit www.123EdgarDirect.com



Nevada PEP

Nevada PEP is pleased to announce its new location at 2101 S. Jones Blvd. Nevada PEP has been serving the community for more than 17 years offering support, information and training for families who have children with disabilities. Call 702.388.8899 or visit www.nvpep.org



Little Caesars

Little Caesars celebrated its grand opening on October 20 with a ribbon cutting at 7375 S. Durango Dr., Ste. 104. Little Caesars was named "Best Value in America" of all quick-serve restaurant chains for the third year in a row. Call 800.553.5776 for franchise information, 702.403.9849 or visit www.littlecaesars.com

Ribbon Cuttings



Marquis Companies

Marquis Companies announced the opening of its newest post-acute rehab and long term care facility, Marquis Care at Centennial Hills, on October 20. Marquis is located at 6351 N. Fort Apache Road. Call 702.395.1555 or visit www.marquiscompanies.com



Alexander Dental Group

Alexander Dental Group is proud to announce the opening of My Kids Dental & Orthodontics, its new pedodontic facility located conveniently within the same office at 3896 N. MLK Blvd., North Las Vegas. Call 702.614.1792 or visit www.alexanderdentalgroup.com



The Las Vegas Wranglers

Executive



The Las Vegas Wranglers are affiliated with the NHL's Phoenix Coyotes and a member of the ECHL, the premiere AA hockey league. The Wranglers play at the Orleans Arena and are proud to provide affordable family entertainment to the community. Call 702.471.7825 or visit www.lasvegaswranglers.com



DR Gridworks



DR Gridworks, an acoustical ceiling business, celebrates its new Chamber membership. It installs all types of standard and specialty ceilings, along with stretch wall fabrics used for tackboards, magnetic boards, and sound panels. Call 702.932.5277 or visit www.drgridworks.com



McNasty's Auto and Cycles

McNasty's Auto and Cycles has been working on motorcycles since 1976. McNasty's, located at 4350 S. Arville St., Ste. C-19, celebrated its new Chamber membership with a ribbon cutting. It offers quality service at a responsible price. Call 702.586.7277



The University of Southern Nevada

The University of Southern Nevada's Accelerated Bachelor of Science and Nursing program is a second bachelor's degree program that prepares students to become a registered nurse in 14 months. It blends online instruction with on-site clinical skill development and clinical rotations in Southern Nevada healthcare systems. For more information, visit www.USNursing.com

New Members

Premier Member

Monetize Media
Brook Smith

New Members

24 Seven Productions, Inc.
Jarrid Mendelson

89 Cent Only Store
Dee Dee Mitchell

A.C.R. Mechanical, Inc.
Mark Seeley

Advanced Sonography
Louis Cervantez

Advise Media Group
Erin Dorrance

Allen Drilling, Inc.
Fred Allen

**American Capital
Credit Corporation**
Jeff Hildebrandt

Biaggio's Pizzeria
Biaggio Zaby

Blackjack Freight Broker, Inc.
Janet Falk

Bon Clinical Laboratories
Bill Treese

C & N Transport, Inc.
Teresa McFarland

CBC Home Inspections, LLC
Roy Buttery

Chocolate Land
Anna Matney

**The Conference
Interpreters, Inc.**
Michele Stevens

**Connaghan Newberry- A
Law Firm**
Paul Connaghan

Cook Insurance Group
Carl Cook

Dancy's Service Express
La Frances Dancy

**DeMartino Family
Chiropractic**
Robert DeMartino

Designs of Distinction
Patricia McCarron

Dexter A. Morris OD, LTD
Dexter Morris

e-Leverage
Noel Casimiro

**Employee Benefit
Management**
Lori Day

Eyesite of Anthem
Kenneth Mc Candless

FASCO
Scott Cross

Fire and Safety of Nevada
Joseph Bray

**First America Payment
Systems**
Chuck Johns

Five Six Productions
Rob Jax

FM Marketing, LLC
Susan Somers

FPK Security, Inc.
Joe Madick

G & L Feinstein
Geoffrey Feinstein

Gorilla Marketing
Phillip Reineck

Harold's Chicken
Russell Spillman

HealthInsight
Deborah Huber

HMC Medical Center
Dawn Decelles

**Horse Around Town
Carriage Rides**
Maribeth Jalepes

House Holder Group
Adam Lee

JLH Bookkeeping, Inc.
Jan Hutto

**Joanna Wares, Mediator
and Consultant**
Joanna Wares

K Z Portraits
Kimberly Zatezlo

**KEA Tan Rehabilitation
Services, LLC**
Edgin Tan

Las Vegas Dental Group
Kenneth Tracht

Las Vegas Medical Center
Kathleen Cansler

**Leaver and Gardner
Orthodontics, LLC**
Mike Gardner

Lebaron & Carroll Insurance
David DeMott

Little Caesars Pizza
Ryan Jones

Longbaugh Law Offices, Inc.
Marvin Longabaugh

Lucas Maintenance, Inc.
David Lucas

**Martin & Martin
Civil Engineers**
Kenneth Welden

**Master Yoon's Martial
Arts School**
Elizabeth Yoon

McNasty's Auto & Cycles
Fred Dien

Mid Country Bank
Stephan West

Mombo's
Haley Christensen

Monetize Media
Tom Newman

Moore Family Dentistry, LLC
David Moore

New Media Plus
Nathan Johnson

Nothing But Skulls
Rob Rowland

Nova Company
Verity Tiberti

NuFilez Multimedia, LLC
Mike Downing

**Oasis Marine and
Chemical Co. LLC**
Sherman Jung

On Target Media, Inc.
Brian Prezgay

Organic Releaf
Raymond Medlin

**Paddle to the Core
(Loews Hotel)**
Cathy Holesapple

**Patrick Ward
Insurance Agency**
Allen Morris

Powerteam International
William Walsh

**Proof of Concept
Consulting, Inc.**
Alfred Allen

**Prudential Americana
Group, Realtors**
Valerie Casto

QTS Logistics, Inc.
Cindy Krauskopf

Quiznos Sub
Igal Sharoni

RDC Investments, LLC
Rick Chapman

**Real Property
Management, Inc.**
Alisa Vyeniello

Re-New Recycling
Zachy Torres

Resteam
Zane Mortimer

Rising Star Artists
Deborah Diak

**Rosicrusians Order- The Light
of LV Atrium Group**
Eunice Allen

Saints & Sinners Hair Design
Talitha Thomas

Schlotsky's
Dennis Savell

Sellers Company CPAs, Ltd
Brett Sellers

Solar Reserve
Rob Howe

Star Premium Jewelry
Jeff Chalson

**State of Nevada Office of
Consumer Health Assistance**
Charles Quintana

**Stepping Stones
Behavioral Center**
Robin Warren

Tanya & Zahir Housecleaning
Tatyana Abrahime

Transit Lube & Shine, LLC
Alan Shular

**Treasures Consignment
Boutique Salon**
Willabea Robinson

Trivista Advertising, Inc.
Allen Dikker

**Urban Environmental
Research, LLC**
Mike Pierson

USA Pro Motorsports, LLC
Craig Swanson

Vegas Events, Inc.
B. Megyn Wolfe

Vegas LED Screens, LLC
Rafael Sanchez

Vegas QB Pro
Barbara Fender

Vintage Pools
Gary Verbano

Worldwide Rental Services
Scott Newman

WSS, Inc.
Cindy Freeman

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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Blogging is a great way to extend your social media presence

By Dave Archer, CEO, NCET

During the past several months, we've been looking at some of the more popular forms of social media and how business professionals can use them to their advantage. Today I'd like to explore a related method for using technological and social mediums to get your message out to potential clients and customers: blogging.

I think the term “blog” is often misunderstood, simply because it has become so commonplace – it seems that everyone and their brother has a blog about one topic or another. In truth, a blogging platform is simply an inexpensive, easy-to-use communication tool, and when used correctly, it can benefit your business in a number of ways.

Blogging programs (Livewriter and WordPress are two popular, reliable platforms) provide the mechanism for quickly and easily uploading text, photos, videos and links to your website or blog site. People can subscribe to your blog, and in some instances, you can even sell advertising on your blog. In essence, a blog is really just a website where your homepage's content is updated regularly, as opposed to a traditional website where the homepage content is pretty static. It can be changed several times per day, or once or twice a week, depending on the time and content that you have available.

Of course, the key to having a popular blog is having content people are interested in. Here at NCET, for example, we post blog content into several categories two or three times daily. Since we're a non-profit organization that provides tools and resources for start-ups, entrepreneurs and small businesses, that's the focus of our blog content. We provide links to relevant business news stories, profiles of successful entrepreneurs and links to information on small business lending, educational seminars, networking events, etc. We also use it to promote our own programs

and events, but by-and-large, we use the blog's content as a “one stop shop” for providing the latest in Nevada's technology and entrepreneurship news to draw people to our site on a daily basis.

Here are some tips for creating your own successful business blog:

Industry news: Regardless of your line of business, you can gain a reputation for posting the latest news and information about your industry on your blog. For example, an accounting firm might blog about changes to tax law, or provide factoids on year-end tax preparation tips.

Trends: What's new in your industry? Let's say you're a fashion retailer. You could blog about the latest trends in footwear, accessories, etc. People will come to your site for news and information, and when you work in details about your latest inventory and special promotions, you'll have a captive audience.

Expertise: Take a poll of your staff and find out what kinds of specialized skills each person has, related to your industry or business in general. For example, perhaps your human resources director has exceptional interviewing skills, or one of your managers always seems to come up with great time management tips... these are all great blog fodder.

Walk on the lighter side: A blog can be a place to put a human face with your business and personalize your interaction with customers and clients. While you want to maintain a professional look and feel, there's nothing wrong with taking a lighter, more informal approach to blog content. For example, many companies find replacing a serious corporate message from “CEO Patrick Smith” with a friendlier “Chat with Pat” blog goes a long way in humanizing the company's image.

Other ways to fill your blog content:

- Updates on programs and events
- New product intros and demos
- Press materials and company news
- Employee profiles
- Client testimonials and success stories

In our next column, we'll take a look at the advantages of e-mail marketing campaigns in your overall social media business strategy. 

NCET, Nevada's Center for Entrepreneurship and Technology. Visit www.NCET.org for more information.

Blog DOs

- Do check spelling, punctuation and grammar
- Do be aware of copyright issues and make sure you have reprint/linking rights if you include outside information – often, the most appropriate way to link is to provide a paragraph or two with a link to original content
- Do look for opportunities to cross-promote your blog with your website, social media outlets and promotional collateral
- Do monitor who has access/rights to post/edit blogs

Blog DON'Ts

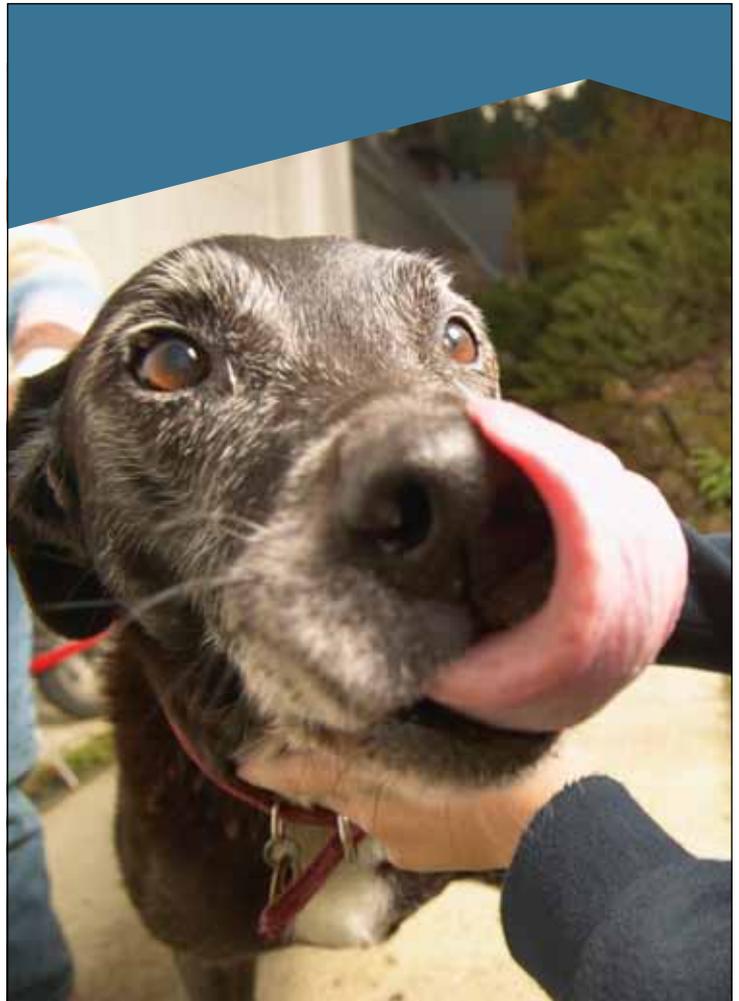
- Don't use your blog to trash your competition
- Don't over self-promote – it will drive away readers
- Don't let content get stale – update or replace on a regular basis to ensure visitors will return

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and Phoenix and the S&L inventory. And you went there because it already existed. At some point, it will be true of this region as well, that you can offer Las Vegas as a bargain in relative terms.

But if the city and state are so dysfunctional that they don't fix some of their problems, that they can't improve some of the indicators in education, then this growth will happen partly, but it won't be as fully realized as it would be if these things are fixed. The state can make changes now that will vastly improve its position to capture the next round of growth when it occurs.



“The most globally reaching city in the Mountain West is Las Vegas. It has the best brand in the world as far as this region is concerned.”

Photo: Francis + Francis

What do we do with the University system?

We have two big urban counties that could easily do the local workforce development and be responsible for the community colleges. Then higher education would be just the schools that are research based, like UNR, UNLV, Desert Research Center and the medical school, that could have a separate regent structure that focuses just on those schools.

Primary reform would be a method to determine the funding that the state puts into these schools, and then the rest of the growth is captured by tuition, and especially out-of-state tuition. There is a point where it is self-defeating to constantly take money out of these schools, which is the current case, and put it in the general fund and then redistribute it, because it reduces the incentive for entrepreneurship that a school could show.

We fund UNLV like a community college and then ask it to be a research institute. And no one else in the country is doing that to their research universities. And so our research universities are tiny, they are understaffed, and under-producing, because not just the state investment, but also the structure of the state arrangement that captures all of the out-of-state tuition.

So the University could have incentive to bring in more out-of-state students here?

We are a warm place and could attract a lot of people from the Midwest, so we have real growth prospects in that regards. But right now, why would the University do that? Every dollar it takes in goes into the state general fund, and not even necessarily into education or higher education. It could go to fund a road project up in Truckee Meadows.

Balancing the state budget on the backs of families paying out-of-state tuition is the most seed corn eating kind of strategy I can possibly imagine. State universities need stable funding from the state and assurances from the state. But if they were restructured, they could go after so much more.

If we block granted to UNLV, would it raise standards and then align itself with more higher output research institutions?

Yes. It would expand graduate education in targeted areas and would shrink undergraduate education and tighten standards with community colleges capturing students who were not quite ready to go to the University. All of this would be good.

We need the two research universities treated equally. We need them block granted in some formula that produces an equitable result across the regions. It will take political wrangling to work it out. Fine, work it out. After that, cut the universities loose and demand performance. They need to be restructured in a way that demonstrates the value in that investment. They need benchmarks. Other universities across the country are treated as economic generators. They are not seen as just cost centers, but potential profit centers. Show us through sponsored research and through technology transfer that you are actually seeding the next economy of the state.

What else do we need to work toward economic development?

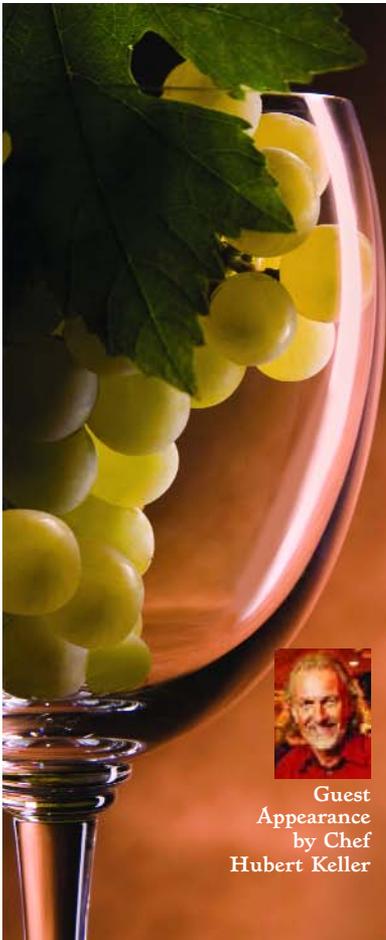
The state needs a general state economic development plan that looks honestly at the competitive advantages and goes after sectors that are logical extensions of already existing specialties.

The best prospects for Las Vegas are that it becomes to gaming what Houston is to energy production. Houston gained such large-scale expertise in energy production, exploration and finance, that it was a service that could be exported around the world.

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Las Vegas is now really the management specialists in organizing gaming worldwide. This is a significant producer export. And a valuable one, and one that requires high levels of human capital. And we are importing that talent from MBA programs across the country.

It is better to be in a position where you have reached a scale so large that you have an additional stake in it worldwide, the way that LA is to film. A movie may be made somewhere else, but the Los Angeles economy gets something out of every movie deal.

And right now, we aren't capitalizing on our core industries?

We are not capturing through vertical integration, things that we have a piece of already, everything from mining to the shows on the Strip. The overarching goal is to look at the size of the state, look at sectors that we are underperforming in and then correct the underperformance to at least a median point. If the gaming industry had wrapped around it a regional economy that just matched what would be the predicted share of its economic production in these other areas, we'd be fine.

That is what states that are robust have – they have one shining industry and then they have reasonably decent shares of other sectors well represented. Some of this is low hanging fruit or fruit on the ground. So much of what we need to get by is currently imported into this region.

Any other game changers?

Do not underestimate the value of the airport in transforming the region. Ask Atlanta or Dallas what a serious airport meant to them. Tourism has put us on everybody's air route. The most important thing in global economies of the future is that you are in the network. The way the world works, if you have to change planes, forget about it. If you have to change planes in branches of leading producer service firms, you are no longer on their map.

A connection is a connection to both worldwide services and the lucrative area of airfreight. Imagine the opportunity borne of having that large a scale of an international terminal with that many additional direct international flights and that big of a customs processing facility that can handle people coming from different countries. **BV**

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successes. We were incredibly fortunate to have attracted the visionary talents of Matt Crosson and welcomed him as our new president and CEO in April. Matt, Kara and our outstanding Board of Trustees and Chamber staff ensured we made a smooth transition in leadership. In fact, so smooth was the transition that the Chamber was able to immediately embark on launching a host of innovative, forward-thinking new programs, services and products that were designed to jump start small business engines with vigor.

During 2010, we unveiled the new "Viva Las Business" campaign to begin re-infusing hope and excitement about the staying power of Nevada's small businesses. We introduced the Small Business Toolkit to provide members and non-members alike with access to no and low-cost resources designed to help them weather the tough economy. These new programs and services include free around-the-clock online business resources, the Member Marketplace, with free advertising, and more effective networking opportunities. And in the past few weeks, the Chamber has been distributing the new Chamber Membership Rewards Cards with cost savings for members and their employees.

It has been a pleasure to serve as the Chairman of this extraordinary organization. I look forward to seeing you in 2011. **BY**

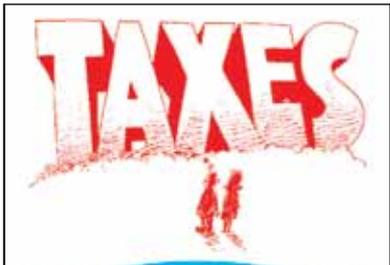
owned businesses. There's still time to sign up for December. See the calendar on page 16 for details. For more information, visit LVChamber.com, e-mail actioncommittees@lvchamber.com or contact the Chamber's Government Affairs department at 702.641.5822.

Mark your calendar for key January events

The Chamber will kick off 2011 with a number of exceptional programs and events designed to jump-start your business in the new year. On January 13, don't miss **Turbo Networking**. This event provides a fun, fast and very productive way to maximize your networking time and build business contacts. On January 19, the Chamber welcomes Douglas A. Cox to its Business Education Series lineup with a program titled, "**Flashpoint - Success is No Accident**". You'll get a fresh look at the new laws that govern human achievement. And on January 20, the Chamber will host an exclusive **President's Club and Executive Level mixer** at the House of Blues Foundation Room. For details on these and other events slated for January 2011, please visit LVChamber.com.

Chamber preparing to celebrate centennial anniversary in 2011

The Las Vegas Chamber of Commerce will celebrate its centennial anniversary during 2011, shining a spotlight on the underlying pioneer spirit that built both the Chamber organization and Las Vegas over the last 100 years. A special centennial logo will be unveiled during the Chamber's Installation Luncheon on December 8. **BY**



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