

BusinessVoice



the
ART
OF DOING BUSINESS

Affordable Business Insurance

Exclusively for Chamber Members



Your Chamber membership opens a door of opportunity for you with comprehensive commercial insurance coverage from Chamber Insurance & Benefits. Whatever your business size, our professional member brokers can customize the right coverage to protect your assets, interests and profits. See what membership can do for you. Call today and let's get down to business.

Commercial Insurance Coverage

- Workers' Compensation*
- Business Owners Insurance
- Business Auto Coverage
- Commercial Umbrella Insurance

702.586.3889
www.chamberib.com

Chamber Insurance & Benefits, LLC

Strength in numbers. Security of coverage.



Rated "Preferred" by A.M. Best

*Workers' Compensation is required by the State of Nevada. Some restrictions and eligibility requirements may apply. CI&B is a wholly owned subsidiary of the Las Vegas Chamber of Commerce.

Las Vegas Chamber of Commerce
6671 Las Vegas Blvd. South, Ste. 300
Las Vegas, NV 89119-3290
702.641.5822 • LVChamber.com

2011 Board of Trustees Executive Committee

Michael J. Bonner
Chairman of the Board
Greenberg Traurig, LLP

Kevin Orrock
Chairman-Elect
The Howard Hughes Corporation

Hugh Anderson
Anderson & Delutri @ Merrill Lynch

Jay Barrett
The Marnell Companies

Kevin Burke
Burke Construction Group, Inc.

Steve Hill
CalPortland

Vicky VanMeeten
St. Rose Dominican Hospitals,
St. Martin Campus

Nancy Wong
Arcata Associates, Inc.

Kristin McMillan
President & CEO
Las Vegas Chamber of Commerce

Trustees

Bob Ansara
Ricardo's of Las Vegas, Inc.

Bob Brown
Las Vegas Review-Journal

Senator Richard Bryan
Lionel Sawyer & Collins

Marilyn Burrows
Cox Communications

Tim Cashman
Las Vegas Harley – Davidson

Doris Charles
Wells Fargo Bank

Cornelius Eason
Workforce Connections

Jonathan Halkyard
Caesars Entertainment Corporation

Dallas Haun
Nevada State Bank

Corey Jenkins
SAVMOR Rent a Car

Bart Jones
Merlin Contracting & Developing

Russ Joyner
Miracle Mile Shops

William (Bill) Nelson
Piercy Bowler Taylor & Kern

Karla Perez
Valley Health System

Gina Polovina
Boyd Gaming Corporation

Dilek Samil
NV Energy

Larry Singer
Grubb & Ellis - Las Vegas

Dr. Neal Smatresk
University of Nevada, Las Vegas

Bruce Spotteson
Greenspun Media Group

John Wilson
MedicWest Ambulance

PRESIDENT'S MESSAGE



Kristin McMillan
President & CEO

M My first week at the helm, I asked you for some personal advice. I wanted to know how you thought I should approach my new role here at the Chamber. Here is some of the advice I received from you:

- Listen, observe and keep an open mind to new ideas
- Engage with the business community - be visible, bold, creative, and a strong and enthusiastic advocate
- Be available, open, balanced, flexible and inclusive
- Keep asking for feedback and employ a personal touch
- Drive this organization forward - determine goals and live them!
- Take advantage of unique opportunities facing us in terms of changes in political and organizational leadership, forming meaningful alliances for the benefit of Southern Nevada
- Focus on the long-term impacts of the Chamber's positions - don't be short sighted
- Understand the Chamber's members, help them connect with each other and help small business
- Each day: deep breathe, take an aspirin, get 8 hours sleep, exercise and drink two glasses of wine
- And, last but not least, Carpe Diem

I was inspired by your guidance and have displayed this list in my office. And, while I may not exercise enough or get my 8 hours sleep, I do aspire to Carpe Diem - each day, every day.

Carpe Diem – two words that sum up the Chamber's purpose: helping you seize the day. I want to continue the conversation we started last month to ensure the Chamber is helping you achieve your goals.

As you get to know me better, you will learn that I crave feedback and am driven toward positive action. To continue listening and engaging and driving things forward, I am now asking you to help in a deeper dive.

continued on page 19

WHAT'S INSIDE

6 Chamber News

14 Spotlights

18 Member News
Anniversaries

8 embrace
the **ART** of
DOING BUSINESS

16 Calendar of Events

20 Ribbon Cuttings

24 Chamber Centennial **1960s**

Cover photo by
Francis + Francis
francisandfrancis.com

Thank you to
Mystère™ by Cirque du Soleil® at Treasure Island
Costume Design: Dominique Lemieux

BusinessVoice
THE LAS VEGAS CHAMBER OF COMMERCE MAGAZINE
Volume 31 Number 6

CHAMBER ENDORSEMENTS FOR MUNICIPAL ELECTIONS

The Las Vegas Chamber of Commerce endorsed candidates in the current municipal elections, including in the races for mayor and city council for the City of Las Vegas, City of Henderson and the City of North Las Vegas.

The Chamber-endorsed candidates have each made a commitment to preserving and enhancing the pro-business environment that is vital to rebuilding our economy. It is essential that candidates who are elected will listen to the business community and understand the impact proposed legislation can have on already struggling businesses. Early voting ends on Friday, June 3. General Election Day is Tuesday, June 7.

For more information regarding the Las Vegas Chamber of Commerce Government Affairs Department visit us online at LVChamber.com or contact us at 702.641.5822

City of Las Vegas	
<input checked="" type="checkbox"/>	Mayor Carolyn Goodman
<input checked="" type="checkbox"/>	City Council Ward 3 Bob Coffin
City of Henderson	
<input checked="" type="checkbox"/>	City Council Ward 4 Sam Bateman
City of North Las Vegas	
<input checked="" type="checkbox"/>	City Council Ward 4 Richard Cherchio

LAST CALL
FOR SMALL BUSINESS EXCELLENCE AWARDS NOMINATIONS!

Give your business or a fellow Chamber member the recognition and exposure it deserves! Nominations for the 2011 Small Business Excellence Awards (SBEAs) are due by July 4. Take advantage of this opportunity to publicize your business by self-nominating, or nominate a fellow Chamber member for an award in one of five categories:

- Non-Profit of the Year
- Green Business of the Year
- Women or Minority-Owned Business of the Year
- Small Business of the Year (5 or Fewer Employees)
- Small Business of the Year (25 or Fewer Employees)

“The BizE awards are a terrific way to bring exposure to local businesses in the Southern Nevada community and celebrate their achievements,” says Steve Brooks of Sandler Training, a 2009 SBEA winner.

All qualified nominees are announced on the Chamber’s website and in an upcoming issue of *The Business Voice*. Finalists, chosen by a selection committee of volunteers, are broadcasted through all Chamber media, and will be filmed for a special video presentation to be aired during the Small Business Excellence Awards luncheon on September 22.

At this distinctive luncheon, winners are announced and presented with a BizE awards trophy and a special gift package, as well as letters from local dignitaries and additional publicity, including photos and testimonials on the Chamber’s website.

For more information on how to nominate a Chamber business for a Small Business Excellence Award, nomination criteria, or the selection process, visit LVChamber.com/sbea or call Member Services at 702.641.5822.

FRANCIS+FRANCIS

WE'RE AT THE BUSINESS EXPO. STOP BY FOR A CHAT!
WWW.FRANCISANDFRANCIS.COM (702) 265-3206

Be more[®]

Informed

Current, In Depth, Up To The Minute!

Today more than ever, information is critical in business decision making and for the most current, in depth, up to the minute news coverage look to **PBS NewsHour, Nightly Business Report, Nevada Week in Review** and **Impact Nevada** on **Vegas PBS Channel 10**. And, if you want to reach a more professional audience in your marketing efforts, also look to Vegas PBS Channel 10. Our News and Public Affairs programs reach the highest concentration of highly educated, upscale and professional viewers of any television station in the Las Vegas marketplace.

For sales and sponsorship information, please contact one of our Corporate Support Representatives at 799-1010.

Vegas

Channel 10 and 10.1
VegasPBS.org

Television and So Much More!

THE CHAMBER NEEDS TO HEAR FROM YOU

The Chamber will be conducting its annual membership survey during June and July and needs your valuable input and insight. This year's survey is an in-depth deep dive into your perception of the value you receive through your Chamber membership. When you receive the survey, please respond promptly so we can make sure we capture your thoughts and feedback.

WHAT'S YOUR CHAMBER SUCCESS STORY? WE WANT TO KNOW!

We love hearing stories about how the Chamber has helped members increase business, develop new business relationships or get more involved in the community. Has the Chamber helped you in a way that's worth sharing? Maybe you made a contact at a Chamber luncheon that led to a big contract, or you found your company's newest vice president at a Chamber mixer. Perhaps you attended a Chamber seminar that helped you shore up costs and balance your budget or participated in a workshop that helped you improve your sales and marketing strategies. If the Chamber has played a role in your business success, please send us the details of your story. We'll feature Chamber success stories in future issues of *The Business Voice* and online at LVChamber.com. Please be sure to include your name, title, company name and contact information. Stories can be sent to Greta Seidman at gseidman@LVChamber.com.

New CHAMBER MEMBERS NOW GETTING MORE ONLINE EXPOSURE

If you're a new Chamber member, we're taking you online! Every month the Chamber is posting a list of new Chamber members on LVChamber.com. And as an added benefit, we're including a link to your business website. This new benefit was designed to enhance your Chamber membership and serve as a business promotion tool for new member businesses.

CHAMBER Membership Directories BEING DISTRIBUTED

The Las Vegas Chamber of Commerce annual *Membership Directory* has been mailed to all members. We encourage you to use this book as a guide for familiarizing yourself with valuable Chamber benefits, programs, events and resources. This directory is designed to provide you with a "who's who" overview of Chamber councils, boards and committees, and provide direction on how you can get involved with the Chamber at the level that suits your business and personal preferences. We also encourage you to use this directory as your own preferred reference guide when planning purchases or choosing a service provider. When Chamber members do business with one another, it supports our local economy, the Chamber membership as a whole and it provides a significant return on everyone's Chamber membership investment. Many Chamber members even offer special discounts exclusively to other members – another reason to remember the ABC motto: Always Buy Chamber!

New MEMBER-FOCUSED WEDNESDAY EMAIL BEGINNING JUNE 1

Free, helpful resources to help you run your business will be appearing in your inbox every Wednesday, beginning June 1. This weekly email includes a blog written by Chamber members with helpful information and advice, member news, best practices, quick tips and even some fun tidbits that will help you be a more effective business owner and manager. Alos, you can give us your feedback and tell us what is on your mind. Watch for it in the weekly new member-focused Wednesday email.



What: Healthcare Heroes

When: August 3, 2011 | Southern Nevada
August 4, 2011 | Northern Nevada

Where: M Resort | Southern Nevada
Silver Legacy | Northern Nevada

Who: Sponsored by Anthem Blue Cross Blue Shield and *Nevada Business Magazine*

Proceeds benefit students pursuing careers in healthcare education.

To RSVP or for more info,
go to www.nevadabusiness.com/events

Anthem 


BANK OF GEORGE
Founded 2007

Nevada Business
the decision maker's magazine

embrace the **ART**



photography by francis + francis

Thank you to
Mystère™ by Cirque du Soleil® at Treasure Island
Costume Design: Dominique Lemieux

The art of doing business is actually the art of connection – building meaningful relationships with customers and consumers to elevate the relevancy of your brand. As society and our economy evolve, so must the way we approach our everyday business interactions - continually finding new and innovative ways to communicate, to connect and to collaborate.

Think about everything you do to promote your brand, from traditional face-to-face networking and handing out your business card, to marketing and advertising – are you just going through the motions? Has “business as usual” become stale and boring? Now is the time to refresh your brand. Invigorate and energize your business by embracing change. Market innovation conjoined with your creativity and business niche can transform, energize and lift your business to new heights and stand apart in the crowd.

In today’s digital world, the art form called “social networking” is changing the culture of business. It symbolizes a fundamental shift in the way we are now communicating. Social media is not only redefining the way we connect and engage with others on a social basis, it is dramatically changing the way consumers hear about, talk about and recommend products and services. For businesses, these changes present a true opportunity to elevate, energize and enhance your business.

Particularly exciting, social media gives small businesses a new platform to effectively compete with larger companies that traditionally have had a marketing advantage due to relatively large budgets for advertising campaigns. Social media is a kind of marketplace “equalizer”, allowing entrepreneurs, start-ups and small companies to launch marketing campaigns cost-effectively, broadly and easily.

While nothing beats getting out into the marketplace and meeting new potential customers and making a personal

connection, those actions alone are no longer enough. Today, success comes from a multifaceted approach to communication, marketing and relationship development that is fluid and flexible, and promotes your business brand seamlessly and simultaneously on a wide range of levels.

Now more than ever marketplace success depends upon building a relationship with your customers that is based upon their needs and their interests, and makes your business relevant to them.

Successful brands are infusing themselves into the lives of their customers and community. The marketplace is changing – social media, smart phones and other hand held devices - deliver information quickly and in many ways customized to suit the user’s interests.

In addition to taking a fresh approach to traditional forms of business connection and marketing, such as face-to-face networking, trade shows, print, radio and television advertising and websites, social media is adding new modes of marketing options that can help your brand soar.

We are in an era of building relationships; consumers want to connect with brands for which they have a personal affinity. Price alone are no longer enough to drive business; more and more customers are seeking an experience that goes beyond transactions.

While at first glance this new world of fast moving communication modes - Twitter, Facebook, YouTube – may seem intimidating and overwhelming, if you step back and think about the mechanics of these new tools, you will begin to see how you can effectively incorporate them into how your business works.

Technology has continuously evolved over the ages, and businesses that have endured have embraced the

of **DOING** **BUSINESS**

NETWORK

possibilities of new technologies, and figured out how to use them to promote their companies, and to ensure continued relevancy in the marketplace. The printing press, telegraph, radio, telephone, television, fax machines --- all of these tools were at one time new and unfamiliar. And with every one of these changes, businesses that wanted to survive and grow learned how to adapt and adopt in order to compete.

But it can be intimidating. It's a new world for the generations whose brains are not hard-wired to conceptualize communication as a series of virtual and very public conversations. While running away or ignoring these trends may be tempting, it would be a missed opportunity and perhaps even a strategic mistake.

Overlaying these new communication platforms can quickly broaden your reach and add new dimensions to your business. The potential payoffs are huge – but they do require fresh thinking, innovation and creativity in using them to their full potential. They may require you to let go of old thought processes and challenge yourself to think differently, approach your business from a new angle. This exercise in itself can give you a powerful new perspective on your business.

Step back... think of all of the tools that you have at your disposal, educate yourself and observe how others are succeeding, and then begin to build your own orchestrated strategy.

You don't need to do everything at once. Pick one or two ways to get started. Find examples to follow. Are there particular brands you feel a personal

attraction to? Are there people you follow on Twitter or Facebook or on the Internet who you enjoy? How are other companies and entrepreneurs doing it? Adapt their best practices in a way that fits your style and brand.

Evaluate what you are doing already. Get inspired by the artistry of your business – embrace the natural passion you have for your business, the excitement that originally led you to believe in what you are doing, and capture that enthusiasm.

In some ways, infusing personality into a brand is easier for

entrepreneurs and small businesses. There is no corporate structure or legal department that has to approve your plan. It's just you, your vision, your creativity, your voice. You can position yourself and your brand as friendly, approachable, innovative, irreverent, in-the-know, altruistic, artistic, community-minded – or any combination. The possibilities are limitless.

The Las Vegas Chamber of Commerce is here to help you. The Chamber continues to be a resource to proactively help members make connections and build their businesses, and the area of social networking is no exception.



STAND OUT

Through the recently-launched Chamber University series, the Chamber is focused on helping you learn, understand and incorporate social media into your every day business plans. We will soon be launching even more classes to bring you up-to-speed on how to best use this new technology to benefit your business.

As social media further expands and evolves, the Chamber will continue to embrace these new connection tools and strive to demonstrate best-practices on how to incorporate social media into your marketing and communication strategies.

It's an ever-changing world. Businesses that allow themselves the freedom to embrace innovation and continuously look for creative ways to differentiate their brand while still delivering on the promise of their core value proposition are discovering the **new** formula for success.

EXPO 2011

THE GREATEST SHOW IN BUSINESS

Nearly 2,000 business professionals will come together at the World Market Center Las Vegas on June 22 to be part of one of the best networking events of the year — Business Expo 2011, “The Art of Doing Business.”

In a competitive market, companies can blend together in the minds of consumers to the point where your company may be hard to distinguish from your competition. The solution? Creating brand awareness — and Business Expo is the place to do it! Expo gives you the opportunity to give potential customers and business contacts a visual, hands-on experience with your company. This gives you the chance to set yourself apart and define what it is that makes your business better than your competition.

One of the great things about Business Expo is that everyone is there for the same purpose: to network and connect. Every year, Business Expo brings together exhibitors, food vendors, consumers and business owners looking to establish productive business relationships. Nearly 200 exhibitors will be showcased during Expo, giving the Las Vegas business community an inside look at the latest and greatest local products and services on the market. In addition to being a great place to connect and reconnect with clients, customers and colleagues, Business Expo is an ideal venue to invite prospects to attend. For only \$10 per ticket, you can send pre-paid tickets to people you'd like to see at Expo!

BUSINESS EXPO 2011

DATE:

Wednesday, June 22

LOCATION:

World Market Center Las Vegas –
Building C,

495 S. Grand Central Pkwy.

Food booths and exhibits open:

Noon - 5:00 p.m.

ADMISSION:

\$10.00 and your business card.

Open to members and non-members

Ticket(s) may be purchased by visiting

LVChamber.com/business-expo

or by calling **702.641.5822** and asking for

Member Services.

Limited exhibit space and sponsorship opportunities are still available. For details call

702.641.5822 and ask for Member Services.





Dave Archer Jay Barrett Deborah Krause Felix Rappaport Phil Ruffin Bruce Spotleson

President's Club

Dave Archer
Chief Executive Office
NCET - Nevada's Center
for Entrepreneurship and
Technology

Dave Archer connects Nevadans to the resources they need to start and grow successful businesses through programs including the NCET Entrepreneur Expo and the Governor's Cup Collegiate Business Plan Competition. Prior to joining NCET, Archer spent more than 25 years at Viacom, Time-Warner and AOL-Netscape in a wide variety of U.S. and international product and market development roles. Archer is a member of the Nevada System of Higher Education's EPSCoR Advisory Board and serves on the Board of the Alliance of Nevada Nonprofits.

Jay Barrett
Senior Financial Officer
and Board Member
The Marnell Companies
 During the past 30 years, The Marnell Companies has been involved in the planning, architecture, construction, and real estate development of

some of Las Vegas' most recognizable properties, including the Bellagio, the Wynn and The M Resort. Jay Barrett serves on the Executive Committee for the Las Vegas Chamber of Commerce Board of Trustees and the Government Affairs Committee, and has dedicated a significant amount of time and resources to a variety of professional, civic and charitable organizations in Southern Nevada.

Deborah Krause
Founder and CEO
A5 Group
 Deborah Krause has more than 15 years of experience in developing and maintaining some of the most notable hospitality brands. Krause has served as COO of PURE Management Group and as vice president of food & beverage for the Silverton Hotel and Casino. Krause has also held executive positions with Elizabeth Blau & Associates, Starwood Corp., The Kimpton Group and Starbucks Coffee Co.

Krause's honors include an "American Express Gold Star" Epicurean Award and recognition in In Business Las Vegas' "40 Under 40."

Felix Rappaport
President and Chief
Operating Officer
The Mirage
 Felix Rappaport is responsible for overseeing all operations at the 3,044-room Polynesian paradise, an iconic Las Vegas property that ushered in an era of destination resorts. With a recent multi-year transformation focused on entertainment, dining and contemporary amenities, The Mirage once again enjoys a leading position. Rappaport also served as President of Luxor and Excalibur. With nearly three decades of management positions, Rappaport is a veteran of the hospitality industry.

Phil Ruffin
Owner
Treasure Island
Hotel & Casino
 Phil Ruffin started his business in 1959 with one convenience store, and his

holdings quickly grew to 65 stores in four states. Ruffin's diverse ventures expanded to gaming in 1998 with the purchase of the Frontier Hotel and Gambling Hall, which he renamed The New Frontier Hotel and Casino before selling it in August 2007 for a record \$1.24 billion. Ready to return to the Strip, Ruffin purchased Treasure Island on March 20, 2009.

Bruce Spotleson
Group Publisher
Greenspun Media Group
 Bruce Spotleson is a group publisher for Greenspun Media Group, owners of *Vegas Inc.*, *Las Vegas Weekly*, *Las Vegas Magazine*, *Vegas Magazine*, *the Las Vegas Sun*, *LasVegasSun.com* and *LasVegasWeekly.com*. He is a graduate of Leadership Las Vegas and is a member of the Board of Trustees for the Las Vegas Chamber of Commerce.

President's Club
New Members

Apex Linen
 Marty Martin

Eclipse Acquiring
 Donald Kasdon

Triologue Direct
 Jerry Kramer

Executive Level
New Members

The Wealth Consulting Group
 Jimmy Lee
 Charlie Hall
 Jeff Bouchard
 Sue Lee

Peter Bernhard
Of Counsel
Kaempfer Crowell
 Peter Bernhard has lived in Nevada since 1952. After graduating from Harvard University and George Washington University's National Law Center, he has handled real estate, commercial litigation, complex restructurings and other civil matters. He has served as chair of the Nevada Gaming Commission. He worked extensively on the Cleveland Clinic Lou Ruvo Center for Brain Health in downtown Las Vegas. He is a frequent speaker on legal and gaming issues.

MaryKaye Cashman
Chief Executive Officer/
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. Before assuming full-time duties in 1995, MaryKaye Cashman was a registered nurse. She is a member of the Chamber's Government Affairs Committee, the World Presidents' Organization, the Committee of 200, the Nevada Development Authority, the Boys and Girls Clubs of Las Vegas, and serves on the Community Advisory board of St. Rose Hospitals.

Caroline Ciocca
Director of Community
Relations
SuperPaw
 Caroline Ciocca develops programs to advance the company's mission and values, and directs charitable giving for the region. Ciocca earned her Master of Business Administration degree at the University of Nevada, Las Vegas and holds a Bachelor of Arts degree in Marketing from Johnson & Wales University. She serves on the following non-profit boards: Crime Stoppers of Nevada, UNLV College of Business

Executive Level



Peter Bernhard MaryKaye Cashman Caroline Ciocca Pamela Egan Phillip Gardiner



Dr. Christopher Khorsandi Josh Miller John Pohorsky Jeffrey W. Shaw Angie Vargason

Advisory Board and the Advisory Committee for Participatory Democracy.

Pamela Egan
President/
Executive Director
Nevada Partners, Inc.
 Pamela Egan is responsible for strategic planning, program development and day-to-day management of Nevada Partners (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.

Phillip Gardiner
Program Manager
CSC
 The RSS Program provides base operations, airfield management, facility maintenance, security, food services, lodging, vehicle maintenance, transportation and range maintenance services for the United States Air Force. Services are provided at Creech AFB,

the Tonopah Test Range and throughout the Nevada Test and Training Range. Phillip Gardiner has more than 27 years of experience in services contracting performing in a variety of technical, management and business development capacities.

Dr. Christopher Khorsandi
Medical Director
Brown Hand Center
 A relatively new resident of Las Vegas, Dr. Christopher Khorsandi brings a wealth of experience and knowledge to Brown Hand Center. He has founded a chapter of Operation Smile on campus, co-authored a textbook chapter and participated in surgical rotations at various hospitals. Dr. Khorsandi is dedicated to providing a better quality of life for all of his patients.

Josh Miller
President
KeyState Corporate &
Captive Management
 KeyState provides corporate and captive management services in Nevada and Delaware. Josh Miller received his BA in Economics and Foreign

Affairs from the University of Virginia. He serves on the boards of the Las Vegas Rotary, the Public Education Foundation, the Nevada Taxicab Authority, and the Nevada Captive Insurance Association. He is also involved in various other community organizations in Southern Nevada.

John Pohorsky
Owner
Scooters Pub Sports
Bar and Grill
 A Las Vegas native, John Pohorsky graduated from the University of Nevada, Reno in 2003, then returned to Las Vegas and started working in the casino business. In 2010 he left the gaming industry to pursue his dream of owning and operating his own bar, and opened Scooters Pub Sports Bar and Grill with his brother. In addition to his professional role, Pohorsky serves on the executive board for the Boys & Girls Clubs Council of Henderson.

Jeffrey W. Shaw
Chief Executive Officer
Southwest Gas
Corporation
 Jeff Shaw joined Southwest

Gas in 1988 as director of Internal Audit. He was promoted several times throughout the years before being named CEO. Shaw serves on the boards of the American Gas Association, the Desert Research Institute Foundation, the UNLV Foundation and as chairman of the Western Energy Institute and president of the Las Vegas Area Council of the Boy Scouts of America.

Angie Vargason
President and Founder
AK Vargason and
Associates
 Angie Vargason began her career as an extremely successful and highly regarded agent, holding a variety of management positions before establishing her own firm, providing supplemental benefits to countless organizations, including the employees of the Las Vegas Chamber of Commerce. She and her agency have also garnered numerous awards including the President's Club award from a major national carrier, and District of the Year (for several years) in employee supplemental benefits.

JUNE

TWO EASY WAYS TO REGISTER FOR CHAMBER EVENTS:

Log on to LVChamber.com and find your event on the Event Calendar, or call Member Services at 702.641.5822.

RSVP POLICY

The Chamber RSVP policy encourages early registration for popular programs and allows our event partners adequate time to prepare for functions.

LAS VEGAS CHAMBER OF COMMERCE ADDRESS:

6671 Las Vegas Blvd. South, Suite 300
Las Vegas, NV 89119
(at Town Square)

*Event will be held in the CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce

1 Wednesday
Free SCORE Counseling
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.
1:00, 2:00, 3:00 & 4:00 p.m.
One member per time slot.
Las Vegas Chamber of Commerce
Complimentary.
Chamber members only.

1 Wednesday
Chamber Connections
This Chamber Connections networking club is an established dedicated leads group made up of professionals from a variety of industries. There are limited openings available. Please call for space availability.
5:30 - 7:00 p.m.
Las Vegas Chamber of Commerce
\$120 every six months.
Chamber members only.

2 Thursday
Simple Steps Introduction: Business Start Up Basics
Join the Las Vegas Chamber of Commerce and SCORE for this FREE seminar introducing you to the concepts of starting a new business. SCORE will guide you through a series of questions regarding your business idea and help you decide if you should move forward.
6:30 - 8:30 p.m.
Multigenerational Center, 250 S. Green Valley Pkwy. Henderson, NV
Complimentary. Chamber members and non members.
Presented by:



8 Wednesday
Chamber Voices Toastmasters
Learn how to improve your communication skills and deliver effective presentations. 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.
Las Vegas Chamber of Commerce
\$45 every six months. Guests always complimentary.

8 Wednesday
Simple Steps Introduction: Business Start Up Basics
SCORE counselors will provide FREE one-on-one help sessions exclusively for Chamber members. To help you assess your business concerns and provide you with the advice, tools and resources you need.
4:30 - 6:30 p.m.
Sunrise Library, 5400 Harris Ave., 89110
Complimentary. Chamber members and non members.
Presented by:



14 Tuesday
Chamber Connections
This Chamber Connections networking club is an established dedicated leads group made up of professionals from a variety of industries. There are limited openings available. Please call for space availability.
11:45 a.m. Check-in Noon - 1:00 p.m. Program
Las Vegas Chamber of Commerce
\$120 every six months.
Chamber members only.

15 Wednesday
Free SCORE Counseling
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.
9:00, 10:00, & 11:00 a.m.
One member per time slot.
Las Vegas Chamber of Commerce
Complimentary.
Chamber members only.

15 Wednesday
Simple Steps Introduction: Business Start Up Basics
Join the Las Vegas Chamber of Commerce and SCORE for this FREE seminar introducing you to the concepts of starting a new business. SCORE will guide you through a series of questions regarding your business idea and help you decide if you should move forward.
4:30 - 6:30 p.m.
Rainbow Library, 3150 N. Buffalo Dr., 89128
Complimentary. Chamber members and non members.
Presented by:



15 Wednesday
Chamber Connections
This Chamber Connections networking club is an established dedicated leads group made up of professionals from a variety of industries. There are limited openings available. Please call for space availability.
5:30 - 7:00 p.m.
Las Vegas Chamber of Commerce
\$120 every six months.
Chamber members only.

17 Friday
Leadership Las Vegas Graduation
Celebrate the graduation of the Leadership Las Vegas Class of 2011. Leadership Las Vegas Alumna Darcy Neighbors will be inducted into the Leadership Hall of Fame.
6:00 - 9:00 p.m.
The Mirage Resort and Casino, 3400 Las Vegas Blvd. S., 89109 (Grand Ballroom A)
\$100.00 per person. \$1000.00 table of ten. 2011 graduates complimentary.
Sponsored by:



22 Wednesday
Business Expo "Experience the Art of Doing Business"
Spend the afternoon networking and discovering the latest products and services in Las Vegas at this dynamic tradeshow and mixer.
12:00 - 5:00 p.m.
World Market Center Las Vegas, 495 S. Grand Central Pkwy., 89106 (Building C)
Attendee \$10. Exhibitor Booths available (prices vary)



28 Tuesday
Chamber Connections
This Chamber Connections networking club is an established dedicated leads group made up of professionals from a variety of industries. There are limited openings available. Please call for space availability.
11:45 a.m. Check-in Noon - 1:00 p.m. Program
Las Vegas Chamber of Commerce
\$120 every six months.
Chamber members only.

28 Tuesday
Simple Steps Introduction: Business Start Up Basics
Join the Las Vegas Chamber of Commerce and SCORE for this FREE seminar introducing you to the concepts of starting a new business. SCORE will guide you through a series of questions regarding your business idea and help you decide if you should move forward.
6:00 - 8:00 p.m.
SCORE, 400 S. Fourth St. Ste. 250, 89101
Complimentary. Chamber members and non members.
Presented by:



28 Tuesday
GE Aviation & GE Energy Veterans Supplier Conference
Opportunity awaits you at the GE Aviation & Energy Veteran Supplier Conference, with honorary special guest, Congressman Joe Heck. This symposium will provide an exclusive experience for small businesses to connect directly with GE Aviation, GE Energy, GE's regional Tier 1, as well as other local buyers.
7:30 - 8:00 a.m. Check-in 8:00 a.m. - 3:30 p.m. Program
Green Valley Ranch Resort, 3200 Paseo Verde Pkwy., 89052
\$25 per person

VYP JUNE

VEGAS YOUNG PROFESSIONALS
TO RSVP FOR VYP EVENTS VISIT VEGASYP.COM

7 Tuesday
VYP Morning Buzz
Are you interested in learning more about Vegas Young Professionals (VYP)? Join members of VYP's Advisory Council and Ambassadors for a small, informal question and answer session. Grab your morning coffee, while learning more about VYP's membership, all of the member benefits, volunteer opportunities, sponsorship and advertising options and more!
7:30 - 9:00 a.m.
***Las Vegas Chamber of Commerce**
Complimentary.
Hosted by



11 Saturday
Pure Barre Technique
Join VYP for a total body workout that burns fat and tones your body with a fusion of ballet, pilates and weights. Enjoy a 55 minute, demo workout led by VYP member Lauren O'Nan, followed by a short networking session to meet everyone that's completed the class. All body types can benefit from the Pure Barre Technique!
12:00 - 2:00 p.m.
Pure Barre, 3330 S Hualapai Way, Las Vegas, NV 89117
\$10 for members
\$20 for non-members
Hosted 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.
Check in & networking 6:00 - 7:00 p.m. Meeting
The Platinum Hotel, 211 E Flamingo Rd, Las Vegas, NV 89169
Complimentary for all guests \$60 to join, \$36 every six months



16 Thursday
VYP June Fusion Mixer
Join VYP for the June Fusion Mixer! Enjoy complimentary appetizers and great drink specials, while networking with more than 100 fellow young professionals. Make sure to check the website, **VegasYP.com**, for more details on this event, coming soon!

27 Monday
VYP Toastmasters: Strip View Speakers
See Monday the 13th for details.



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.

Coming Events

NV Energy and **Southwest Gas** host a free workshop to provide information about the benefits and incentives of a solar hot water system. The event is on June 2, 6:00 – 8:00 p.m. at UNLV Student Union.

“The Nuts and Bolts of Grant Writing” will be presented by the **University of Nevada Cooperative Extension** on June 9 and June 28. The one-day sessions will be from 9:00 a.m. – 4:00 p.m., and are designed to help non-profits and government agencies write more effective grant proposals. Call 702.257.5502 to register.

University of Nevada Cooperative Extension's Science, Technology,

Engineering & Math day camp will be held June 13-15. The day camp, open to youth ages 7-12, will include activities in plant and animal sciences, health & nutrition, computer science, robotics and rocketry. Visit UNCE.unr.edu for more information.

Workforce Connections presents the Employment Edge workshop to connect U.S. military service veterans with workshops on employment planning, resume writing, interviewing, Internet job search and more on Thursday, June 16, 8:30 a.m. – 3:30 p.m. To register, go to nvworkforceconnections.org or call 702.383.0445.

The University of Nevada, Las Vegas is offering a Summer Youth Camp focusing on learning, exploring and investigating “myself, my community,

and my world”. It will be held June 20 – August 19, 9:00 a.m. – 4:00 p.m. Go to www.unlvsummeryouth.org or call 702.895.3394.

Season ticket sales for **The Smith Center's** 2012 Broadway Las Vegas series will begin on July 12. For ticketing, go to TheSmithCenter.com

Community Service

Nevada State Bank team members participated in National Teach Children to Save Day in Southern Nevada to help teach 3rd, 4th and 5th grade students about money management.

Girl Scouts of Southern Nevada collected more than 15,000 bottles of water for Water of Life Ministry of Community Lutheran Church for distribution to the

homeless during the summer months.

The Public Education Foundation awarded 398 scholarships totaling nearly \$740,000 to 326 Clark County high school seniors. The scholarship amounts ranged from \$500 to \$40,000 each.

In honor of winning 77 ADDY Awards, **The Glenn Group** printed 33 one-of-a-kind WINNING t-shirts to auction with proceeds going to the Food Bank of Northern Nevada and **Three Square** food bank.

Carole Fisher, president & CEO of **Nathan Adelson Hospice**, was appointed to the **United Way** Women's Leadership Council.

Attorneys and staff from **Holland & Hart** donated 425 pairs of shoes for the children at Liliam Lujan Hickey Elementary School. It is the first time some of the students have ever had a new pair of shoes.

Announcements

BannerView.com announces two new company additions: Pamela Joy Ring joins the company as chief marketing officer, and Robert Orgill is the new general sales manager.

MassMedia Corporate Communications appointed Kassi Belz to vice president of corporate communications. In addition, Anna Gaydusek has returned as chief operating officer.

David Diers has ben named vice president of network operations for **Cox Communications — Las Vegas** and will be responsible for engineering and operations functions of the network infrastructure.

Summit Consultancy Group, parent company of **Lentz & Mercier, CPAs**, has acquired Ross Wright Associates.

Tompkins & Peters CPAs announces the addition of Nina J. Gallagher, CPA, MST to its professional team.

Absolute Insurance Service, Inc. announces that Sammie Kasprzyk is now a co-owner of the agency.

Congratulations

New York-New York Facilities Manager Michael Schultz was honored by the Southern **Nevada Health District** as a in enforcing Health District policies and regulations.

Dr. Ron Kline, a pediatric hematologist oncologist, received the **University of Southern Nevada's** “Champion of Health Care in Education” award for 2011.

Congratulations to **MGM Grand's** Crazy Horse Paris for celebrating its 10th year anniversary in Las Vegas.

City National Bank is the number three SBA lender in Nevada for both the number of SBA loans approved and for dollar amount booked.

Sunrise Hospital and **Sunrise Children's Hospital** have been ranked number one in the Las Vegas metro area by U.S. News & World Report's first-ever Best Hospitals metro area rankings.

College of Southern Nevada named **Monte Carlo** Assistant Manager Lalith “Lucky” Mohotti as the most outstanding Travel and Tourism Program student among the school's 350 Travel and Tourism enrollees

Wheeling/Dealing

Grubb & Ellis Las Vegas represented the lessor in a 10-year agreement of office space totaling more than \$3 million.

Kolesar & Leatham law firm opened for business at its new location at Tivoli Village at Queensridge.

Casino Party Creations of Las Vegas recently debuted its newly created website, casinopartycreations.com. The new website was created by Chamber member **PM Digital Group**.

President's Message continued from page 3

Very soon, you will be receiving a request from the Chamber to complete a questionnaire that will ask for more targeted answers on some of the issues you raised. I want to hear MORE from MORE of you. After all, this is your Chamber and we want to make sure that it is properly and currently calibrated for high-octane performance. It's time for a tune-up, so rev up your feedback engine and don't hold back!

Thank you for your membership, your engagement and all you do to move this great community forward.

BTW, be on the lookout for other new ways in which I will be communicating with you in the coming weeks. Stay in touch! ■

ANNIVERSARIES

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

Congratulations to the following companies celebrating membership anniversaries in *JUNE 2011*.

+50 Years

KLAS TV Channel 8

+20 Years

Gordon Silver 44
Gabriel Jewelers 35
Passkey Systems 35
Prudential Americana Group Realtors-
Jack Woodcock 32
Certified Folder Display Service, Inc. 29

Las Vegas 51s
Weight Watchers of Las Vegas, Inc.
Lucchesi Galati
The Meadows School
UnitedHealthcare
Diversified Interest/Diversified Realty
Advanced Entertainment Services
Greenberg Traurig
Nevada Orthopedic & Spine Center
Taco Bell
Thomas & Mack Co.
Castle Property Co.
O'Reilly Law Group LLC
Mary Kay Cosmetics
Mike Brown Grandstands, Inc.
Criminal Justice Advisor

10 Years

7-Eleven Store #17256A
7-Eleven Store #18565
Centennial Bookkeeping Services
Data Real Estate Development-David
James Argier
Eagle Promotions
Ebeniste, Inc.

28 JBE Systems
27 Kids Turf Academy Center
25 Kristen & Friends
25 Medical Association of Billers
25 Old Kent Investment Corporation
23 Prestige Jewelers #2305
22 Rainbow Catering, Inc.
22 Simple Insurance
22 T.J.M. Western, Inc.
22 Universal Insulation, Inc. - Lic. # 43640
22 The UPS Store
21 Anita Webster, A Professional Corp.
21 World Market Center Las Vegas
20 Your Legal Power

5 Years

AAA Doors Plus, Inc.
Academy of Healing Arts
American Nutritional Corporation
ASAP Services, Inc.
BSLSAB Holdings, LLC
Casey Real Estate Holdings
Congregation Ner Tamid
Developers Maintenance Inc.
Down Syndrome Organization of

Southern Nevada
Enzo Green Valley Pizza
European Bath\Kitchen\Tile & Stone
F.G. Alu Consulting, LLC
Golf Xtreme, LLC
Hometown Mountain View
Lynda J. Jensen, C.P.A.
Millionaire Mutts
Nevada Financial Concepts, Inc.
Nevada Pacific Insurance Services
New Charters Nevada
Newby's Auto Care
Palms Exhibit Service
Universal Mobility Equipment, LLC
Vegas Indoor Skydiving
Vegas Painters- Lic#53359
Vision Holidays
Windy City Air Conditioning &
Heating, LLC

RIBBON CUTTINGS

* To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com. Chamber Member Discount Offer



Frazee Paint Frazee Paint celebrated its anniversary with a ribbon cutting and open house. Frazee has 115 years of servicing the paint industry. It takes pride in its heritage as it builds on its great history of serving customers. Call 702.280.1850 or visit frazeepaint.com.



Value Place Hotel - Las Vegas Value Place Hotel-Las Vegas, an economy extended-stay lodging brand, celebrated its new location with a ribbon cutting. Value Place features affordable weekly rates, rigorous cleanliness standards and secure temporary lodging. Visit ValuePlace.com for information.



Toys 4 Smiles Toys 4 Smiles celebrated its new location with a ribbon cutting. Toys 4 Smiles mission is to provide a toy to children of all ages in need of a smile through the work of its volunteers. Call 702.232.8191 or visit toys4smileslasvegas.org. Photography provided by Scott Roeben



Apache RV Apache RV, owned and operated by RV enthusiasts who love adventure, celebrated its new Chamber membership with a ribbon cutting. Its service center offers RV repair, parts, storage and custom upgrades (restoration and remodeling). Call 702.534.0400 or visit apacherservice.com.



Comf5 Comf5 celebrated its Chamber membership with a ribbon cutting. Comf5 combines the power of video storytelling with the interactivity of digital, providing a way to communicate and engage your audience wherever they are. Call 702.372.1006, 702.927.1922 or visit comf5.com/actnow.



Aloha Pacific Federal Credit Union Aloha Pacific Federal Credit Union celebrated the grand opening of its new location. Aloha Pacific Federal Credit Union offers a comprehensive suite of financial products and services. It treats members like family. Call 702.776.6900 or visit alohapacific.com.

Executive



Black Nobility Magazine Black Nobility Magazine celebrated its new Chamber membership with a ribbon cutting. Black Nobility Magazine is a success and leadership magazine designed to stimulate, motivate and inspire the mind from "can't to can." Call 702.406.8789 or visit blacknobilitymagazine.com.



New Bethany Family Worship Center For All Nations New Bethany celebrated its new Chamber membership with a ribbon cutting. An uncommon, all-possible church moving in God's Kingdom, New Bethany is multi-generational, multi-racial, multi-cultural and multi-relevant. Call 702.648.5665 or visit newbethanyfwc.org.



Euphoria Institute Euphoria Institute celebrated its newly remodeled location with a ribbon cutting. Euphoria is a pivot point school that offers hands-on cosmetology career education. Both students and professional instructors offer salon services to the public. Call 702.341.8111 or visit euphoriainstitute.com.



Premier Mortgage Premier Mortgage Lending celebrated its new Chamber membership with a ribbon cutting. Premier Mortgage Lending is a newly formed private money mortgage broker, matching investors looking for stable monthly returns with homebuyers who want to own a home. Call 702.485.6600 or visit premiermortgagelending.com.



Sterling Field Services, Inc. Sterling Field Services, Inc. celebrated its new Chamber membership with a ribbon cutting. Sterling is a market leader in the nation's default field services, property maintenance, contracting/construction management, and commercial facilities provision and care industry. Call 702.420.7214 or visit sterlingfieldservices.net.



Mutual of Omaha Mutual of Omaha recently celebrated its newly remodeled location with a ribbon cutting. Mutual of Omaha is a full-service bank providing financial solutions to individuals and businesses in communities across Las Vegas and the United States. Call 702.880.3700 or visit mutualofomaha.com.

President's

LOOKING TO HIRE?

SILVER STATE WORKS OFFERS FINANCIAL INCENTIVES TO BUSINESSES THAT HIRE UNEMPLOYED NEVADANS

YOUR BUSINESS CAN NOW RECEIVE AS MUCH AS \$2,000 IN FREE CASH FOR EVERY ELIGIBLE OUT-OF-WORK NEVADAN YOU HIRE. THE PROCESS IS SIMPLE, STRAIGHT-FORWARD, AND IT WILL HELP IMPROVE OUR LOCAL ECONOMY BY REDUCING OUR UNEMPLOYMENT ROLLS.

Silver State Works is an initiative that helps connect business owners with qualified pre-screened employees. In short, your business can find the employees you need and be reimbursed by the state for the employees' training and/or a portion of their salaries.

There are a number of ways your business can take advantage of the monetary incentives offered through Silver State Works:

EMPLOYER-BASED TRAINING

When you offer to teach unemployed Nevadans new work skills in your place of business, Silver State Works will pay you for your time. You can receive a special training allowance of \$200 every two weeks for a maximum of \$600 for each individual you train. There is no

cost to your business to participate; you need only to provide 24 hours of training a week, up to a total of six weeks.

EMPLOYER INCENTIVE JOB PROGRAM

When you hire an unemployed Nevadan who requires a training period to become proficient in the position he or she is retained for, Silver State Works will reimburse you for a portion of the salary you pay during that training time. You can receive as much as 50 percent of the employee's gross wage for the training period, up to 40 hours per week.

INCENTIVE-BASED EMPLOYMENT

When you hire an unemployed Nevadan for a full-time position in your company, you will receive incentive money for every month you keep that individual employed, up to 120 days. Silver State Works will pay you up to \$2,000 in four equal increments of \$500 after each 30 days of successful employment.

HERE'S HOW TO GET STARTED:

- 1 Provide proof of unemployment insurance and a valid business license. (City, state and federal entities are eligible to participate as well, as long as the positions are permanent.)

- 2 Decide which of three program options works best for your business.

- 3 Contact the Nevada JobConnect Business Service Office at 702.486.0129 or visit SilverStateWorks.com to complete your application.

- 4 Once approved for participation, post job orders through the Employment Security Division (ESD). The ESD can provide screening/referral control of all candidates.

- 5 Your new employee(s) will begin training and/or work and you will be financially compensated per the terms of your individual agreement.

Lynda Parvin, Deputy Administrator for the State of Nevada Employment Security Division, says the success of Silver State Works will be reliant on the willingness of business owners across the state to participate. She notes that many talented individuals who are victims of the slow economy are available for work. Parvin stated, "There are far more skilled workers in the unemployment pool than there have ever been before."

For more information about Silver State Works, contact the Nevada JobConnect Business Service Office at 702.486.0129 or visit SilverStateWorks.com.

E-visits

HEALTH CARE ACCESS AT YOUR FINGERTIPS

Now that's powerful medicine



SOUTHWEST MEDICAL ASSOCIATES®



SMALV.COM 702.877.5199

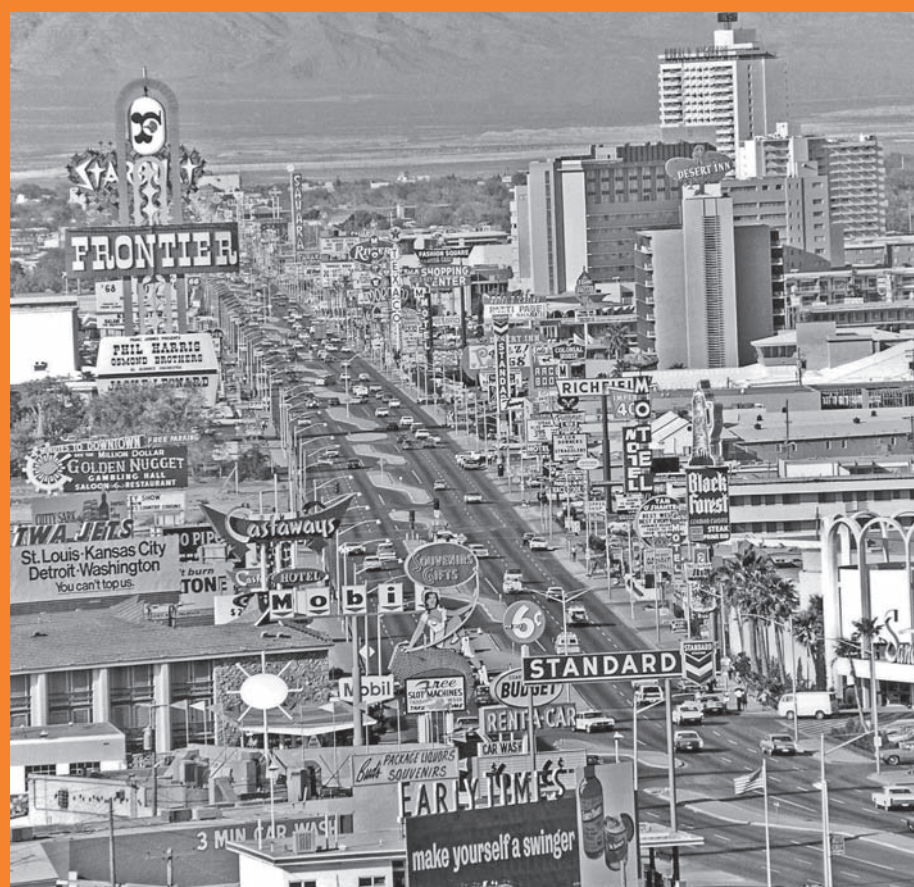
1960s

SEE AN EVOLUTION INTO COMMERCIAL AND RETAIL BUSINESS DEVELOPMENT; CHAMBER BEGINS TAKING LEADING ROLE AS BUSINESS ADVOCATE

By 1960, Las Vegas had grown to 127,000, and by 1965 was adding 5,000 new residents a month. As the town evolved into a city, the Las Vegas Chamber of Commerce continued to play an increasingly vital role in Las Vegas' transformation and development.

In 1962, the Chamber formed 19 working committees comprised of business leaders in areas related to aviation, downtown improvement, highway construction, military affairs, education, legislation and congressional action, among other issues. Called the "Blue Print of Action," the program was set into action by Chamber president Bob Jones. During the 1960s, news headlines often touted accolades of the Chamber's influence such as, "Growth of Las Vegas Area Traced to Chamber Action," "Las Vegas News Bureau Busier Than Ever Before," and, "Local Chamber Committees Spur Successful Programs."

Of course, with Las Vegas' growth



came an increased need for water. In 1965, U.S. Senator Alan Bible led efforts to establish the Southern Nevada Water Project, which eventually led to Las Vegas' ability to claim its share of Colorado River water. During this time period, "off Strip" neighborhoods and commercial areas were starting to take shape. Maryland Parkway evolved into a commercial center and the introduction of the Boulevard Mall brought in department

stores never seen before in Las Vegas. The Bank of Las Vegas, founded in 1954 primarily to make loans to casino operators, expanded in 1964 and started granting mortgages to other commercial businesses. The Chamber created the Merchant's Bureau in 1963 to assist many of these retailers in running successful operations. Las Vegas' self promotion continued to land it national and international publicity. Gaming continued to



flourish, with themes, and entertainment-focused venues such as the Tropicana's Folies Bergere, the Aladdin and Caesars Palace. In the early 1960s, the Chamber, along with local business owners and gaming executives, capitalized on the popularity and fascination of the above-ground nuclear bomb tests taking place at the Nevada Test Site.

The Chamber was instrumental in helping attract convention attendance, which filled hotel rooms and brought in other non-gaming revenue. By the end of the 1960s Las Vegas was attracting close to 270,000 conventioners. In 1969, the city's first "mega resort" came on line with the opening of Kirk Kerkorian's \$65 million International.

Of course, Southern Nevada's gaming, commercial and residential development landscape would forever be changed with the arrival of one of the city's most well-known personalities and investors: billionaire Howard Hughes.

Hughes arrived in Las Vegas in 1967, flush with \$445 million in liquid assets. He lived in the penthouse suite of the Desert Inn so long that he was asked by management to vacate the premises. Hughes simply bought the hotel for \$13.2 million and quickly went on to purchase other properties, including the Sands, the Frontier, Castaways, Silver Slipper and the Landmark. Hughes also purchased the North Las Vegas Airport and KLAS Channel 8, as well as 25,000 acres of vacant land, making him the valley's largest landowner. His influence is still evidenced in much of Las Vegas' commercial and residential landscape today.

Photos courtesy of the Las Vegas News Bureau and UNLV Libraries, Special Collections



LEADERSHIP LAS VEGAS

*Class of 2011 Graduation
Friday, June 17*

The Leadership Las Vegas Class of 2011 will celebrate its graduation on Friday, June 17 at The Mirage. The ceremony marks the completion of one of the most intensive professional development programs in the valley. An in-depth examination of the business, social and political systems of Las Vegas, Leadership Las Vegas gives participants a deeper understanding of the continually evolving needs of the community. Please see the Chamber Calendar for graduation details.



DARCY K. NEIGHBORS Will be inducted into Leadership Las Vegas Hall of Fame

Darcy K. Neighbors, founder and CEO of CIM Marketing Partners and a 2003 Leadership Las Vegas graduate, will be inducted into the Leadership Las Vegas Hall of Fame at the Leadership graduation ceremony. Neighbors will be presented with this award for her ongoing commitment to the DJs for PJs program implemented through her Leadership class more than eight years ago.

It was during a Leadership Las Vegas class visit to Child Haven, a local shelter for abused and neglected kids, when Neighbors identified a need for providing new pajamas to the children who come to stay at the shelter. After she confirmed the needs of the shelter and realized how great the demand

really was, she quickly created a proposal for her Leadership class, which was enthusiastically adopted as an annual project. With the talent mobilized and a partnership with a local radio station, DJs for PJs was officially launched in 2003.

In its first year, the DJs, the Leadership Las Vegas Class of 2003 and a host of celebrities and committed volunteers collected 3,000 pairs of pajamas. The annual charity event now collects thousands of new pairs of pajamas for children at Child Haven and a dozen other local charities during each year's "event day." Since its inception, DJs for PJs has collected and donated more than 57,527 new pajamas to charitable non-profit organizations across the valley.



Class of 2011



Bruce Barnes
NV Energy

Dana Berggren
Commerce Real Estate Solutions

Andrea Bricca
MLA Global

Melissa Cipriano
Candlelighters Childhood Cancer
Foundation of NV

Jessica Connell
Connell Outdoor Advertising

Chanda Cook
Nevada Public Education
Foundation

Chaka Crome
Chesnoff & Schonfeld Law Firm

Heather DeSart
Workforce CONNECTIONS

Valerie Dodd
CenturyLink TM

Matt Engle
Cragin & Pike Insurance

Patricia Falvey
Catholic Charities of Southern
Nevada

Stacy Frank
Desert Oral Surgery

Peggy Franzino
Las Vegas Chamber of
Commerce

Pearl Gallagher
Lionel Sawyer & Collins

Mary Giuliano
Vdara Hotel & Spa

Jeanne Goodrich
Las Vegas Clark County Library
District

James Harden
Youth E.T.E.R.N.A.L.

Ted Hartwell
Desert Research Institute

Rick Hunt
Las Vegas Convention and
Visitors Authority

Jeff Iverson
Presidential Limousine

Franz Kallao
The Mirage

Dave Lester
Brown & Brown Insurance of
Nevada, Inc.

Rolf Maile
UBS Financial Services, Inc.

Linda Marvin
Marvin Holdings, LLC

Jami Miller
Vegas PBS

Kelley Nyquist
Brownstein Hyatt Farber Schreck,
LLP

Bill Olsen
NV Energy

Shannon Petersen
Nevada State Bank

Christina Primack
Jewish Family Service Agency

Shelly Ratto
Northcap Commercial, LLC

Linda Robinson
Vegas Weddings

Karen Rubel
Nathan Adelson Hospice &
Foundation

Lawrence Sands, DO, MPH
Southern Nevada Health District

John Saycich
NV Energy

Edy Seaver
Tangerine Office Systems

Greta Seidman
Las Vegas Chamber of
Commerce

Guerin Senter
Firebird Financial

Jane Silver-Bagford
SuperPawn

Rachel Skidmore
Urban Environmental Research,
LLC

David Stoff
McDonald Carano Wilson LLP

London Swinney
New York-New York

Rebecca Thomas
Urban Environmental Research,
LLC

Tahirih Toll
Anderson & Delutri at Merrill
Lynch

Fletcher Whitwell
R & R Partners

Amy Wiles
The Alexander Dawson School at
Rainbow Mountain

Anthony Williams
Excalibur Hotel & Casino

Nicole Wolf
Keep Memory Alive/Cleveland
Clinic Lou Ruvo Center for
Brain Health

Affordable Health Insurance for Small Businesses



Exclusively for Chamber Members

Shopping for health insurance just got easier. If you have 2-50 employees, our professional member brokers can answer your questions and assess your needs. Call the friendly, responsive advisors today and find out why thousands of Las Vegas Chamber of Commerce member businesses are already taking advantage of the Chamber Insurance & Benefits plan.*

Call today and let's get down to business!

702.586.3889

www.chamberib.com

Chamber Insurance & Benefits, LLC

Strength in numbers. Security of coverage.

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



SIERRA HEALTH AND LIFE
A UnitedHealthcare Company



HEALTH PLAN OF NEVADA
A UnitedHealthcare Company



are you ready to spring from your lease?

let us help you find the perfect location to enhance the growth of your business!

relocation expansion representation

Call 702.655.4115 today for a FREE consultation

new growth
COMMERCIAL REAL ESTATE COMPANY

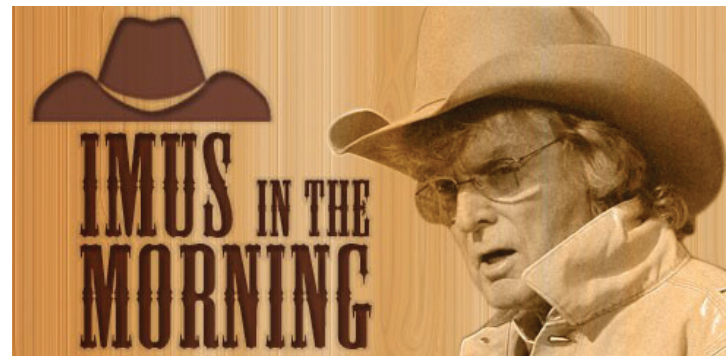


Do you have an IRS TAX PROBLEM?
I CAN SAVE YOU MONEY!

Richard A. Perlman, *Enrolled Agent*
Licensed by Department of the Treasury

30-YEAR CAREER WITH THE IRS

702-589-7557 www.LasVegasIRSHelp.com



3am to 9am weekdays

970 KNUU

Business & Financial Talk Radio

OR TUNE IN ONLINE AT 970KNUU.COM

OR ON YOUR SMARTPHONE



Nationwide. But still very, very local.

Get great local service with Nationwide®.

Steve B Ruley Agency
Steve Ruley
ruleys@nationwide.com
7331 West Lake Mead Blvd
Ste 104
Las Vegas, NV 89128
(702) 304-1600

Nationwide
On Your Side

Auto Home Life Business

©2006 Nationwide Mutual Insurance Company and Affiliated Companies. Nationwide Life Insurance Company. Home office: Columbus, Ohio 43215-2220. Nationwide, the Nationwide Framemark and On Your Side are federally registered service marks of Nationwide Mutual Insurance Company. Not available in all states.

do you have spring fever?

time to update your business with a fresh, new space!
Let us Help You!

relocation expansion representation

Call 702.655.4115 today for a FREE consultation

new growth
COMMERCIAL REAL ESTATE COMPANY

SA Recycling

We pay TOP \$\$\$\$ for your Scrap Metal!
3 Vegas Valley Locations
5850 N. Nellis Blvd / 5001 Copper Sage Ave
and our newest location
1701 Western Ave
1-800-GOT-SCRAP

Keeping your confidential information secure.

Call for a free estimate.
702 25-Shred | 702.257.4733
shredit.com/lv



LVCC Green Business of the Year

Making sure it's secure.™

Zappos.com wants them.

St. Rose Dominican Hospital wants them.

The school district wants them.

Nevada needs them.

And Nevada State College educates them.



NEVADA STATE COLLEGE

Part of the Solution.

Our students earn four-year degrees in public safety, nursing, education, business and biology. 70% of our alumni stay in the state, making careers with some of Nevada's top employers. These are the employees we need, so our economy can diversify and thrive.

1125 Nevada State Drive, Henderson, Nevada 89002
702.992.2000 | nsc.nevada.edu

SMALL BUSINESS EXCELLENCE AWARDS

The Annual Small Business Excellence Award Luncheon
Thursday, September 22, 2011

Nomination Deadline July 4, 2011

Submit your nominations online

LVChamber.com

CALL FOR NOMINATIONS!

Exclusive Sponsor:



We pay TOP \$\$\$\$ for your Scrap Metal!
 3 Vegas Valley Locations
 5850 N. Nellis Blvd / 5001 Copper Sage Ave
 and our newest location
 1701 Western Ave
 1-800-GOT-SCRAP



DUANE MORRIS
 IN LAS VEGAS:
 A full service law firm
 with local attorneys
 and global reach.

For more information, please contact:

DOMINICA C. ANDERSON
 Managing Partner
 Duane Morris LLP
 100 North City Parkway, Suite 1560
 Las Vegas, NV 89106
 P: 415.957.3179
 dcanderson@duanemorris.com

www.duanemorris.com

Duane Morris LLP - A Delaware limited liability partnership

The Payroll Advisor™

- The Payroll Advisor Resource Collection
- The Payroll Advisor Research Service
- The Payroll Advisor Expert Analysis

Vicki M. Lambert, CPP
 Founder & Director

Your Definitive Resource for Payroll Knowledge and Expertise

702.463.7603 • www.thepayrolladvisor.com

When you must have:

- Access to the Latest Information
- Accurate Research Without Undue Delay
- Authoritative Advice...Trust

OVER 500 DENTISTS IN THE LAS VEGAS AREA TO CHOOSE FROM

Business Owners...

Help Your Employees At No Cost To Yourself

AFFORDABLE DENTAL PLANS

\$14.95/Month Per Individual Plan | \$19.95/Month Per Household Plan

Fees Reduced From 20% - 80%

A Vision Plan, Chiropractor and Rx Drug Plan
 Included At No Additional Cost

Please Go To Our Website At:

www.mybenefitsplus.com/40728494

Or Call Mark At 702-204-7498



We make IT easy. We make IT work.
 We guarantee IT.



Technology with a human touch.

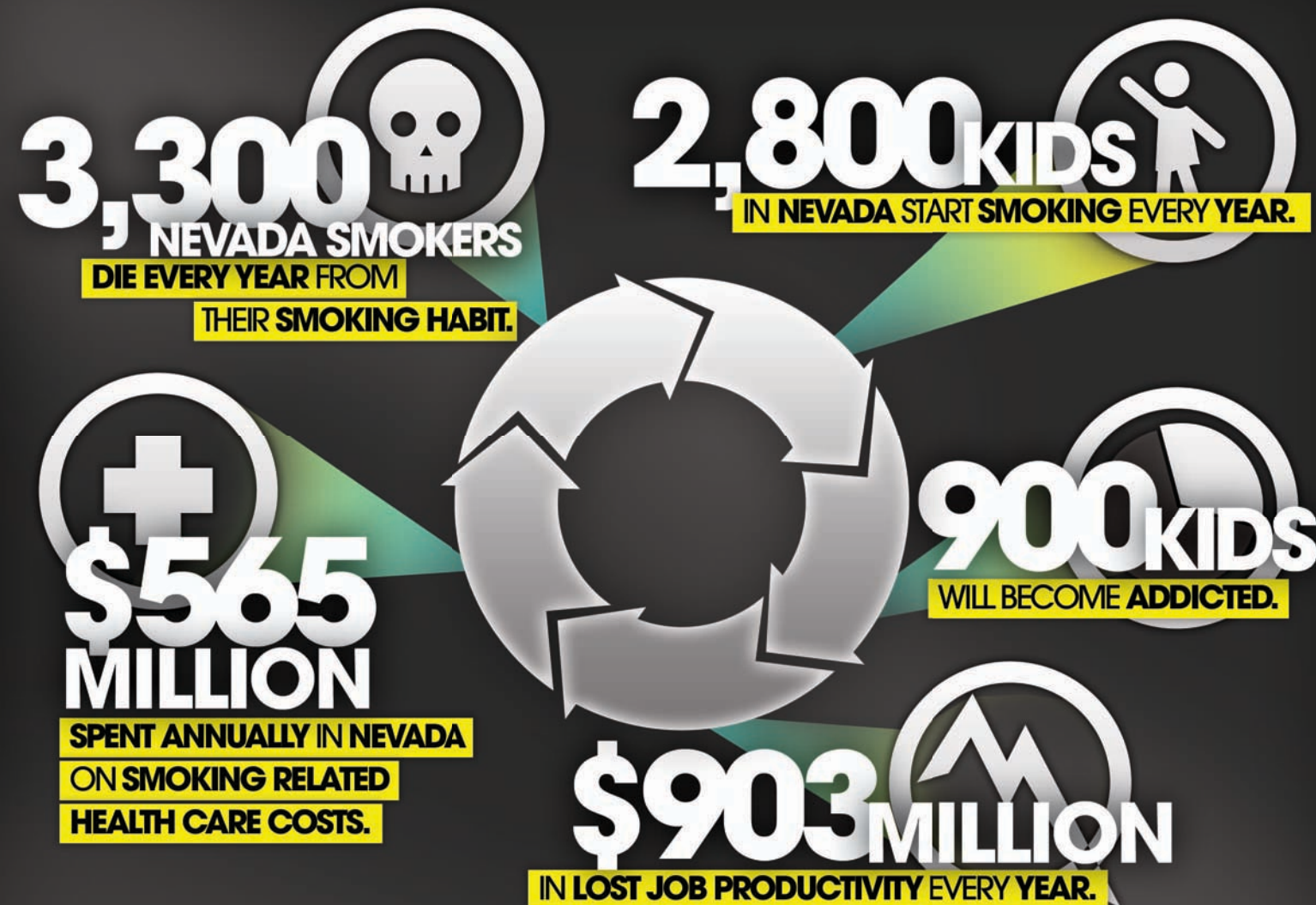
702.318.7700 • www.neteffect-it.com

spruce up for spring

are you looking to find a fresh, new space for your business? Let us Help You!

relocation expansion representation

Call 702.655.4115 today for a FREE consultation



STOP THE CYCLE

Each year, 2,800 kids in Nevada start smoking. 1/3 (900 of them) will become addicted. Adult smokers are more likely to miss work and retire early, which costs Nevada \$903 million in lost productivity a year. Smokers also contract diseases like lung cancer and emphysema, costing Nevadans \$565 million annually on smoking related health care. Ultimately, 3,300 Nevada smokers die per year as a result of smoking.

Next year, a fresh crop of 2,800 Nevada kids will start smoking and continue the cycle.

UNLESS WE STOP IT.

Is Smoking Worth It?

Ready to Quit Smoking?
 Call 1-800-Quit-Now for free help.

Learn more at
smokefreevegas.com

**DON'T
MISS
OUT!**

Business EXPO 2011

WORLD
MARKET
CENTER

JUNE 2011

Get your tickets today

Call 702.641.5822 or visit LVChamber.com

WEDNESDAY, JUNE 22

World Market Center Las Vegas

Noon — 5:00 p.m.

Experience the Art of Doing Business at Business Expo 2011

Tickets just \$10



#BizExpo

GOLD SPONSORS

CI&B Chamber Insurance
& Benefits, LLC

COX
Business*

**WELLS
FARGO**

UnitedHealthcare
Healing health care. Together.™

SILVER SPONSORS

**WORLD
MARKET
CENTER**
LAS VEGAS

verizon

SHOW PARTNER

GES
Global Experience Specialists

Las Vegas Chamber
of Commerce **100** YEARS



Drive Customers to Your Door with the
New Chamber Membership Rewards Card
Go to LVChamber.com

