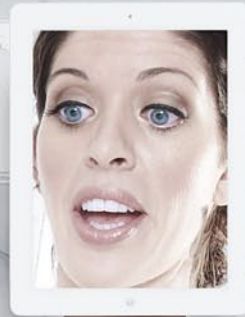
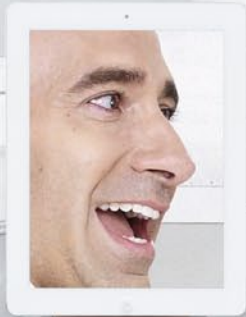


# BUSINESS VOICE

THE LAS VEGAS CHAMBER OF COMMERCE MAGAZINE | LVCHAMBER.COM | AUGUST 2011



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# { president's message }



**KRISTIN MCMILLAN**  
 President & CEO

I'm not often given to sports analogies, but I was inspired and thrilled by watching the U.S. Soccer team in the Women's World Cup, particularly the quarterfinal game against Brazil. It was spell binding – every time you thought the outcome was determined, suddenly the game shifted and eventually was determined by a penalty shoot out.

There were so many nail-biting moments in that game: the U.S. took an early lead, then lost momentum when a top Brazilian player was given a second chance to make a penalty kick (unfairly, in most U.S. spectators' eyes). To top it off, the U.S. team was forced to play the last 55 minutes down one player who was removed from the game in another questionable call. Despite the imbalance, Team USA scored within the last moments of the game to tie the score and won on penalty kicks.

The game was exhilarating and ran the emotional gamut, certainly marked with feelings of agitation about the questionable calls. Yet the match was a stellar demonstration of some of the world's best players competing at the top of their games, doing what they do best: adapting, regrouping and forging ahead.

As aptly stated by the Swedish-born coach for the American team, "It's about the American attitude and finding a way to win."

Much like our resilient soccer team one player down, Las Vegas possesses this same attitude and will to win. Over the past three years, we have dealt with the unpredictable, the crushing, the glimmers of hope, moments of despair, and yes, feelings that the situation we find ourselves in is fundamentally unfair.

The game did not turn out exactly how we would have wished, but we will live to play the next one, and will evolve and adapt. Because in sports, as in life, if you dwell on the past and do not envision the possibilities, you lose.

While optimism is not a panacea, we will not create a better future without it. And, in fact, we can point to many things that are happening upon which we can build a strong and vibrant next chapter.

Downtown Las Vegas is percolating. Under the encouragement, determination and leadership of Mayor Oscar Goodman, organic entrepreneurship now lives and breathes in the form of new bars, restaurants, and businesses popping up all over downtown. The core downtown area represents the roots of our city, and while it may have been perceived as deteriorating, it is once again laying groundwork for the future. This is something we can all embrace, a place to find inspiration and new energy.

Tourism and hospitality are regaining strength. While we are no means back to the way it was, we are forging ahead, attracting core customers and finding new audiences to nurture and grow.

And there are other glimmers of good news and economic growth. Clark County taxable sales continue their upward trend for eleven straight months. In addition, Nevada is now one of the fastest growing states for export growth in the U.S. Nevada's total exports increased by 17 percent this year compared to the same period in 2010.

As entrepreneurs, we never know what the game might bring, but we go into every match with determination, optimism and gusto. We give it our all, adapt to the unexpected, regroup when facing temporary setbacks, and forge ahead believing in the end we will win.

## what's inside // AUGUST 2011

04 Chamber News	14 {spotlights}	22 Member News	26 Keeping Clients
08 cover story	16 <EVENTS>	23 Anniversaries	29 best practices
12 CHAMBER CENTENNIAL	18 HEALTHCARE	24 Ribbon Cuttings	30 MEMBER INSIGHTS

Cover photo by  
 Francis + Francis  
 francisandfrancis.com

# U.S. Senator Harry Reid

## will speak at Aug. 31 Chamber luncheon



United States Senate Majority Leader Harry Reid will be the keynote speaker at the Las Vegas Chamber of Commerce Business Power Lunch on Wednesday, August 31. Senator Reid will share his insights on important federal legislation that affect the climate of the Southern Nevada business community, including economic development and diversification and other key initiatives aimed at building a more sustainable future.

The event will feature an in-depth Q & A session with Senator Reid. Chamber members will be invited to submit questions for the session via email prior to the luncheon. This Q & A gives Chamber members an exclusive opportunity to inquire about issues relevant to them. The event also provides members with access to one of the nation's leading policy makers.

### WEDNESDAY, AUGUST 31

Four Seasons Hotel

11:30 a.m. – 1:00 p.m.

**Cost:** \$50 for members, \$65 for non-members and \$70 for walk-ins

RSVP: 702.641.5822 or register online at [LVChamber.com](http://LVChamber.com)



## Brian McAnallen Joins Chamber as Vice President of Government Affairs



Brian McAnallen joins the Las Vegas Chamber of Commerce as Vice President of Government Affairs. McAnallen will work directly with the Chamber's Government Affairs Committee on advocacy and public policy issues.

McAnallen brings more than twenty years of experience working directly with city, state, and federal lawmakers, government agencies, and public affairs professionals. He most recently served as Director of Legislative Affairs for CenturyLink/Embarq, where he was the primary liaison at the Nevada State Capitol during the legislative session and worked closely to develop and implement strategies to advance the legislative agenda. He also has over thirteen years as a chief government affairs representative for a variety of organizations, including the Arizona Chamber of Commerce and the American Cancer Society.

"Brian brings a powerful 'know how' that will help promote the Chamber's legislative priorities on the local, state, and federal levels. He will be an effective advocate on behalf of our 6,000 members as the Chamber continues to protect the pro-business environment of our state, and support economic development and opportunities on behalf of our members," says Kristin McMillan, president and CEO for the Las Vegas Chamber of Commerce.

#### 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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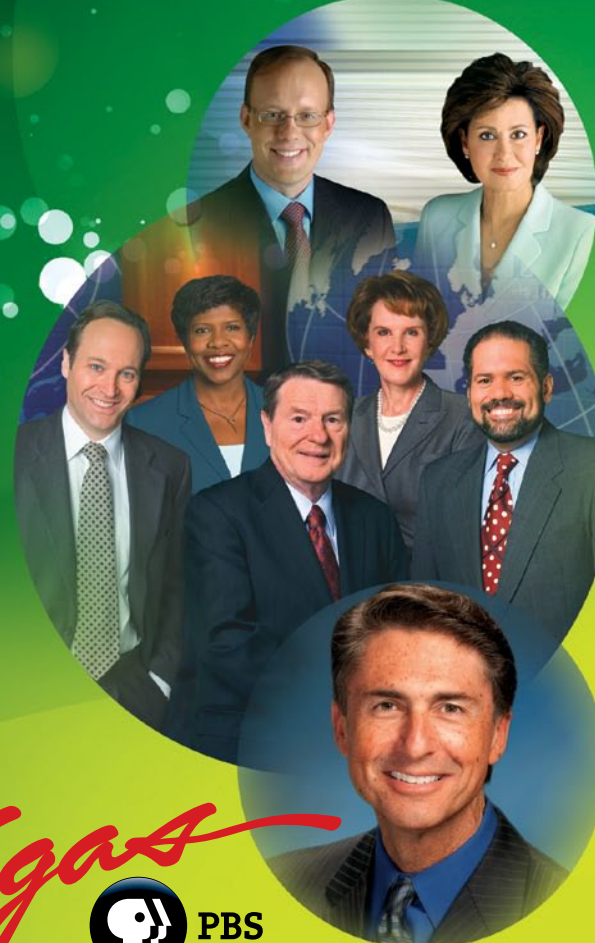
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# August 25 Networking Event goes green!

On Thursday, August 25, The HUB is going green by featuring a first look at the Chamber's newly upgraded Green Roots program. Attendees will learn more about free and affordable ways to green their businesses while saving money and becoming good corporate stewards.

Formerly known as the Member-to-Member Marketing Expo, this high-energy event combines a mini trade show with a networking mixer designed to help members develop new professional relationships while simultaneously promoting their company's products and services.

Chamber members are invited to purchase a table top display to showcase products and services at The HUB. Table top displays are only \$100 and are available exclusively to Chamber members. To learn more, call 702.641.5822.

**Date:** Thursday, August 25

**Time:** 4:00 - 6:00 p.m.

**Cost:** Complimentary to attend

\$100 for a table top display (members only)

**Location:** CenturyLink™ Conference Center at  
the Las Vegas Chamber of Commerce



## National Clean Energy Summit Returns to Vegas on August 30

The National Clean Energy Summit returns to Las Vegas on Tuesday, August 30 to focus on "The Future of Energy." This event convenes business executives, energy policy innovators, entrepreneurs, investors, and senior public officials, as well as students, media, and citizens, in an effort to speed adoption of responsible energy policy and make the United States more competitive in the global clean energy economy. This year's notable speakers include U.S. Senator Harry Reid, Secretary of Energy Steven Chu, Nevada Governor Brian Sandoval, and MGM Resorts International Chairman and CEO Jim Murren.

The National Clean Energy Summit is one of the country's most visible and influential gatherings of leaders and policymakers to shift towards a clean energy economy. The event will be held at Aria Resort & Casino at CityCenter. For more information or to register, visit [www.cleanenergysummit.org](http://www.cleanenergysummit.org).

## Chamber Remembers Past President **Mark Smith**

Former Las Vegas Chamber of Commerce Chamber President Mark Smith, 79, of Las Vegas, passed away on July 6. A 55-year resident of Nevada, Mark retired in 1996 as president of the Chamber. He had a long and dedicated history with the organization during his career, serving as the Chamber's chairman of the board in 1978. Mark is survived by his wife, Sharon, seven children, five grandchildren and one great grandchild.

*Chamber News continued on page 28*

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# COVER STORY



Photo by  
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Thanks to  
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Dillard's at Fashion Show Mall

Models: VYP Advisory Council members Gina Bongiovi, Alexia Vernon, Jessica Tomlinson, Jonathan Catalano, Melissa Skipworth and Will Paccione



# “TECH-ING” OVER BUSINESS

**iPhone, iPad, Android, Blackberry, Facebook, LinkedIn, Skype, Twitter, Google+, YouTube, Four Square, Flickr, Tumblr, Angry Birds, apps, apps, and more apps!**

The zeitgeist of all tech, all the time is changing the dynamics of business. With so many options in constant upgrading motion, it is hard to keep up, let alone understand how to incorporate these new tools into trade. For most of us, the reaction is: “that’s cool – now what?” We may be able to adopt these new and increasingly user-friendly tools but we lack the innate ability to naturally incorporate new devices into our daily grind. We have to think about it, much like a second language that one can master, but which will never be inherent.

For Generation Y, those born between 1982-2000 who have entered the workforce and are quickly redefining the rules, technology isn’t a choice – it is already a natural part of them. For them, there was no “before the computer”, “before the Web”, “before Google”. The Internet wasn’t invented – it existed. Steve Jobs and Bill Gates did not change the world --- they created the world into which Gen Y was born. And as a result, the tools of technology are a natural part of them and how they interact in the world.

Just as comfortable with the personal as the technical, they seamlessly transition between talking, texting and Tweeting – conducting multiple conversations in a variety of languages, like a seasoned diplomat at the United Nations.

This generation – 78 million strong – is shifting the dynamics of how business is conducted and gets done. They reside in a borderless digital world, and have an entrepreneurial, can-do spirit that is wired for finding solutions to move forward. And as technology quickly adapts to accommodate their appetite for the latest innovation, it has brought the rest of us along and changed how the world interacts personally and professionally.

According to a report by Oracle Financial Services, “... while Generation Y may be the pioneers in the use of social networking, people of other ages have been quick to follow. That makes Generation Y even more important because they are shaping how business will be done tomorrow.”

While there may be a tendency to see a gap between the Millennials and previous generations, it is a divide that is easily bridged, and in fact, offers a multitude of opportunities for businesses.

Engaging Gen Y employees can give a business a strategic advantage by incorporating new technology and understanding how best to utilize it in the marketplace. Gen Y employees can take the mystic out of tech tools, most of which have become user friendly, and elevate the entire team to a tech-embracing level.

*continued* ►





Their multi-faceted thinking and ability to synthesize information can give a business new perspective and innovative approach. They are solution driven – just think about the proliferation of apps to solve any problems imaginable. This is a can-do generation that wants to engage with the team and make an impact.

While technical adeptness is a hallmark of this emerging generation, building personal relationships is equally important. According to a new book by father-son duo Thom and Jess Rainer, *The Millennials*, family relationships are extremely important to Generation Y, and they look at technology as a means of keeping connected to family and friends.

Millennials are also seeking better work-life balance and see work as a means of accessing the resources that will elevate their life experiences. While this may seem like a mercenary approach to career that comes with lack of loyalty or commitment, it is a myopic interpretation. It is about expanding and moving forward – work for life's sake.

To Gen Y, life is not segmented - everything is interconnected: work, friends and family. The boundaries between the three don't exist, and as a result, they extend the reach of professional relationships beyond the borders of the office to other areas of their lives.

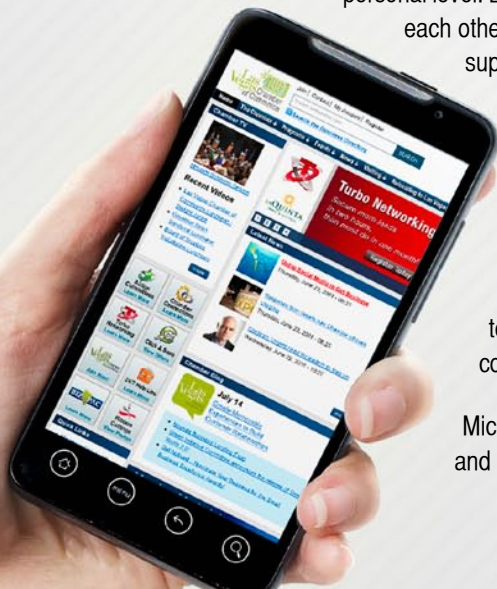
Local young professionals are finding one of the most valuable ways to build connections is through Vegas Young Professionals. VYP, created by the Las Vegas Chamber of Commerce to engage this next generation of business people, represents the already emerging shift in business dynamics. With more than 500 members, VYP has become the organization that combines personal connections with technology as the basis of networking and forming productive business relationships.

Will Paccione, current president of the VYP Advisory Council, joined the organization four years ago when he launched his company, WSI, which promotes Internet solutions for small and medium-sized businesses. Paccione says he was initially attracted to VYP for the prospect it provided to build relationships that he hoped would turn into business opportunities.

"I personally do business with people who I know and trust, and I believe VYP has a comfortable culture that gets people involved in meeting others so everyone can find those valuable business connections," says Paccione.

Paccione echoes a sentiment shared by many professionals in VYP's 21-39 year old demographic – that of the importance of establishing personal ties with individuals before trying to develop business connections. Paccione cites several professional relationships that started through VYP.

"People who meet through VYP do business with one another. It doesn't happen overnight. It takes some time to get to know people on a personal level. But they become strong relationships that have definitely cultivated business for me. We help each other, refer each other – it is a community of professionals who have personal connections and support each other," says Paccione.



While VYP gives young professionals the opportunity to meet and get to know each other in face-to-face settings, communicating through technology is important to building and solidifying relationships.

Technological advances have shaped the way many VYP-aged business leaders engage in commerce. The most savvy among this demographic both embrace the advantages of technology while acknowledging the need to remain connected in more traditional ways, combining "high tech" with "high touch".

Michael Iglinski Jr., director of business development at Stovall & Associates – Attorneys at Law and VYP Advisory Council member, finds social networking a powerful form of communication.

"All professionals today should realize that each of us needs to consistently strive to become more effective as communicators. Exploiting useful technologies can help someone communicate at the highest levels," says Iglinski. "Obviously, our future business norms will be shaped by technological advances, but it's hard to imagine face-to-face interaction ever being trumped as the preferred medium with decision makers."

"My cell phone is my portable office," says Alexia Vernon, leadership and Millennial coach trainer and speaker and owner of Catalyst For Action, and VYP Advisory Council member. During a 'typical' day, I start by speaking at a company or association breakfast, head to Town Square to lunch with a prospective client, and coach on my headset from the Chamber before heading to a dinner event downtown. Its vital that I use my phone to post updates and inspiring quotes on Facebook and Twitter, respond to email and make calls irrespective of where I am."

Gina Bongiovi, VYP Advisory Council member and owner of the Bongiovi Law Firm, uses both her iPad and smart phone to keep her connected to clients as well as allow her to use social media to promote her numerous legal advice blog posts.

*"Staying connected and utilizing multiple channels to communicate is essential to the vitality of your business brand," says Bongiovi. "Personal relationships are the core ingredient, but social media can help solidify relationships and showcase your expertise. Currently, it is a nice add-on, but we are quickly moving into an age where it is business as usual."*

Along with networking among peers, Gen Y values intergenerational business relationships. A recent focus group of VYP members revealed that interacting with more established business people was important to them, and they were seeking avenues to cross connect. While they feel they have a lot to contribute, they want to be mentored, as well.

VYP gives members opportunities to build cross-generational relationships. Bigwig Lunch Times, or BLTs, give VYP members the opportunity to hear first-hand from a notable successful professional and learn how she or he built their career. In addition, periodic joint mixers give VYP and Chamber members a venue to connect.

"Through VYP, I've been able to build solid relationships with Chamber members, and use these connections to not only help my business, but also grow professionally," says Jonathan Catalano of Realty Executives and VYP Advisory Council member.

The Millennial generation represents a paramount shift in business, in culture, in communication. There is no turning back. For this generation and all that follow, traditional borders that have shaped the world have faded, replaced with global interconnectivity that is full of promise and endless possibilities. ■

## WHITE HOT AND OVER THE TOP!

Vegas Young Professionals will host its annual White Hot Fusion Mixer on August 18 in ghostbar at Palms Casino Resort. This year's theme is, "White Hot and Over the Top," and attendees are encouraged to wear their cool summer whites, network with young professionals from across the valley, and take in the dynamic VYP experience!

The community partner for this year's White Hot is Boys & Girls Clubs of Las Vegas and Henderson. They will be collecting school supplies and cash donations at the event. All cash donations will be matched dollar-for-dollar by Sam's Club. White Hot Fusion Mixer is open to all young professionals between the ages of 21-39.

White Hot Fusion Mixer

Date: Thursday, August 18

Time: 7:00 – 10:00 p.m.

Location: ghostbar @ Palms Casino Resort

Cost: \$10 in advance; \$15 at the door

RSVP: VegasYP.com or 702.586.3833

## VYP turning up the heat in 2011-2012

If you think VYP is hot today, just wait until you see what's on the horizon! During the next several months, VYP will re-introduce updated versions of its popular Big Wig Lunch Time, Business 101 and Excursions. These activities provide members with a unique opportunity to meet industry leaders, stay up-to-date with new business practices and learn how local businesses operate on a daily basis. To stay in the loop, visit VegasYP.com.



# 1980s

*Chamber at forefront of unprecedented economic growth*

The 1980s brought with it a boom in all areas of business development in Las Vegas: gaming; construction; conventions; events; and housing in particular.

And the Las Vegas Chamber of Commerce continued to take the lead in promoting a strong local economy and advocating for business. Clark County's population stood at just over 463,000 in 1980, and would grow to 800,000 by the decade's end. The population explosion can be attributed to the city's growing business base and its favorable tax climate. Nevada became the fastest-growing state in the mid-1980s, a title it would hold for more than a decade. The city was considered Nirvana for business as thousands of new residents flocked to Southern Nevada each month from all across the country.

The 1983 creation of Las Vegas Events with the support of the Las Vegas Chamber of Commerce and local convention officials ushered in a new era that would diversify event offerings, from beauty pageants and car racing to rodeos and sporting tournaments. The business community began to expand as more companies began to relocate to Nevada, and the resulting need for housing and commercial services increased development and employment opportunities in numerous sectors.

Business parks opened across the valley and master planned communities sprang up to house all of the new employees and families relocating to the area. The Howard Hughes Corporation and American Nevada Company entered the market as innovative development giants. People such as Steve Wynn shifted the marketplace to attract more

luxury consumers as gaming took a turn toward the elegant, a precursor to what would become an age of mega resort development in the 1990s.

The introduction of so many commercial and residential development projects bolstered Southern Nevada's financial services industries in the 1980s. Big box retailers entered the fray and Nevada's reputation for being a tax-friendly state began to spread.

During this pivotal point in Nevada's history, the Las Vegas Chamber of Commerce stepped up its role as a voice for business, representing the business community at the local, state and federal legislative levels to advocate on behalf of pro-business policies. The Chamber began to introduce innovative new business education and professional development programs for members and to educate the community about the benefits of maintaining a tax-friendly





environment to sustain a strong local economy. The Chamber's government affairs efforts expanded as well, with the Chamber carefully interviewing and selecting political candidates for endorsement and sending lobbyists to the state legislature to ensure a voice for business was represented.

Thanks in large part to the efforts of the Chamber and other state business organizations, Las Vegas started a run of accolades related to its business climate during the 1980s. Las Vegas was regularly

ranked in top spots by leading national publications for its business and tax policies, entrepreneurial atmosphere and quality of life. The city became viewed by many as an island unto itself where prosperity flourished.

Convention travel also increased in Las Vegas during the 1980s thanks to ongoing promotion by local business leaders. Visitors to Las Vegas totaled 18.2 million by the late 1980s.

When New Jersey introduced legalized gaming in 1978, there was a momentary

concern that Las Vegas' leading industry would be negatively affected. The Gulf War also impacted the tourism industry at the end of the 1980s with unemployment rising slightly and state revenues dipping. However Las Vegas was able to weather those national economic threats.

The growth and diversification of the 1980s would set the stage for what would become an even more profitable decade, the 1990s. <sup>LV</sup>

*Photos courtesy of the Las Vegas News Bureau*

## Chamber Centennial Celebration Announced!



Join the Las Vegas Chamber of Commerce on Friday, October 21, for our 100th anniversary celebration! This exciting event will take place at the chic Palms Resort & Casino and will feature music and entertainment and will pay tribute to the different eras of Las Vegas' history in the last century. Take part in this remarkable landmark event celebrating the dynamic and visionary entrepreneurs who shaped Las Vegas over the past 100 years.

More on the Chamber's official centennial celebration will follow in the September and October issues of the Business Voice and through invitations and email. Mark your calendars now for Friday, October 21, from 5:30 – 8:30 p.m. and be there as we celebrate the Las Vegas Chamber of Commerce commitment to the Southern Nevada business community and look towards our next hundred years.

Tickets on sale now at [lvchamber.com](http://lvchamber.com) or by calling 702.641.5822

# { president's club }



**DON CHANG**  
CEO  
Forever 21, Inc.

- Q** What do you see ahead for your company in 5 years? *In the global retail market, Forever 21 is not even 0.1%. We will continue to challenge ourselves with our sight on the remaining 99.9%.*
- Q** What is your management philosophy? *I can be fearless. I am willing to take risks, and be flexible enough to make changes when necessary.*
- Q** What is your favorite quote? *Proverbs 27:7 He who is full loathes honey, but to the hungry even what is bitter tastes sweet.*
- Q** What are your hobbies? *I love competitive sports; I actually play racquetball every morning and have the scars to prove it!*

- Q** Best piece of business advice you have been given? *Take it personal. It is your business and you should care about it. If you teach everyone to care about the business on a personal level, the greater the care is for the mission.*
- Q** What is your unofficial job title? *Job titles are all unofficial. I tell my team we are responsible to each other every day, so the title is not what matters.*
- Q** What is your favorite quote? *The turtle wins the race and its chess not checkers. I am a strategic thinker and it seems too often people hurry without thinking or planning.*



**DEBORAH KRAUSE**  
CEO  
A5Group

- Q** What are your hobbies? *Any time with my husband David and our son Aiden is my passion. Aiden is the great equalizer to reminding us to enjoy life, and the beach doesn't hurt. I'm still trying to master the art of the sand castle.*



**PAUL LARSEN**  
Shareholder  
Lionel Sawyer & Collins

- Q** What distinguishes your company from its competitors? *Lionel Sawyer & Collins has been around Las Vegas and Nevada since Sam Lionel and his partners started the firm more than 45 years ago. The firm has had a hand in creating Las Vegas and shaping its history.*
- Q** Definition of customer service? *Our job is to solve clients' problems; "customer service" is provided by giving the client options rather than simply reciting the law.*

**Q** Who do you follow on Twitter? *I follow various mainstream news services, like the New York Times, the LA Times, the Washington Post, and The Economist, in addition to ones like Smallwars, Fareed Zakaria, Slate and the Daily Beast. I also follow various political columnists. My guilty pleasure is The Onion.*

- Q** What is your favorite escape? *Coronado, California. I love the beach and the quiet pace there.*
- Q** What was your first job? *When I was a kid growing up in Oregon, my brothers and I grew potatoes and sold them at a roadside stand.*

## { new members }

### executive level

Geo Response  
David St. Germain

The Kelley Company  
Kara Kelley

Ballard Spahr, LLP  
Stanley Parry

# { executive level }



**STEVE JOHNSON**  
Branch Manager  
Raymond James  
Financial Services, Inc.

**Q** Best piece of business advice? *Work like no one will work for the first 10 years of your career and you will be able to live like no one can live for the rest of your career.*

**Q** What is your company's value proposition? *Let's just say we look both ways before we look both ways. When it comes to your money, we believe there is no substitute for a carefully considered, passionately disciplined investment approach.*

**Q** What is your unofficial job title? *First Bank of Dad*



**ROBERT SEGURA**  
Director of Sales  
Quality Towing

**Q** What distinguishes your company from its competitors? *Our new motto for this year is "Redefining The Towing Experience." We attempt to be polished, groomed, uniformed, honest, pleasant, and to really care about each customer we service.*

**Q** What is your management philosophy? *I look at each employer-employee relationship as a banking scenario. It involves opening an account, making deposits, building credit and relationships and then being able to withdraw or take a loan when necessary.*

**Q** Who/what is your inspiration? *My family. I am the sole support for my daughters and my mom. They need me and I need them. Your family will be there for you until the last day, not everyone else will be. I never forget it!!!*



**GREG TWEDT**  
Chairman  
SCORE 243,  
Southern Nevada

**Q** What is your management philosophy? *Being successful in business has as much to do with the people you hire as it does with you. Hire the best people you can find. Even if they cost a little more, it pays. You often can accomplish more with a few dedicated and talented people than a dozen mediocre ones.*

**Q** What is your hometown? *I was born and raised in Sioux Falls, SD. It was a great place to be a kid in the 50s and 60s.*

**Q** What was your first job? *Within a few hours of wrecking my motorcycle, I got a job as a busboy in my uncle's fine dining establishment. I knew my dad would be quite upset with me so I took a preemptive measure and got a job.*



**ROBERT MARICICH**  
President & Chief  
Executive Officer  
World Market Center

**Q** What do you see ahead for your company in 5 years? *We actually are a new company. IMC was formed in May to purchase the assets of World Market Center Las Vegas and 15 buildings in High Point, NC. I see us becoming the largest business-to-business trade platform for the Furniture, Gift and Home Decor industries in the western hemisphere*

**Q** What is your management philosophy? *Develop and clearly communicate a compelling strategy that highlights differentiation. Then put together the best, performance oriented team that is incentivized to win.*

**Q** What is your favorite escape? *Fly fishing. If I am on the water with a fly rod, I am in heaven!*



**DAVID SANDERS**  
Attorney  
The Hopp Law  
Firm, LLC

**Q** Best piece of business advice? *My grandfather ran a successful tractor and farm equipment dealership in rural Utah for decades. He told me the key to success was to treat each customer like they were the most important client regardless of their background.*

**Q** What was your first job? *I taught rowing, canoeing and astronomy merit badges at a Boy Scout camp when I was 14.*

**Q** What are your hobbies? *Jazz music, playing the guitar badly, running, spending time with my family and LA Dodgers baseball.*



**KELLY YOUNG**  
Divisional Vice President  
AppleOne  
Employment Services

**Q** What distinguishes your company from its competitors? *Our philosophy that "the candidate is the center of the universe." From the day each career seeker contacts us, to the day we place them in a position where they can contribute, grow and ultimately succeed, we truly strive to create a positive experience for our candidates.*

**Q** What was the last book you read? *"A Thousand Splendid Suns" by Khaled Hosseini. I read the ending twice - LOVED IT!*

**Q** What is your favorite thing about Vegas? *You can get as MUCH of Vegas or as LITTLE of Vegas as you want. Exciting City.*

## <EVENTS>

# AUGUST

### 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

## 2 TUESDAY

### CHAMBER UNIVERSITY:

#### LinkedIn 101

*Presented by Brian Rice*  
LinkedIn is one of the most widely-used tools for social networking. Harness the power of online networking and connect with fellow business professionals via LinkedIn. In this class, you will learn how to create a profile that stands out and maximizes your marketing and networking potential.

**5:30 - 7:00 p.m. Workshop**  
**Las Vegas Chamber of Commerce\***

\$20 per session.

Chamber members only.

## 2 TUESDAY

### SIMPLE STEPS TO STARTING YOUR OWN BUSINESS 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.

**6:00 - 9:00 p.m.**

**Las Vegas Chamber of Commerce**

Participants must have attended Financial Projections Part 1 in order to attend Financial Projections Part 2

**SCORE**  
Counselors to America's Small Business

## 3 WEDNESDAY

### FREE SCORE COUNSELING

SCORE counselors will provide FREE one-on-one help sessions exclusively for Chamber members to help assess your business concerns and provide you with the advice, tools and resources you need.

**1:00, 2:00, 3:00 & 4:00 p.m.**

**One member per time slot.**

**Las Vegas Chamber of Commerce**

Complimentary.

Chamber members only.

**SCORE**  
Counselors to America's Small Business

## 3 WEDNESDAY

### CHAMBER CONNECTIONS

This Chamber Connections networking club is an established dedicated leads group made up of professionals from a variety of industries. Limited openings; please call for availability.

**5:30 - 7:00 p.m.**

**Las Vegas Chamber of Commerce**

\$120 every six months.

Chamber members only.

## 9 TUESDAY

### CHAMBER UNIVERSITY:

#### BUILDING YOUR SOCIAL MEDIA STRATEGY

*Presented by Flip Wright*

Develop a social media marketing plan for your company with the tips and practices presented in this workshop.

**5:30 - 7:00 p.m. Workshop**

**Las Vegas Chamber of Commerce\***

\$20 per session.

Chamber members only.

## 9 TUESDAY

### SIMPLE STEPS TO STARTING YOUR OWN BUSINESS 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.

**6:00 - 9:00 p.m.**

**Las Vegas Chamber of Commerce**

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

**SCORE**  
Counselors to America's Small Business

## 10 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.

## 16 TUESDAY

### FREE LEGAL SOLUTIONS

Attorneys from Holland & Hart will provide legal counseling to Chamber members on commercial business transactions, employment matters, contract law, litigation, intellectual property law, bankruptcy and tax, among other areas.

**Appointment times:**

**6:00 - 6:50 p.m.**

**7:00 - 7:50 p.m.**

**Two members per time slot.**

**Las Vegas Chamber of Commerce**

Complimentary. Chamber members only. Advanced registration required.

**HOLLAND & HART**

## 17 WEDNESDAY

### FREE SCORE COUNSELING

SCORE counselors will provide FREE one-on-one help sessions exclusively for Chamber members to help assess your business concerns and provide you with the advice, tools and resources you need.

**9:00, 10:00, & 11:00 a.m.**

**One member per time slot.**

**Las Vegas Chamber of Commerce**

Complimentary.

Chamber members only.

**SCORE**  
Counselors to America's Small Business



**17 WEDNESDAY**  
**CHAMBER CONNECTIONS**  
 See August 3 for details.

**23 TUESDAY**  
**NEW MEMBER BREAKFAST**  
 Start your new Chamber membership off right at this exclusive event for all new members of the Chamber. Each participant will have the opportunity to introduce themselves and their business and network in a friendly and upbeat atmosphere. Bring plenty of business cards.  
**7:00 - 7:30 a.m. Registration & networking**  
**7:30 - 9:00 a.m. Program**  
**Las Vegas Chamber of Commerce\***  
 By invitation only. Complimentary. Hosted by the Las Vegas Chamber of Commerce Prospectors

**Office DEPOT**  
 Chamber Insurance & Benefits, LLC

**24 WEDNESDAY**  
**CHAMBER VOICES TOASTMASTERS**  
 See August 10 for details.

**25 THURSDAY**  
**THE HUB: WHERE NETWORKING AND MARKETING MEET**  
 Take advantage of this exceptional opportunity to learn more about how the Chamber works for you! In addition this month will feature a first look at the Chamber's newly upgraded Green Roots program. Members are able to showcase their products & services to other members via table-top displays.  
**4:00 - 6:00 p.m.**  
**Las Vegas Chamber of Commerce\***  
 Complimentary. \$100 for Table Tops.

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**Office DEPOT**

verizon

Chamber Insurance & Benefits, LLC

**31 WEDNESDAY**  
**BUSINESS POWER LUNCH FEATURING U.S. SENATOR HARRY REID**  
 United States Senate Majority Leader Harry Reid is the keynote speaker at the August Business Power Lunch. Senator Reid will share his insights on important legislation that affect business, economic diversification and our community.

**11:30 a.m. - 12:00 p.m. Registration**  
**12:00 - 1:00 p.m. Program**  
**The Four Seasons**  
**3960 Las Vegas Blvd. S., 89119**  
 \$50 for members, \$65 for non-members, \$70 for walk-ins

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**MARK YOUR CALENDAR**

**FRIDAY, OCTOBER 21**

Join the Las Vegas Chamber of Commerce as we celebrate 100 years in the Las Vegas business community. Mingle, make new connections, and enjoy a variety of entertainment, great food, and fun libations.

**5:30 - 8:30 p.m.**  
**The Palms Casino Resort**  
**\$50 per person**

Las Vegas Chamber of Commerce 100



**< EVENTS >**  
**AUGUST**

TO RSVP FOR VYP EVENTS, VISIT **VegasYP.COM**

**2 TUESDAY**  
**VYP MORNING BUZZ**  
 Vegas Young Professionals Advisory Council members and Ambassadors will be on hand to answer questions for anyone interested in learning more about VYP, the Valley's largest business organization for young professionals. Hot coffee and a delicious light breakfast will be served.  
**7:30 - 9:00 a.m.**  
**Las Vegas Chamber of Commerce**  
 Complimentary  
 702.735.2196 or VegasYP.com

**8 MONDAY**  
**VEGAS YOUNG PROFESSIONALS TOASTMASTERS: STRIP VIEW SPEAKERS**  
 The VYP Toastmasters group is for all VYP members to aid in the development of speaking, presentation and leadership skills.  
**5:30 - 6:00 p.m. Registration & networking**  
**6:00 - 7:00 p.m. Meeting**  
**The Platinum Hotel**  
**211 E. Flamingo Rd., 89169**  
 \$60 to join, \$36 every six months  
 702.735.2196 or VegasYP.com



**18 THURSDAY**  
**VYP WHITE HOT & OVER THE TOP**  
 We're turning up the temperature on the networking event of the year. Wear your cool summer whites and enjoy the party with a business networking twist! This fantastic opportunity for current VYP members to celebrate 2011 and for potential new members to see what VYP is all about! Our community partner is the Boys & Girls Club of Las Vegas and Henderson. We ask that you bring school supplies to donate to children throughout the Valley. Open to all young professionals between the ages of 21-39.  
**7:00 - 10:00 p.m.**  
**ghostbar at Palms Casino Resort, 4321 W. Flamingo Rd., 89103**  
 \$10 for VYP members and non-members in advance  
 \$15 At the Door  
 702.735.2196 or VegasYP.com

PALMS



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LAS VEGAS WEEKLY

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**22 MONDAY**  
**VEGAS YOUNG PROFESSIONALS TOASTMASTERS: STRIP VIEW SPEAKERS**  
 See August 8 for details.

# FEDERAL TAX CREDITS

help small businesses provide health insurance coverage

**W**hen you are able to offer your employees health insurance coverage, you automatically gain a recruiting, retention and productivity edge over your competitors who don't offer coverage. Now, you can receive tax credits to help off-set the costs of extending this important employee benefit.

Small business owners may be eligible to benefit from certain tax credits such as the Small Business Health Care Tax Credit. These credits are now being offered in several phases, and it is estimated that 30,000 Nevada small businesses will be eligible for tax credits for premiums paid for employees they provide with qualified health insurance plans.

Here is how Nevada's eligible small businesses can access these tax credits offered by the Patient Protection and Affordable Care Act. The following eligibility information, criteria guidelines and qualifications are based on information currently provided by the IRS:

## What is the maximum credit for a qualified employer?

Through 2013, the maximum credit is 35 percent of the employer's premium expenses.

## What is the maximum credit for a tax-exempt qualified employer?

The maximum credit for a tax-exempt qualified employer is 25 percent of the employer's premium expenses. The amount of the credit cannot exceed the total amount of income and Medicare tax the employer is required to withhold from employees' wages and the employer's share of Medicare tax on employees' wages.

## Who is eligible?

"Qualified employers" that provide health care coverage to their employees are eligible for the credit. A qualified employer is a small business that has fewer than 25 full-time equivalent employees for the tax year and average annual individual

employee wages of less than \$50,000. The employer must also pay its insurance premiums through a "qualifying arrangement" in which the employer pays premiums for each employee enrolled in employer-paid health care coverage in an amount totaling no less than 50 percent of the premium cost of the coverage.

## Is any tax credit available for businesses considered "non-qualified" employers?

Yes. The amount of tax credit available is based on a calculation of full-time employees and the amount of insurance premiums covered by the employer.

## If a business owner is a sole proprietor, does he or she count as an "employee" of the business for purposes of qualifying for the tax credit?

No. A sole proprietor, a partner in a partnership, a shareholder owning more than two percent of an S corporation and any owner of more than five percent of other businesses are not considered employees for purposes of the credit.

## What about family members who work for the business?

No. Family members who are part of a business owner's household are not considered employees for purposes of the credit. A family member is defined as a child, grandchild, sibling or step-sibling, parent or step-parent, a niece or nephew, aunt, uncle or in-law. In addition, spouses of certain business owners are not considered employees for purposes of the credit.

## What expenses are counted in calculating the credit?

Premiums paid by the employer under its qualifying arrangement are used to calculate the credit. If an employer offers more than one type of coverage, it must separately satisfy the requirements

*continued on page 20*

# Your Business Can Be Greener Than You Think

Learn how you can make energy decisions that are *Smarter Greener Better* for you, your business, and the environment.

Please visit us at [www.swgas.com/efficiency/nv](http://www.swgas.com/efficiency/nv) or call 1-800-654-2765 to obtain equipment eligibility and rebate application information.

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### REBATES

50% up to \$2,500

## Commercial Energy Audit

Rebates are available to industrial or large commercial customers in Nevada using at least 15,000 therms of natural gas a month.

### REBATES

50% up to \$5,000



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smarter > greener > better™

for a qualifying arrangement with respect to each type of coverage offered. If an employer pays only a portion of premiums, only that amount is used in determining the tax credit.

## How are employer contributions to a multi-employer plan treated for purposes of the credit?

Contributions by an employer to a multi-employer plan are eligible for the tax credit, though 100 percent of the cost of coverage for all employees must be paid from employer contributions and not by employees

## How is eligibility for the credit determined if an employer is a member of a controlled group or an affiliated service group?

Businesses with the same owners are treated as a single employer for purposes of the credit.

## Can premiums paid by the employer in 2010, before the new health reform legislation was enacted, be counted in calculating the credit?

Yes. In computing the credit for a tax year beginning in 2010, employers may count all qualified premiums for that tax year.

## Do state tax credits or subsidies impact federal tax credit eligibility?

The effect these credits and subsidies have on the amount of an employer's federal health care tax credit depends on whether the direct recipient of the state payment is the employer or the employer's insurance company. If an employer is entitled to a state tax credit or a premium subsidy that is paid directly to the employer, the premium payment made by the employer is not reduced.


## Does taking the credit affect an employer's deduction for health insurance premiums?

Yes. The amount of premiums that can be deducted is reduced by the amount of the credit.

## How to Claim the Small Business Health Care Tax Credit:

An employer claims the credit on its annual income tax return with a Form 8941 showing the calculation of the

credit. A tax-exempt employer claims the refundable credit by filing a Form 990-T with an attached Form 8941 showing the calculation of the claimed credit. An employer can also use the small business health care tax credit to offset its alternative minimum tax liability, and the credit can also be reflected in determining estimated tax payments for a year.

To learn more about these tax credits, please visit [IRS.gov](http://IRS.gov) for the most current information. 

## The Chamber provides affordable health care coverage for small businesses

Affordable health insurance is one of the most talked-about business issues today. As a member of the Las Vegas Chamber of Commerce, you can take advantage of collective buying power through the Chamber's Group Health Discount Plan. The Chamber's insurance benefits program makes it easy for your company to enjoy affordable premiums with excellent coverage.

Chamber Insurance and Benefits, LLC oversees the Las Vegas Chamber of Commerce Group Health Benefits Program (Chamber Health Plan.) The health plan, offered through Health Plan of Nevada and Sierra Health and Life Insurance Co., is exclusive to Chamber members and gives small business the bargaining power of large business.

### Features of the plan include:

- Chamber member insurance agents and brokers are available to assist with your insurance requirements
- Competitive coverage options for you and your employees
- Coverage for businesses with 2 to 50 full time employees
- HMO, POS, PPO and HAS options
- Dental, vision and group life options
- Eligible employees include all active employees who work at least 30 hours per week
- Coverage is available to dependent spouses and children up to age 26 and handicapped children

To learn more, visit [chamberib.com](http://chamberib.com) or call 702.586-3889.

# PHOTOGRAPHY

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

## Coming Events

**Trifecta Gallery** will host SAFEWALLS, an international visual arts project curated by Cirque du Soleil, August 4-26. The exhibit will feature international street artists and lowbrow painters interpreting classical circus posters using Cirque du Soleil shows as the subject. [Trifectagallery.com](http://Trifectagallery.com).

**NetEffect** will present "Cyber Security: Is Your Business at Risk?" that will discuss network security and cyber liability issues. The event is on August 8 at noon at Lawry's, and on August 11 from 8:00 – 9:30 a.m. at Opportunity Village. Go to [cfma.org](http://cfma.org) for more information.

## Community Service

**The Glenn Group** raised more than \$2,500 for Three Square and the Food Bank of Northern Nevada by holding a campaign to auction off "Winning" t-shirts for charity.

**Girl Scouts of Southern Nevada** hosted a two-day workshop where girls were challenged to learn about the music industry to earn their Making Music and Music Fan badges.

The Commercial Alliance Las Vegas, a division of the **Greater Las Vegas Association of REALTORS**, partnered with **UNLV's Lied Institute for Real Estate Studies** to create an ongoing internship program.

## Congratulations

Jubilee!, the classic Vegas showgirl review at **Bally's Las Vegas**, celebrated its 30th anniversary.

Nina J. Gallagher, CPA, MST, of **Tompkins & Peters CPAs**, was elected president of the Nevada Society of Certified Public Accountants.

**UnitedHealthcare** ranked highest in employer satisfaction among the nation's self-insured commercial health plans, according to J.D. Power & Associates 2011 Employer Health Insurance Plan Study.

**Answer Plus of Las Vegas** was honored with the ATSI 2011 Award of Excellence presented by the Association of TeleServices International.

**Large Vision Business Network Mixer** celebrated its 5th Year Anniversary at the Suncoast Hotel & Casino by honoring businesses that have supported the event.

Terry A. Tobias, staff consultant for **Innovative IT, LLC**, received the Certification in Risk and Information System Controls.

## Announcements

Ryan Foytik was named social media coordinator for **Nevada State Bank**, and will be responsible for growing Nevada State Bank's presence on platforms such as Facebook and Twitter.

**Grubb & Elis** Company promoted Jeffrey A. Barton, Richard W. Luciani and Elizabeth Moore to vice president.

**Nathan Adelson Hospice** promoted Pamela Cate to advanced nursing practice manager to will oversee the direction, coordination and supervision of nurse practitioners.

**City National Bank** hired Michele Jadotte as vice president and branch manager of its Green Valley banking office.

**Colliers International** hired Sheryn Briesse as its new senior portfolio manager and Stephany Miller as administrative assistant.

**The Social Network Magazine** declared Nevada "The Social Network Capital of the World" in testimony before the Nevada State Senate.

## Wheeling/Dealing

**Burke Construction Group** formed its new Special Projects and Tenant Improvement Division to provide clients a streamlined approach to smaller special projects. Jim Colegrove will head the new division.

**Commercial Executives** represented **Johnson, Jacobson & Wilcox** in the lease of office space to Danville Services of Nevada. The 60-month lease is valued at \$407,741.

**Wells Fargo** launched its new Envelope-Free ATMs in Southern Nevada, allowing customers to process checks and bills without envelopes to help save trees and paper.

Follow us and become a fan!

facebook

twitter

The Chamber is now on Twitter and Facebook. Links are available from our home page at [LVChamber.com](http://LVChamber.com)

The key to long-term success in the Southern Nevada business community is establishing long-term and personal relationships with other professionals. The most effective way to do that is membership in the *Las Vegas Chamber of Commerce*.

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

## +50 YEARS

Jones Vargas

58

## +20 YEARS

Clark County Bar & Restaurant Supply

35

Ewing Bros., Inc.

35

Wells Fargo Bank

35

Grove, Inc.

33

Tuxedo Junction Las Vegas

31

Bishop Gorman High School

28

Construction Management Systems, Inc.

27

Affordable Concepts, Inc.

26

For Rent Media Solutions

26

The Jewelers

25

Desert Research Institute

24

American Pool Supply, Inc.

22

Battista's Hole In The Wall

22

Furniture Market

22

Levy Realty Co.-Joanne Levy

22

National Multiple Sclerosis Society

22

Nevada Advertising & Events, Inc.

22

Fortunet, Inc.

20

McIntosh Communications, Inc.

20

Wells Fargo Home Mortgage

20

## 15 YEARS

ECR Sales & Service, Inc.

Heli USA Airways

IT Strategies International Corp.

Maureen E. Mackey, MD, Chartered

Ovist & Howard, CPAs

Sage Insurance Services, Inc.-

Robert Johnson

Stivers Auto Service, Inc.

## 10 YEARS

7-Eleven Store #27361

A & A Uniforms, Inc.

Caldera Wealth Management

Chermac Builders, Inc. - Lic. # 9401-A

Cynthia Cameron

Direct Equity Mortgage, LLC

Frank Melaerts Jewelers

Law Office of Steven J. Karen

Mark A. Martinez & Associates

N. S. Meinster & Co., Inc.

Nannies and Housekeepers, U.S.A.

Nationwide Actuarial Search

New Crete-Decorative

Concrete Resurfacing

Premier Trust

Prime Cut Hair Design

RE/MAX Benchmark Realty-

Steve B. Anderson

Ramsey & Son, Inc.

Realwood Furniture Imports, Inc.

Rhonda L. Mushkin, Chartered

Sal's Pizza

Schoppe Associate Developers - Lic. # 26108

Sign-A-Rama

Southwick Landscape Architects

Taylor International Corporation

## 5 YEARS

China Doll

Communities in Schools of Nevada

Datanamics, Inc.

First Select, Inc.

Flavor Consultants

Hair Plus Beauty Supplies

Holiday Inn Express & Suites

Huber Appraisal, Inc.

Pool Doc

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**Vanguard Lounge**

Vanguard Lounge opened in the Fremont East District with a beautiful patio in September 2010. Vanguard Lounge creates unique craft cocktails and was named "Best New Cocktail Lounge" by *Seven Magazine* for 2010. Call 702.868.7800 or visit [vanguardlv.com](http://vanguardlv.com).



**Fortress Real Estate**

Fortress Real Estate, a brokerage whose goal is achieving a reputation for service and excellence beyond its industry standards, celebrated its new Chamber membership. Call 702.216.2451 or visit [fortressres.com](http://fortressres.com).



**Bleecher Insurance**

Congratulations to Bleecher Insurance on its new location. Bleecher Insurance is a fast, friendly and efficient insurance company. Bleecher is available by phone during office hours, evenings and weekends. Call 702.477.7776 or visit [vegasinsurance.net](http://vegasinsurance.net).



**AppleOne**

Executive

AppleOne commemorated its new Chamber membership with a ribbon cutting. As the general staffing arm of The ACT 1 Group, Inc., a WMBE certified total workforce solutions company, AppleOne is a full-service staffing agency supporting clients with temporary and permanent placements. Visit [appleone.com](http://appleone.com).



**Scenic Las Vegas Weddings**

Scenic Las Vegas Weddings celebrated its new Chamber membership with a ribbon cutting. It is a full-service wedding company serving Las Vegas, offering a variety of ceremony locations, ministry, photography, flowers and limousine transportation. It can accommodate weddings from 2-100 people. Visit [sceniclasvegsweddings.com](http://sceniclasvegsweddings.com).



**JYD Project**

JYD Project celebrated its membership in the Chamber with a ribbon cutting. A non-profit organization whose mission is to raise awareness and funds for a variety of causes, JYD hosts several events that maximize the involvement of celebrities and community leaders. Visit [jydproject.com](http://jydproject.com).



\* To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email [gallen@lvchamber.com](mailto:gallen@lvchamber.com).

Chamber Member Discount Offer



**AA Printing Service**

AA Printing Service, a local company offering full digital and offset printing with unique custom designs and quick turnaround, celebrated its opening at 4800 S. Maryland Pkwy. Call 702. 578.8951 or visit [aaprintinglasvegas.com](http://aaprintinglasvegas.com).



**Party Wishes by Deena**

Congratulations to Party Wishes by Deena on its new Chamber membership. It is a new, exciting mobile company offering the latest trends in parties and unique experiences catered to each individual's wish. Call 702.685.8031 or email [partiesbydeena@gmail.com](mailto:partiesbydeena@gmail.com).



**Fresh Grill & Bar**

Fresh Grill & Bar celebrated its new Chamber membership with a ribbon cutting. Fresh Grill gives "flavor" to quick service and catering, offering gourmet wraps, sandwiches, salads, burgers and more. Call 702.643.9727 (WRAP) or visit [freshgrillcatering.com](http://freshgrillcatering.com) or [freshgrillbar.com](http://freshgrillbar.com).



**Las Vegas Rescue Mission**

The Las Vegas Rescue Mission celebrated its newly remodeled and renamed men's overnight shelter, The Reverend Edward H. & Beatrice G. Compton Men's Home and Shelter. It has been serving the community for more than 40 years. Visit [vegasrescue.org](http://vegasrescue.org) for more information.



**American Monster Heating & Cooling Inc.**

American Monster Heating & Cooling Inc. celebrated its new location with a ribbon cutting. It provides repair and maintenance services for your A/C unit and heater. American Monster is a woman-owned and independently operated HVAC company. Call 702.982.1700 or visit [americanmonsterhvac.com](http://americanmonsterhvac.com).



**Scooter's Pub Sports Bar & Grill**

Scooter's Pub Sports Bar & Grill celebrated its grand opening with a ribbon cutting. With more than 20 flat screen TV's, classic arcade games, shuffleboard, darts and billiards. Scooters serves gourmet food 24 hours a day. Call 702.227.9047 or visit [scooterspubinc.com](http://scooterspubinc.com).



# Keeping clients in a slow economy

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

**H**anging on to your existing clients in a slow economy is an incredible challenge. You can provide the best product, customer care and price around, but if the customer doesn't have the budget for your services, you're out of luck, right? Maybe not. A little creativity can help you maintain your customer base even when budgets run tight.

## Keep tabs on the financial well-being of your clients and customers

Watch for signs that your best customers may be facing financial hardship. Engage them in conversations where you ask about the state of their business, how well they're faring in the economy, and what their greatest challenges are. This positions you as a service provider who cares about your customers, and also helps you anticipate potential slowdowns in business.

## Look for ways to make your company indispensable

When businesses get slow, they start examining their budgets line by line. The first things to get cut are "non-essential services," so you need to make sure the product or service you're providing is deemed a "necessity." Make sure your pricing is fair, your services are top-of-the-line and that you are consistently meeting deadlines and delivery dates.

## Don't let contract renewal dates slide by

In a slow economy, it can be tempting to avoid the subject of contract renewal, simply because there's a thought process of, "If I bring it up, they might think about whether they can do without us." The bottom line is, you need the security of that contract renewal to maintain stability in your own business. Rather than avoid the contract talk, use it as an opportunity to cement your relationship and let the customer know how much you value their business.

## Develop solutions *before* problems arise

If you get a feeling that financial problems exist for a customer, be proactive in shoring up your relationship. Acknowledge that you know it's a tough financial time for everyone, and express your desire to be part of the solution. Look for ways you can save your customers money without putting your own business in financial jeopardy. Offer a temporary rate reduction if possible, or find ways to add extra value to the products or services you already provide. This lets customers know you are trying to work with them, rather than against them, and your attitude will make it hard for them to let you go even when finances become tight.

## Propose compromises

If a customer or client lets you know they simply can't afford your services at the moment, look for win-win compromises. Propose a reduction, rather than elimination of services, or develop a more cost-effective way to do the job. Reduced business is better than no business.

## Stay in touch

If a customer is truly floundering or even going out of business, there probably is no way to salvage the business relationship. Resist the urge to write the customer off completely. Stay in touch, ask for referrals and provide referrals when you can. Touch base every few months to inquire about how things are going without trying to push for a sale. The financial tides always turn, and if you've stayed in touch with clients and customers during the storm, they're likely to come back to you when the weather clears.

Perhaps the most important aspect of maintaining clients in a slow economy is your attitude as a business owner. Try not to take reduction in services personally. Remember, many others are in the same boat, and long-term economic recovery takes a collective attitude of cooperation and understanding. ■

*NCET, Nevada's Center for Entrepreneurship and Technology, connects Nevadans to the resources they need to start and grow successful businesses. Visit [NCET.org](http://NCET.org) for more information.*



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continued from page 6

## CHAMBER, AT&T PARTNER TO OFFER STUDENT INTERNSHIP PROGRAM



The Las Vegas Chamber of Commerce is hosting five high school senior summer interns as part of the Chamber's Internship and Mentor Program. The program was made possible by a grant from the AT&T Foundation, which awarded the funding in recognition of the leading role the Chamber plays in creating and supporting a strong local economy. The foundation and the Chamber fully support the concept that a well-educated workforce is essential to a vibrant and diverse business community.

Chamber interns have the opportunity to work with department managers and attend meetings and events during their internships. Each intern's Chamber experience will expose them to numerous aspects of business life and provide insight into the diverse industries that are represented in Southern Nevada.

**Interns include:** Martin Leyva and Jeffery Aragon of East Career Technical Academy (IT); Hector Burgara and Gaylend Crawford of Canyon Springs High School (Government Affairs); Laurents Banuelos of Clark High School's Academy of Finance (Finance); Stephanie Guanlao (HR/Finance); and Tayler "Kris" Beard (Sales/Member Services). Many of these interns were referred to the Chamber by Project 5000 Kids, a community-wide movement to help increase the local high school graduation rate by connecting young people between the ages of 14-21 to meaningful work experiences.



## Chamber sales team wins top national honors

Three Chamber sales executives took top honors in the recent American Chamber of Commerce Executives (ACCE) annual sales contest. Vance Adams took first place, Chris Wilson placed second, and Roya Khavari took third.



Adams



Wilson



Khavari

## August 24 Trustee Luncheon slated for President's Club & Executive Level members

The Las Vegas Chamber of Commerce Board of Trustees will host an exclusive luncheon event for new President's Club and Executive Level members on Wednesday, August 24. The luncheon will facilitate high-level networking and relationship building as the Trustees outline various ways in which the Chamber is working to strengthen the business community and support its members.

Date: Wednesday, August 24

Time: 12:00 - 1:00 p.m. (arrival at 11:45 a.m.)

Location: Cashman Executive Conference Room, Las Vegas Chamber of Commerce

Advanced registration is required and space is limited. For details, call 702.641.5822.

This event is offered as an exclusive benefit of upper-level membership. To learn more about joining the President's Club or becoming an Executive Level member, call 702.641.5822.

# strategic networking

building long-term relationships pays long-term dividends

Even though she owns a full-service printing company that specializes in producing marketing and promotional materials, Gamaprint owner Eliza Budiarto does her networking the old fashioned way: dedicating time to build relationships.



ELIZA BUDIARTO

Budiarto is one of a growing breed of professionals who are taking a novel approach to networking. They aren't hitting the streets and making cold calls or passing out handfuls of business cards to strangers at random networking events. Rather, they're taking the time to lay a relationship-based foundation with carefully selected individuals. The pay-off? Crafting a network of contacts that will lead to fulfilling, long-term business relationships in the future.

***“In this economy, you need to trust people before you can do business with them,” explains Budiarto.***

According to Budiarto, there is a persistent fear among many business professionals that prospective business contacts they meet one day may be gone the next. She says getting to know people on a personal basis before doing business with them helps establish a feeling of trust and confidence.

“I have a goal when I go to networking events,” explains Budiarto. “I do my research in advance to determine how many people will be there, and based on that, I decide how many people I want to talk to.”

Budiarto skips the popular “meet as many people as you can” approach in favor of having a real conversation with individuals that focuses on them and their business rather than on her and her business. She rarely introduces herself as a business owner, and she makes it a point to find out what others are about – their business goals and what kinds of contacts they're looking for.

“I don't stay at a networking event forever,” says Budiarto. “I go home and write follow-up e-mails right away so people remember me. I then schedule a meeting and I bring only myself.”

Budiarto continues to engage new contacts in her first one-on-one meeting by extending herself as a “connector,” looking for ways to be of service to those she meets by making introductions and providing leads.

“It's much better to build a circle of influence than to just do business with someone one time,” says Budiarto of her approach. “The more

people who know me, and the more people I am able to connect to one another, the more people will remember me.”

Her approach is paying off. Budiarto does very little advertising but enjoys significant word-of-mouth business. Says Budiarto, “If you're a small business owner looking to grow your business, and you don't have a big advertising budget, try building relationships instead.”

David Medley, an operational efficiency consultant with Transworld Systems, has also applied this approach of “going back to the basics” of networking to bolster his business development.

***“You have to go into networking with an open mind and a positive attitude,” says Medley. “Don't force yourself on people. Learn about them and what they do.”***

Medley also employs a technique he learned in a networking forum that involves developing “power partners,” or small groups of other professionals in related fields who can offer referrals to one another. Medley says the dynamic of these groups works well because in most instances, everyone in the group has similar clients. An example of power partners might be a collaborative of public relations, marketing and graphic design professionals. Each has his or her own area of expertise, but they provide related services and can often refer an existing client to others in the group.



DAVID MEDLEY

Another reason Medley likes getting to know more about people, their stories and their personal and professional goals is that he then becomes more comfortable referring them to his own colleagues.

“You only have one reputation, and I want to know the people I refer,” says Medley.

Medley says not a lot of professionals take this approach with networking, simply because so many people operate on a system of instant gratification and don't have the patience to cultivate long-term relationships.

“In the beginning it might be slow,” cautions Medley, “But it builds over time. The nice thing is that people get to know me and they'll feel comfortable recommending me to others.” BV

This month, the Chamber introduces “Member Insights,” a segment of the *Business Voice* that gives members an opportunity to share best practices in their businesses. The initial question to start the series is, “What are your best ways, on a limited budget, to reward good employees?” Here are some of the highlights from our membership:



“Gift certificates/cards are always a big hit in our office. Make sure it is something that just about everyone would use.”

– *Herb Hunter, Enterprise/Public Sector Sales Manager, BMG Sprint*

“Recognition plaque for the employee, along with an appreciation comment and photo within a reception area for passers-by to see, a blurb on the company website, and a paid day off.”

– *John D’Acunto, Regional Director, LeTip International*

“Buy an inexpensive bunch of roses and deliver them yourself.”

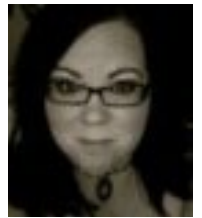
– *Elie Morris, Leasing Agent, Las Vegas Business Centers*

“For individuals who have really exceeded expectations I contact their family (wife and kids) and have them attend the meeting to see the individual recognized. This also invests their family in your business and gives the individual a sense of pride at home.”

– *Grady Jones, Service Center Manager, Western Exterminator Company*

“I think the best way to reward your employees is to find out what they like. The key is customizing your efforts to your employees’ personalities and rewarding them in a way that is meaningful to them.”

– *Lauren Boitel, Business Organizer, Clean Energy Project*



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# 2011 SMALL BUSINESS EXCELLENCE AWARDS NOMINEES ANNOUNCED

The Las Vegas Chamber of Commerce is proud to recognize the nominees for the 2011 Small Business Excellence Awards. The awards program recognizes superior levels of achievement and exemplary customer service in our Chamber member small business community. Finalists and winners will be honored at the annual Small Business Excellence Awards luncheon on Thursday, September 22, 2011 at the Rio All Suites Hotel & Casino. For more information, contact Member Services at 702.641.5822. This event is exclusively sponsored by Nevada State Bank.

### GREEN BUSINESS

- Comfort Engineering
- Gameworks
- Rocky Mountain Recycling, LLC

### NON-PROFIT

- Atomic Testing Museum/NTS Historical Foundation
- Blind Center of Nevada
- Communities in Schools of Nevada
- Give Me a Break, Inc.
- Las Vegas Rescue Mission
- Lied Discovery Children's Museum
- Nevada Partnership for Homeless Youth
- Southern Nevada Center for Independent Living

### SMALL BUSINESS (5 OR FEWER EMPLOYEES)

- Canyon Creative & Design, Inc.
- Computer Troubleshooters
- Michael R. Madow, M.D.
- Richard A. Perlman, Enrolled Agent (Income Taxes)

### SMALL BUSINESS (25 OR FEWER EMPLOYEES)

- BannerView.com
- Ellsworth Gilman Johnson & Stout, CPAs
- Gerety & Associates, CPAs
- Gilmore & Gilmore CPAs
- NetEffect
- Provident Trust Group

### WOMEN AND/OR MINORITY-OWNED BUSINESS

- Baskow & Associates, Inc.
- Family & Cosmetic Dentistry, Dr. Rex F. Liu, D.D.S.
- Gamaprint
- Large Vision Business Network
- Mary Kay Cosmetics
- Soirees Event Planning and Catering
- Tangerine Office Systems
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