

BUSINESS VOICE

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



*A DAY
IN THE
LIFE OF
SMALL
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.



**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 JABarrett Company

Kevin Burke
 Burke Construction Group, Inc.

Steve Hill
 CalPortland

Vicky VanMeetren
 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
 Mariposa Strategy Group

Michele Tell Woodrow
 Preferred Public Relations, LLC

{ president's message }



KRISTIN MCMILLAN
 President & CEO

As the Las Vegas Chamber of Commerce has been going through its strategic planning process, one of the things we discovered is that 93 percent of our members are small businesses with less than 50 employees. This number closely reflects the relative proportion of the small businesses in Southern Nevada.

While Las Vegas has several large companies that provide thousands of jobs and tremendous economic benefits, we are, in fact, a community of small businesses. Mom and pop shops, small retailers, specialized contractors, single store franchisees – people who have risked it all and bear the burden of enormous responsibilities placed squarely on their shoulders.

For most small business owners, there is little delineation between personal and professional lives. Business equates to life. From dawn until well past dark every day – including weekends and holidays – small business owners think: how will I generate enough sales to meet payroll this week, pay the monthly rent and reinvest in inventory? How will I find enough time to fill out the required paperwork, get out and meet new customers, and juggle all that I have to do? Am I spending enough time with my kids? Can I carve out a couple hours to see a movie with my spouse?

The Chamber is proud of its heritage in keeping small business at the front and center of everything we do. Programs, events, benefits, advocacy... everything is predicated on the question: What will this do to serve and support our small business members in a proactive and tangible way? What can we do to make the journey a little easier?

The Chamber celebrates the spirit of small business at our Small Business Excellence Awards on Thursday, September 22. These awards honor small businesses that have demonstrated innovation, endurance and resilience in the marketplace. Although the winners will not be revealed until the ceremony, each of our nominees is an example of what it takes to be a persevering and focused small business owner. I hope you join us to honor them for their accomplishments and contributions to the vitality of our community. **BV**

what's inside // SEPTEMBER 2011

04 Chamber News	14 Spotlights	22 Member News	26 Disaster Preparedness
08 A Day in the Life of Small Business	16 Events	23 Anniversaries	28 Centennial Celebration
11 Small Business Jobs Act	18 Small Business Excellence Awards	24 Ribbon Cuttings	30 Member Insights
12 Chamber Centennial			

BOYS & GIRLS CLUBS OF LAS VEGAS

RECEIVES PRESTIGIOUS PATRON AWARD

The Las Vegas Chamber of Commerce is proud to present the Patron Award to Boys & Girls Clubs of Las Vegas. The organization is celebrating 50 years serving children in Las Vegas with after school mentoring, education and recreational programs.

CHAMBER SALUTES NAVIGATORS OF THE QUARTER

The Las Vegas Chamber of Commerce is pleased to recognize two Chamber Navigators who consistently exceed expectations in mentoring new Chamber members. Sharon Exarhos of Realty Executives of Nevada is our first quarter award winner. Sharon has been a Chamber member since 2008 and a Chamber Navigator for three years. This is Sharon's third consecutive year being honored with this award. She was selected for this recognition for her efforts to engage new members on a one-on-one basis, meeting them at events and making personal introductions.

Sammie Kasprzyk of Absolute Insurance Services is our second quarter award winner. A Chamber member since 2006, Sammie has been a Navigator for five years and has been recognized with this honor each of those five years. Sammie continues to be an exceptional mentor, reaching out to more than 35 new Chamber members every month.

LEADERSHIP LAS VEGAS 25TH ANNIVERSARY CLASS BEGINS SEPTEMBER 8

Leadership Las Vegas' 25th year will kick off with its opening session September 8 - 10.

"Each year we welcome a new Leadership class to the program with expectations that at the end of the 10 months, they will be inspired to serve their community in ways that will create a long-term impact on our community and engage others to follow their lead," says Gina Gavan, Leadership Las Vegas Council Chair.

Leadership Las Vegas is an intensive 10-month professional development and executive enrichment program. For information about becoming involved as a sponsor, or to learn about future class opportunities, visit LVChamber.com/leadership-las-vegas.

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.

The Business Voice (USPS #717-970) is published by The Las Vegas Chamber of Commerce.
6671 Las Vegas Blvd. South, Ste. 300
Las Vegas, NV 89119-3290

Annual Subscription \$25
Periodical postage paid at Las Vegas, NV
POSTMASTER: Send address changes to:
The Las Vegas Chamber of Commerce,
6671 Las Vegas Blvd. South, Ste. 300
Las Vegas, NV 89119-3290

it's all about

connections

At AT&T we know businesses are a lifeline for communities like Las Vegas. By partnering with local development groups and chambers of commerce, we keep those businesses connected. That's just another part of our commitment to limitless possibilities.



We're pleased to support the
Las Vegas Chamber of Commerce.

Rethink Possible® 

© 2011 AT&T Intellectual Property. All rights reserved.

Vegas Virtual Workforce Training

Getting Your Employees Trained is Just a Click Away!

Now you can have your existing and potential employees trained for competency, advancement and certifications - even OSHA certification - with Vegas Virtual Online Training. **It's effective and convenient.** And since it's Vegas PBS, you're assured of the finest online learning experience.

Your people learn what they need. Any place...any time...any media.

Vegas PBS is doing our part to put Nevadans back to work.

For complete class information go to:
www.vegaspbs.org/workforce
or call 702-799-1010.

An Online
Educational
Service of



Television and So Much More!



BUSINESS EDUCATION SERIES ANNOUNCES FALL LINEUP

Business Education Series returns with an exciting line up of fall programs.

WEDNESDAY, SEPTEMBER 14

“Present, Persuade, and Profit”

Imagine being able to capture your audiences and compel them to do business with you. You can! Jonathan Peters, Ph.D., shares secrets used by the most successful speakers. You'll learn that no matter how large your audience is or what topic you're speaking on, you can have them on the edge of their seats wanting more.

TUESDAY, OCTOBER 11

“Be Recognized for Your Customer Service... Are You Busting or Building Your Brand?”

Monica Cornetti will teach you how to delight your customers and set your brand apart. This seminar will give you the competitive advantage you and your organization need to survive in a tough and increasingly uncertain business climate.

WEDNESDAY, NOVEMBER 9

“How to Prepare and Present Powerful, Persuasive Sales Presentations”

The difference between winning or losing a sale is the quality of your sales presentation. Patricia Fripp will show you how to become powerfully persuasive, position yourself ahead of the crowd and tell memorable client stories.

For more information see the event calendar or visit LVChamber.com.



ANNUAL CUSTOMER SERVICE EXCELLENCE LUNCHEON SLATED FOR NOVEMBER 3

Planning is underway for the Chamber's annual Customer Service Excellence Luncheon. Presented by the Las Vegas Chamber of Commerce and the Las Vegas Convention and Visitors Authority, "The Magic of Customer Service" will celebrate employees from across the valley who have been recognized throughout the year for their superior service. Join "The Mentalist" Gerry McCambridge and others as we reveal how magical customer service is in Southern Nevada. Special Bronze, Silver and Gold certificates will be awarded to Customer Service Excellence nominees who have reached special levels of achievement. The 2011 Five Star Award Winners will be saluted and we'll also announce our Customer Service Excellence Person of the Year. Visit LVChamber.com for details.



Anthem Blue Cross and Blue Shield. Plans with 100% preventive care for your employees.

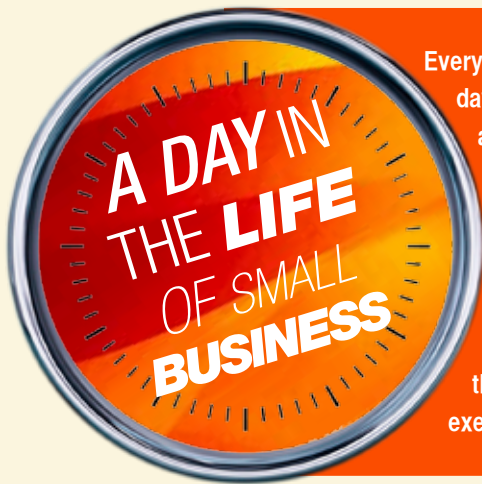
Offering your employees a plan with 100% preventive care coverage means they can give 100% too. From annual checkups to flu shots and other preventive care services like well-child visits and immunizations. All at no extra cost to your employees. So they stay healthy. And your business does too.

**Learn more about what Anthem Blue Cross and Blue Shield
has to offer at [anthem.com/connects2](https://www.anthem.com/connects2)**

Anthem 

HEALTH | DENTAL | VISION | LIFE | DISABILITY

Life and Disability products underwritten by Anthem Life Insurance Company. Anthem Blue Cross and Blue Shield is the trade name of: In Colorado: Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc. In Connecticut: Anthem Health Plans, Inc. In Indiana: Anthem Insurance Companies, Inc. In Kentucky: Anthem Health Plans of Kentucky, Inc. In Maine: Anthem Health Plans of Maine, Inc. In Missouri (excluding 30 counties in the Kansas City area): RightCHOICE® Managed Care, Inc. (RIT), Healthy Alliance® Life Insurance Company (HALIC), and HMO Missouri, Inc. RIT and certain affiliates administer non-HMO benefits underwritten by HALIC and HMO benefits underwritten by HMO Missouri, Inc. RIT and certain affiliates only provide administrative services for self-funded plans and do not underwrite benefits. In Nevada: Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc., dba HMO Nevada. In New Hampshire: Anthem Health Plans of New Hampshire, Inc. In Ohio: Community Insurance Company. In Virginia: Anthem Health Plans of Virginia, Inc. trades as Anthem Blue Cross and Blue Shield in Virginia, and its service area is all of Virginia except for the City of Fairfax, the Town of Vienna, and the area east of State Route 123. In Wisconsin: Blue Cross Blue Shield of Wisconsin (BCBSWI), which underwrites or administers the PPO and indemnity policies; CompCare Health Services Insurance Corporation (CompCare), which underwrites or administers the HMO policies; and CompCare and BCBSWI collectively, which underwrite or administer the POS policies. Independent licensees of the Blue Cross and Blue Shield Association. © ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross and Blue Shield names and symbols are registered marks of the Blue Cross and Blue Shield Association.



Every day, millions of small business owners rise before the sun to get a head start on their day. These entrepreneurs, on any given day, will fulfill roles in sales, human resources, accounting, shipping and receiving, quality control, front line customer service, and marketing. They redefine multi-tasking and tirelessly fill these many roles for the business they own and operate.

This is a chronicle of a day for three Las Vegas small business owners and operators, and the myriad of responsibilities they have. There are thousands of small businesses in Nevada just like them, doing whatever it takes to keep the business running. But their perseverance, their initiative, and their energy are exemplary of the entrepreneurial spirit still very much alive and well in Las Vegas.

A DAY
IN THE
LIFE OF...



LETICIA GARDEA

"Business Is Growing and We Have One More Day To Make It Great"



Leticia Gardea owns, operates, and is the executive chef of Leticia's Cocina, a small restaurant in northwest Las Vegas. She begins her day well before dawn in order to squeeze in a workout and her volunteer responsibilities before beginning her 12-plus hour workday.

Her drive for the long and unpredictable days in the restaurant industry stems from her background in upscale Mexican cuisine, paired with her enthusiasm for customer service and passion for her business.



Although no two days are alike, the constant is she will wear many hats throughout her day. She will post specials and discounts on social media, reply to catering requests, make a donation to charity, take reservations, organize ongoing events like Happy Hour and Ladies' Night, plus respond to the unanticipated...



...conduct several quality checks of the food on her line, inspect product coming in, and fill in for staff shortages as necessary...

...all in between cooking during lunch and dinner rushes, including accommodating a party of 50.



Her greatest thrill of the day? A guest pulling her aside to compliment the food and service, which she says is "music to her ears." Although by 11:00 p.m. Leticia is dead tired, her passion for her business will inspire her to do it all again just hours later. She says, "Business is growing and we have one more day to make it great."



A DAY IN THE *LIFE* OF...



GRADY JONES

"A Series of Interruptions"

Grady Jones manages Western Exterminator, a full-serve pest control company. One of the only certified entomologists in Las Vegas, he prides himself on developing custom solutions to fit the individualized needs of his client. He also takes the term "hands-on" to a new level; his respect for some of the desert's most prolific pests translates into a unique knowledge base that he uses in training his technicians and operating his business.



Grady begins his day by conducting daily fleet inspections, quality checks, and communicating with his staff about all calls for the day, any special projects or requests, and holding a staff meeting.

His day sometimes involving live specimens from his office's showroom.

He will go through inventory, P & L, and other reports before embarking on scheduled appointments, ride-alongs, taking clients to lunch, and developing new leads.



He handles every complaint or cancellation personally, and debriefs his team as they arrive back at the end of the day. When asked if the day progressed as he expected, he answers, "It never does – my job is a series of interruptions."

continued



A DAY IN THE LIFE OF...



KAREN SCHERER

One-on-One Personal Experience

Karen Scherer owns A Flamingo Glass & Engraving, a custom awards and promotional product supply company. She and her husband have been in business more than 21 years, and have produced single custom pieces for clients as well as orders of over a thousand engraved products. Their pride in their work has contributed to the longevity of their business, as most of their clients are repeat customers – one of the biggest compliments to customer service a business owner can receive.



For Karen, the workday starts at 5:30 a.m. She and her husband arrive at the store with Sheba, their trusty dog and unofficial shop mascot.

After a quick breakfast together in the shop, it's down to business. The daily routine begins; cleaning and dusting hundreds of shelves and sample pieces in their showroom, and warming up the state-of-the-art engraving equipment.



During the day, Karen will interview clients on their needs to help them make an informed decision, assemble orders, and develop specials for the website.

She is known to walk customers through her business to show them examples and how their piece will be created, in between marketing her business and paying the bills.



For Karen, focusing on personalized service is the key to a successful day of business, whether it is one customer walking in for a single product, or one of her corporate clients needing a large order for their annual awards ceremony. Every piece is a representation of her company and the high standard of quality and service that accompanies every order. **BV**

These three vignettes provide a small glimpse into what it takes to run a small business in this challenging economy. Having to switch gears a dozen times during the day, deal with the unexpected, and be able to stay one step ahead of the competition have all helped these businesses' staying power. They are the face of entrepreneurialism in Southern Nevada.



New Small Business Jobs Act Provisions

Tax relief for small business owners and self-employed

The Small Business Jobs Act of 2010 set in motion a number of provisions designed to help small businesses during this challenging economy. The Chamber advocated for the successful passage of this federal legislation because it provides small businesses with opportunities for greater access to capital, encourages investment and promotes entrepreneurship.

The success of small businesses is an essential component to rebuilding our state's economy. Here is an overview of how small businesses can benefit from these changes:

U.S. Small Business Administration enhanced loan provisions

Maximum loan sizes in SBA loan programs have been increased to as much as \$5 million and SBA microloan limits have increased from \$35,000 to \$50,000.

The legislation temporarily increases the maximum amount of quick turnaround SBA loans from \$35,000 to \$1 million. This increase expires on September 27, 2011.

Capital gains tax cut

As a temporary measure, those who invest in certain types of small businesses will pay no capital gains on investment returns. This applies to investments made before January 1, 2012.

Small Business Intermediary Lending Pilot launched

This three-year pilot loan program will provide intermediary-facilitated loan programs for small businesses that need loans up to \$200,000.

New Small Business Development Center funds

\$50 million in grants are becoming available to Small Business Development Centers to expand small business training and counseling programs.

Temporary extension of increased small business expensing

An expense deduction for businesses which choose to treat the cost of certain qualified property, called section 179 property, as an expense rather than a capital expenditure has been extended temporarily.

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



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

1990's

A DECADE OF UNPRECEDENTED GROWTH

The very first efforts to promote Las Vegas were launched by the Las Vegas Chamber of Commerce in 1945 through creation of the Livewire Fund. Those efforts were expanded in 1949 when the Chamber developed the Desert Sea News Bureau, and brought to a new level in 1983 with the Chamber's introduction of Las Vegas Events. This ongoing commitment to promoting Southern Nevada in new and innovative ways continued to pay off well into the 1990s.

The 90s ushered in the most prosperous economic boom of Las Vegas' history. In 1989 Las Vegas was ranked the best state in the nation for job creation and business growth, a title it would retain for the next decade. The city's population stood at more than 768,000 and mega resort development on the Las Vegas Strip launched a new era in gaming that

would see total annual revenue reaching \$8 billion by the mid-90s. This dynamic led to job creation and an unprecedented boom in population. New residents created a fast-growing demand for new housing, so construction and real estate began to prosper as well.

This positive domino effect underway at the beginning of the 1990s would set the pace for Las Vegas' rise to become one of the most envied centers for economic growth and prosperity in the world. Banks began to make more construction and residential loans, filling their coffers and leading to the expansion of small business banks that funded new business start-ups. California residents continued to flock to Las Vegas for the favorable tax climate and comparatively low-priced real estate. Luxury housing commodities were in high demand with elite master planned communities developing in Summerlin, Green Valley and Aliante. Expanding

residential neighborhoods demanded retail components such as grocery stores, shopping centers and restaurants. Big box retailers who before had no interest in Las Vegas were now more than happy to set up shop in every new neighborhood across the valley.

Not only were major corporations seeing Las Vegas as an exceptional environment for their growing businesses, they were seeing the city as a venue for convention travel as well. In 1993 the Las Vegas Convention Center launched a \$32 million expansion to accommodate demand. A new brand of tourist flocked to Las Vegas not just for gaming, but for entertainment and shopping venues as well. While gaming continued to be the leading industry, diversification was taking place within the industry itself through the introduction of high-end designer shops and upscale restaurants and spas. Las Vegas promoters started to advertise the city as a family-friendly





destination in the early 1990s in an effort to diversify the tourism base. While the focus eventually returned to adult marketing, the city gained notoriety for being more than just a gambling hub. Visitors and residents became more aware of diversity on the entertainment front, including outdoor recreational activities, themed malls and casino attractions. Upscale entertainment venues and unique shows continued to expand, offering “something for everyone.” When the Grateful Dead played at Sam Boyd Stadium in 1991, it launched the first high-profile concert venue, setting the stage for the biggest names in entertainment to follow.

Nellis Air Force Base continued to be a major contributor to Southern Nevada’s economy during the 1990s. The military estimates Nellis had a gross regional impact on the state economy of nearly \$755 million in 1998 alone. The Las Vegas Motor Speedway also came on line in the 1990s, bringing with it NASCAR and Indy league race fans.

The 1990s drew to a close with another round of mega resort development. Land became scarce and residential development started to go vertical while the “mixed use” concept of pairing residential and retail components got underway. Las Vegas also

became viewed as a world class city in the 1990s. Art museums, internationally-recognized entertainers, chefs and designers began to call Las Vegas home as the city grew in sophistication.

At the end of the 1990s, the valley’s population stood at 1.7 million residents. Much of the success of the 90s would carry over into the early part of the next century. **BV**

Photos courtesy of the Las Vegas News Bureau



{ president's club }



SUZANNE DOMORACKI
Program Developer
Nevada Drug Card

- Q** What is your company's value proposition? *Nevada Drug Card fills a huge void for people who are uninsured as well as those who are underinsured. There are no applications, restrictions or requirements to get a card.*
- Q** What is your hometown? *My hometown is Mercer, Wisconsin.....the Loon Capital of the World!*
- Q** What is the best piece of business advice you have been given? *Simply, to always follow through with your customer in a timely fashion. There isn't a replacement for getting back to your existing clients as well as prospects with all the information they need to make a decision on your product.*
- Q** What are your hobbies? *I am fairly active and love the outdoors here. I belong to a women's hiking club that takes at least two trips a year, one to Zion and the other to Death Valley.*

- Q** What distinguishes your company from its competitors? *We provide local and national onsite customer service and support. We are a direct processor and eliminate the middle man, and pride ourselves on transparency, integrity, and security.*
- Q** What do you see ahead for your company in 5 years? *Continued growth due to our unique business model and expanding our supported client base much further.*
- Q** What is the most interesting trip you've ever taken? *Morocco/Tangiers, Spain and Gibraltar all in a single trip and experiencing all of the cultures.*
- Q** What is your favorite escape? *Jumping on a motorcycle and going for a weekend adventure.*



LESLIE HARRIS
Territory Manager
Heartland Payment Systems



FELIX RAPPAPORT
President & COO
The Mirage Hotel & Casino

- Q** What is the best piece of business advice you have been given? *Learn from everyone, but develop your own leadership or management style.*
- Q** What is your company's value proposition? *The Mirage continues to offer wonderful amenities to appeal to every guest, the best in entertainment, attractions, dining, retail, relaxation, and resort hospitality, all in a beautifully landscaped and richly appointed setting.*
- Q** Who are your heroes? *I have to top the list with my mother. She raised my brother and me by herself, working first as a social worker, and for most of her career as a public school teacher. She taught us great values and the importance of a formal education and exposed us to culture. Truth be told, she also taught me how to throw and hit a baseball when I was five or six.*
- Q** What was your first job? *I was a Sales Clerk/Janitor in a men's clothing store back in my hometown of Philadelphia.*

- Q** What is your definition of customer service? *Anticipating the guests' or customers' needs...and then WOWING them!*
- Q** What is your management philosophy? *Being passionate about what you do! Be a team player!*
- Q** What was the last book you read? *Delivering Happiness: A Path to Profits, Passion, and Purpose by Tony Hsieh*
- Q** What is your favorite thing about Vegas? *All your friends and family visit YOU.....and there is always somewhere NEW to go, eat, shop or see.*



DONNA MARCOU
Vice President of
Leisure Sales
Tropicana Las Vegas

{ new members }

president's club executive level

HealthCare Partners of Nevada
Sherif W. Abdou
Toyota Financial Services
Raymond Specht

Iron Mountain
Kouli Pouridis
Mariposa Strategy Group
John Wilson
Saint Mary's Health Plans
Dan Evans

{ executive level }



ROBERT (BOB) BROWN
 Publisher
 Las Vegas Review-Journal/
 Stephens Media, LLC

Q What's your company's value proposition?

The Review-Journal is dedicated to improving the lives of all Southern Nevadans through journalistic excellence and investigations, thoughtful discourse of ideas and unparalleled information resources. We are proud to be the reliable source for local news and information to readers through multiple platforms.

Q What inspires you?

My team at the Review-Journal. We have dedicated journalists, honest and professional salespeople and hardworking people throughout the organization who give time and effort to the mission we aspire to achieve.

Q Favorite Quote: "What the mind of man can conceive and believe, it can achieve." - Napoleon Hill



STEFAN GASTAGER
 President
 Hofbrauhaus Las Vegas

Q What distinguishes your company from its competitors?

Everything! We are the world's only true replica of the Munich original, not to mention our beer, food and live music ---which couldn't get more authentic unless you flew to Germany.

Q What is your definition of customer service?

Customer service to us means making sure everyone leaves wanting to come back. We aim to consistently provide great service for our guests to ensure a memorable experience.

Q What are your hobbies?

I like to slow down periodically for a round of golf, although my brother Klaus likes to say he is a much better player.



JIMMY LEE
 Managing Partner
 The Wealth Consulting Group

Q What is the best piece of business advice you've been given?

Hire people smarter than you.

Q What is your management philosophy?

A collaborative one. Our culture is one of accountability, discipline, high performance, and regular celebration of successes. I call it "ADPC." We also operate with the highest standard of ethics. Nothing else matters if we don't do this.

Q What was your first job?

Delivering newspapers in my neighborhood growing up.



KERRY CUTLER
 Founder/Director
 The Monkey Gym

Q What distinguishes your company from its competitors?

The Monkey Gym offers opportunity to low income families, children of traumatic events, and at risk youth but is open for ALL! Our unique variety of programs promote, "healthy healing, healthy playing!" Families and children learn life skills in a healthy, safe and fun environment.

Q What is your company's value proposition?

By reviewing the community needs and the economic challenges of families and creating our own unique program, we offer satisfying lifetime skills that are affordable for everyone.

Q What is the most interesting trip you've ever taken?

Costa Rica was a humble and welcoming culture. Beauty is in everything.



SCOTT HOWARD
 Principal
 Commercial Roofers, Inc.

Q What is the best piece of business advice you've been given?

My grandfather's advice: "Take care of the business and it will take care of you."

Q What distinguishes your company from its competitors?

Our focus on quality, outstanding customer service, and our commitment to doing the right thing.

Q What is the most interesting trip you've ever taken?

Haiti, May 2010. This was a relief/aid trip four months after the earthquake. Seeing the devastation and the destruction makes you more thankful for what you have.



STAN PARRY
 Partner
 Ballard Spahr LLP

Q What distinguishes your company from its competitors?

We are highly skilled and results oriented.

Q What was your first job?

Janitor- I loved to polish the floors with the buffer machine at the end of the shift.

Q What is your favorite quote?

"If a task once begun, do it 'til it's done. Be the labor great or small, do it well or not at all." -Chinese proverb

EVENTS

SEPTEMBER

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

14 WEDNESDAY PRESENT, PERSUADE AND PROFIT! A BUSINESS EDUCATION SERIES PRESENTATION



Speaker: Jonathan Peters
Expert status is given to those who speak before the group. Learn how to capture your audience and compel them to do business with you.
7:00 - 7:30 a.m. Registration, networking & continental breakfast
7:30 - 9:00 a.m. Program Las Vegas Chamber of Commerce*
\$30 for Chamber members, \$45 for non-members
702.641.5822 or online

Signature Sponsor:



Session Sponsors:



14 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*
\$54 every six months. Guests always complimentary.

20 TUESDAY FREE LEGAL SOLUTIONS

Attorneys from Holland & Hart will provide free 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:
5:00 - 5:50 p.m.,
5:45 - 6:35 p.m.
Two members per time slot.
NEW LOCATION:
Holland & Hart LLP,
9555 Hillwood Dr., 2nd Fl., 89134
Complimentary. Chamber members only. Advanced registration required.
702.641.5822

Sponsor:



7 WEDNESDAY FREE SCORE COUNSELING

SCORE counselors will provide FREE one-on-one help sessions exclusively for Chamber members to 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.
702.641.5822 or online

Sponsor:



7 WEDNESDAY CHAMBER CONNECTIONS

This 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. 702.641.5822 or chamberconnections@lvchamber.com

8 THURSDAY BUSINESS AFTER HOURS

Networking takes off at the Sky Combat Ace hangar for an exciting, high energy event. Join the UNLV Rebels' athletic coaches and support the Susan G. Komen Foundation as you make new business connections and enjoy an evening with a different view.
5:30 - 7:30 p.m.
Sky Combat Ace Hangar,
1420 Jet Stream Dr., Ste. 100; Henderson, 89052
FREE for Chamber members.
\$30 for non-members.
702.641.5822 or online



21 WEDNESDAY
FREE SCORE COUNSELING
See September 7 for details.

21 WEDNESDAY
CHAMBER CONNECTIONS
See September 7 for details.

22 THURSDAY
SMALL BUSINESS EXCELLENCE AWARDS
The Small Business Excellence Awards are the Chamber's salute to small business excellence and innovation. Join us as we celebrate Chamber members who epitomize the entrepreneurial spirit.
11:30 a.m. - 12:00 p.m. Registration
12:00 - 1:15 p.m. Program
Rio All-Suite Hotel & Casino, 3700 W. Flamingo Rd., 89103
\$55 for members, \$500 for member table of ten, \$70 for non-members, \$700 for non-member table of ten \$80 for walk-ins
702.641.5822 or online

Exclusive Sponsor:



23 FRIDAY
MINORITY AND WOMEN-OWNED BUSINESSES ACTION COMMITTEE
Las Vegas is a diverse community, and that diversity is reflected in the business community. This committee addresses improving ways to assist MWBE's doing business in Southern Nevada.
11:00 a.m. - 1:00 p.m.
Note date and time change for this meeting.
Las Vegas Chamber of Commerce*
Complimentary.
Chamber members and their employees only.

27 TUESDAY
CHAMBER UNIVERSITY: FACEBOOK 101
Presented by Dawn Merritt
Facebook 101 is designed to teach you how to generate and increase business through Facebook. Learn what works for your business and gain valuable tips on maximizing Facebook's potential.
5:30 - 7:00 p.m. Workshop
Las Vegas Chamber of Commerce*
\$20 per session, \$70 sessions 1-4.
Chamber members only.
702.641.5822 or online

Upcoming Sessions:
- OCT 4 Twitter
- OCT 11 YouTube
- OCT 18 Building Your Social Media Strategy

Sponsor:



28 WEDNESDAY
CHAMBER VOICES TOASTMASTERS
See September 14 for details.

MARK YOUR CALENDAR

Centennial Party

Friday, October 21

Join the Las Vegas Chamber of Commerce as we celebrate 100 years in the Las Vegas business community. Enjoy a variety of live entertainment, great food, and fun libations.

5:30 - 8:30 p.m.
The Palms Casino Resort
\$50 per person
Chamber100.com
702.641.5822



< EVENTS >
SEPTEMBER

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

6 TUESDAY
MORNING BUZZ
Are you interested in joining VYP or want to know what VYP can do for you? Then come check out our monthly Morning Buzz. Morning Buzz is a great opportunity for you to enjoy a FREE light breakfast and learn more about what VYP has to offer. You'll also get a chance to meet VYP Ambassadors as well as members of the Advisory Council for a small, informal question and answer session.
7:30 - 9:00 a.m.
Las Vegas Chamber of Commerce
Complimentary
702.586.3833 or VegasYP.com

12 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



PLATINUM

21 WEDNESDAY
SEPTEMBER FUSION MIXER AT CAFÉ NIKKI AND NIKKI BEACH
As summer winds down, VYP is keeping things hot with our September Fusion Mixer at Café Nikki and Nikki Beach at the Tropicana.

Enjoy a complimentary drink and appetizers from Nikki's brand new menu while networking with more than 150 young professionals. The first 100 guests will receive a free ticket to the Mob Experience (a \$30 value).

6:00 - 8:00 p.m.
Cafe Nikki and Nikki Beach (Tropicana), 3801 S. Las Vegas Blvd., 89109
\$10 for VYP members online, \$15 for VYP members at the door \$15 for VYP non-members online, \$20 for non-VYP members at the door
702.586.3833 or VegasYP.com



Las Vegas
MOB
experience

26 MONDAY
VEGAS YOUNG PROFESSIONALS TOASTMASTERS: STRIP VIEW SPEAKERS
See September 12 for details.

SMALL BUSINESS EXCELLENCE AWARDS

*Celebrate the spirit of small
business in Southern Nevada*

*September 22, 2011
Rio All Suites Hotel & Casino*

The Las Vegas Chamber of Commerce is proud to announce the finalists for the 2011 Small Business Excellence Awards. This annual program salutes the best in small business innovation and entrepreneurship within our local small business community. Finalists and winners will be recognized at the Small Business Excellence Awards luncheon on Thursday, September 22, 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 of the Year Finalists

COMFORT ENGINEERING

Comfort Engineering has provided plumbing, mechanical and electrical designs for thousands of buildings throughout the Las Vegas valley since 1996. Principal John Spargo, P.E., is LEED certified and has been actively involved with developing green designs. Comfort Engineering is known for practicing responsibility toward its community, clients and employees.

GAMEWORKS

GameWorks, a chain of entertainment venues featuring arcades, simulators, prizes and full-service bars and restaurants, was originally established in 1997 as a joint venture between Sega, Universal Studios and DreamWorks SKG. GameWorks Entertainment currently operates in Ontario, CA, Tempe, Tucson, Seattle, Chicago, Cincinnati and in Las Vegas, the company's home base. GameWorks incorporates several green processes into its business operations.

ROCKY MOUNTAIN RECYCLING, LLC

Rocky Mountain Recycling provides a wide range of services to commercial, industrial and residential customers in Las Vegas. It also operates five other plants in the intermountain west. In the commercial/industrial area, Rocky Mountain Recycling collects loose and baled materials from retail, manufacturing, printing and packaging sources. The plant also accepts paper, cardboard, plastics and metal and excels at service and customer satisfaction.

Non-Profit of the Year Finalists

BLIND CENTER OF NEVADA

Since 1955, the Blind Center of Nevada has provided free programs, services, job skills training and employment opportunities to blind and visually-impaired people of all ages living in Southern Nevada. The business community's support of donations, volunteers, capital improvements and e-waste recycling are essential to Blind Center of Nevada's continued success.

LAS VEGAS RESCUE MISSION

In 1970, the Las Vegas Rescue Mission began operations with a single building and a vision to help as many people in need as possible. Over the years, the Mission has grown to a point where it now serves more than 350,000 meals each year, shelters 4,000 people each month and provides clothing and food to those in need on a daily basis.

NEVADA P.E.P., INC.

Nevada P.E.P. is a family of families who care, support and guide one another through the challenges of raising children with disabilities. Nevada P.E.P. services empower families to be lifelong advocates for their children through education and skill building, ensuring that all children become productive members of the community.

Small Business of the Year (5 or fewer employees) Finalists

CANYON CREATIVE & DESIGN, INC.

Canyon Creative, founded in 1996, provides branding, advertising, graphic design, web design, email and social media marketing, as well as writing, product development and an array of other creative services. The company's diverse local and national clientele includes well-known names in the corporate, resort, gaming, retail, restaurant, theme park and entertainment industries.

continued on page 20



“A City National SBA loan helped my business grow.”

When we needed to expand our business, City National presented a loan package that completely met our needs. Now we have more space to conduct business and keep growing. Our new warehouse is a stone's throw from Sycamore Canyon, where we test ride our products.

City National is *The way up*® for my business.

Michael Cachat

President & CEO, JensonUSA

Hear Michael's complete story at cnb.com/thewayup.

Experience the Difference.

Call (702) 583-6264 or visit cnb.com, to find a business banker near you.

CITY NATIONAL BANK
The way up.® 

continued from page 18

COMPUTER TROUBLESHOOTERS

Computer Troubleshooters Las Vegas is an IT services company offering a broad range of services for the small business and residential customer. Services include computer maintenance, repair, hardware, software and systems setup. The company also offers IT support, networking, IP telephone and more. Computer Troubleshooters has expertise with both MACs and PCs and is familiar with all operating systems.

RICHARD A. PERLMAN, ENROLLED AGENT (INCOME TAXES)

Richard A. Perlman is an Enrolled Agent certified by the U.S. Department of Treasury to practice before all levels of the Internal Revenue Service. Perlman prides himself on handling customers' tax issues with professionalism, tact, honesty, integrity and ethics. He represents individuals, sole proprietors, LLCs and corporations that have not filed or paid federal taxes.

Small Business of the Year (25 or fewer employees) Finalists

BANNERVIEW.COM

BannerView.com specializes in website development, management and marketing with a focus on small to mid-sized local and national businesses. With 12 years of experience, BannerView.com is one of only a few companies that offers a proprietary, integrated website-building system and software designed to help companies generate business on their websites.

GERETY & ASSOCIATES, CPAs

Gerety & Associates is a team of professionals with significant expertise in the areas of income and estate tax planning. This allows them to successfully address their clients' personal, family and business tax issues. Shareholders Dan Gerety, Cindy Enerson, Pat Sanchez and Candy Johnson have more than nine decades of combined experience.

GILMORE & GILMORE, CPAs

Gilmore & Gilmore, CPAs was formed in December 2006. With more than 25 years of experience, the firm specializes in audit and tax services for many industries including not-for-profit, construction and medical. It also works with employee benefit plans. Additionally, Gilmore & Gilmore prepares financial statements, develops internal controls, oversees bookkeeping and engages in strategic business planning.

Women or Minority-Owned Business of the Year Finalists


BASKOW & ASSOCIATES, INC.

Baskow & Associates is celebrating 35 years as one of the "Top 10 Star & Talent Brokers in the World" and has been named as one of the top award winning destination management companies worldwide. Its philanthropic ideals, promotion of Las Vegas and its desire to put Las Vegans to work recently earned Baskow & Associates the honor of having the mayor of Las Vegas proclaim March 28 "Baskow & Associates Day."

FAMILY & COSMETIC DENTISTRY DR. REX F. LIU, D.D.S.

Since 1990, Dr. Rex Liu and Associates have been providing exceptional comfort, customer service and care at the award-winning Family and Cosmetic Dentistry. The practice offers comprehensive dental care and smile transformations.

TANGERINE OFFICE SYSTEMS

Tangerine Office Systems carries 35,000 low cost toners and office products, which are available for order online or by phone with free next-day delivery. The company also carries furniture, janitorial and break room products. Tangerine is a full-service authorized Xerox dealer, offering new machines and next-day repair on all major brands of copiers, printers and fax machines. 

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

SKYHIGH MARKETING

SCAN ME TO  Like
US ON FACEBOOK!

WE HELP
YOU YOUR
PROMOTE **BRAND**



APPAREL



DESIGN



PROMO
PRODUCTS



702.436.0867

TWITTER.COM/SKYHIGHMKTG

FACEBOOK.COM/SKYHIGHMKTG

WWW.SKYHIGHMARKETING.COM

**Stick this
in your ear.
Imus in the
morning.**



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

rulesy@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.



DALE CARNEGIE TRAINING® OF NEVADA

STEP UP TO LEADERSHIP

Thursday, September 15, 2011

9:00am – 5:00pm

\$199

Register today

Nevada.DaleCarnegie.com

for more information call 702.505.4321

Participants learn how to:

- Understand their Leadership style to build relationships of mutual trust and respect
- Develop and maintain processes and procedures to empower, delegate, and define performance goals
- Use values, accountability and expectations to create a cohesive team that achieves results

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

The Atomic Testing Museum will host "Two Decades Without Nuclear Weapons Testing" featuring special guest the Ambassador of the Republic of Kazakhstan to the United States. The free event is from 3:00 – 5:00 p.m. on September 1 at 755 E. Flamingo Rd. Reservations required at 702.794.5151.

NV Energy will hold its annual Camp Supplier Diversity to help businesses learn more about potential supplier relationships with NV Energy on Tuesday, September 13 from 6:00 – 8:00 p.m. and Wednesday, September 14, 8:00 a.m. – noon at the Culinary Academy of Las Vegas. NVEnergy.com/campsupplier.

LargestMixer.com will host Las Vegas' Largest Mixer®VII, a collaboration of area chambers and business organizations, on Tuesday, September 20, from 5:00 – 9:00 p.m. at the Palace Station Hotel & Casino. For more information, visit largestmixer.com.

The Public Education Foundation will honor Sig Rogich and Rose McKinney-James at its 2011 Education Hero Award Dinner on Saturday, September 24, at Mandarin Oriental. For tickets, go to ccpef.org.

Community Service

City National Bank presented a \$5,000 donation to the Las Vegas Philharmonic to support the arts organization's programming.

Richard Worthington, president & chief operating officer of **The Molasky Group of Companies**, joined the **Nathan Adelson Hospice** board of trustees.

Congratulations

The 2011 edition of *Mountain States Super Lawyers* lists 14 attorneys of the Las Vegas office of **Greenberg Traurig**. Michael J. Bonner, Mark E. Ferrario and Bob L. Olson were named to the Mountain States Top 75 list for the first time.

Computer Troubleshooters of Las Vegas, received the Rising Star Franchise Award from the company's national franchise for being the fastest growing franchisee who has owned the business less than two years.

The Glenn Group received a national silver ADDY award for its work EMPLOYERS and was honored in the photography category for the client's annual calendar project.

VegasPBS was awarded a 2011 Las Vegas Business Press Green Award in the "Best Green Practices: Building" category for its Educational Technology Campus.

University of Phoenix named instructor Brian Hoeft its 2011 Faculty Member of the Year.

Sumita Batra, owner of **Sumita Beauty**, was named head judge for the 2nd Annual Miss Glitterati Beauty Pageant on September 10.

Sunrise Hospital has been ranked the number one hospital in Las Vegas in U.S. News Media & World Report's 2011-2012 Best Hospital rankings.

Announcements

Houldsworth, Russo & Co. promoted Jessica Sayles, CPA to audit manager.

Hawthorne Plumbing, Heating & Cooling hired Kelly May as its corporate events coordinator.

Nevada State Bank is the first lender in Nevada to refinance a client's Small Business Administration loan as part of the Small Business Jobs Act, which assists small businesses facing maturity of commercial mortgages or balloon payments before December 31, 2012.

Caleb Adcock, CPA, has been promoted to audit manager and Todd Crabtree was promoted to senior associate at the accounting firm of **Piercy Bowler Taylor and Kern (PBTk)**.

Imagine Marketing has changed its name to **Imagine Communications** to reflect its expanded offerings.

Mary Thompson has been named president of **Capstone Brokerage**. As vice president, she successfully navigated the company through one of the hardest business environments in decades.

Applied Analysis promoted Alyson Bettelman, CPA, and Jake Joyce to the position of senior managers.

Former Chamber Chairman **Diane Dickerson** has been named senior vice president and chief marketing officer of First California Financial Group in Westlake, California.

Duane Morris LLP announced Holly S. Stobersky joined its Las Vegas office as special counsel with a focus on Business Reorganization and Financial Restructuring.

MountainView Hospital launched its Robotic Surgery Program which includes the advanced technology of Da Vinci Si HD Surgical System, the first of its kind in Nevada.

Roseman University of Health Sciences partnered with **St. Rose Dominican Hospitals** to offer a Master of Business Administration degree aimed at building entrepreneurial skills among health care professionals.

The Regional Transportation Commission of Southern Nevada announced **Miller's Ale House** as one of the official sponsors of the first annual RTC Viva Bike Vegas Beer Garden on October 15.

White Star Marketing, LLC selected **Preferred Public Relations** to handle all public relations efforts, including strategic planning, promotions and media relations for the new VIVID Vodka.

Wheeling/Dealing

Grubb & Ellis Las Vegas brokered the sale of a 23,400-square foot industrial building for \$1.7 million, as well as a 6,222 square-foot office building for \$1.4 million.

Timeshare Hot List has entered the Mexican market and launched a new campaign called "The New Way to Stay."

Bishop Air Service completed a fully automated, whole-house solar energy system in a Las Vegas home.

Zorate, LLC, the first online voucher company to taken on instant couponing, unveiled its iPhone application, "zApp," to bring Discounts on Demand to mobile users who are out on the town looking for deals.

The Landero Learning Center for Music and the Arts opened its new 4,300 square-foot location at 9620 Las Vegas Blvd. South.

Commercial Executives represented the seller of a 1,469 square-foot office building for \$125,000, as well as brokered the lease of 3,938 square-feet of office space for \$170,124.

SolarReserve announced an amendment to its development agreement that will require 90 percent of the construction workforce be Nevada residents for the Crescent Dunes Solar Energy project in Tonopah, helping to generate jobs in Nevada.

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 **SEPTEMBER 2011**.

+50 YEARS

Credit Bureau Central, Inc. 83
Kaercher & Associates Insurance Brokerage Inc. 50
Las Vegas Paving Corp. 50

+20 YEARS

Nevada Dept. of Transportation 43
Jim Marsh Automotive 40
Vegas PBS 31
Nathan Adelson Hospice & Foundation 29
Desert Radiologists 27
Las Vegas Events, Inc. 26
Health Plan of Nevada 24
A Scenic Outdoor Wedding 24
Goodwill of So. NV, Inc. 23
Las Vegas Area Council, BSA 23
Kafoury, Armstrong & Co. 22
Nigro Development 22
Safe Nest 22
Easy Living Homes, Housing Solutions, Inc. 20

15 YEARS

INQUIPCO
Metropolitan Community Church of Las Vegas
Pro Group Management, Inc.-Larry Bradley
Rebuilding Together Southern Nevada
Sandra Merritt Agency
Shepco Outdoor Advertising, Inc.
State of NV Bureau of Vocational Rehab & Services to the Blind & Visually Impaired
Sunrise Glass & Hardware
Trinity International Schools
Village East Cleaners, Inc.

10 YEARS

Affairs to Remember Catering
American Rehabilitation Corporation, A. R. C.
Behade Builders, Inc. - Lic. # 48326
Business Center of Nevada

Calvary Community Assembly of God Church

Carrabba's Italian Grill
Dino's Lounge
Galaxy Salon

Henderson Electric Motors, Inc.
Janet Trost, Esq.

Law Offices of Harold M. Morse

McKenna Realty-Timothy McKenna

Mike Tocco Roofing, Inc. - Lic. # 46627

Neagle Freight Systems, Inc.

One Low Price Cleaners

Paradise Shell

Parti-Pak Productions, Inc.

PSI Seminars

RC Willey Home Furnishings

Supersmile

The Michael Group

Treichel Electric, Inc.

Vegas Trucking Co.

William F. Harvey, O. D. Ltd.

5 YEARS

Akers Chiropractic

Asian Express

BNY Mellon Wealth Management

Carroll Shelby Ent., Inc.

Citywide Services

Cole International

Golden Spoon

Hollander Capital Management, Inc.

HR Transportation, LLC

Infectious Disease Doctors of Nevada

John A Cerio Insurance Broker

Kemp & Kemp, Attorneys At Law

Laird Plastics

Sanford H. Feibusch, CPA, PC

Urban Environmental Research, LLC

Weimar Investments, Inc.

Western Reporting Services, Inc.



Pico Madama

Pico Madama, Las Vegas' first styling and hair health boutique, celebrated its grand opening in Summerlin. It offers high-end styling, coloring, and exclusive services and products to make your hair healthy. Call 702.212.0544 or visit picomadama.com.



Simply Perfect

Simply Perfect celebrates its new Chamber membership with a ribbon cutting. Simply Perfect provides unique, creative, customized and personalized gift baskets for all occasions. Call 702.205.2485 or email simply.perfectshawnandpam@hotmail.com.



The Las Vegas-Clark County Library District

The Las Vegas-Clark County Library District opened the Windmill Library at 7060 W. Windmill Lane. Trustees Ron Kirsh, Keiba Crear, Michael Saunders, Carol Reese, Director Jeanne Goodrich, Board Vice Chair Kelly Benavidez and Commissioner Susan Brager cut the ribbon. Visit lvccd.org.



DanceCenter Ballroom & Latin Dance Studio

DanceCenter celebrated its one year anniversary with a ribbon cutting. DanceCenter offers a unique fusion of classes and cutting-edge instruction, all within a creative and positive environment. Call 702.434.8800 or visit dancecenterlv.com.



InCircle Rentals.com

InCircleRentals.com celebrated its new Chamber membership with a ribbon cutting. InCircleRentals.com is the vacation rental owner's network for sharing guest leads online. Call 888.317.1538 or visit incirclerentals.com.



Veterinary Emergency & Critical Care (VE&CC)

VE&CC, the new 24-hour animal hospital in Las Vegas that has on-site physicians on staff 24 hours a day, opened its doors for business with a ribbon cutting. Visit vecc24.com or call 702.262.7070.

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

Chamber Member Discount Offer



InTouch Credit Union

Congratulations to InTouch Credit Union on its grand opening at 7676 W. Lake Mead Blvd. InTouch enhances members' day-to-day lives by providing knowledgeable financial professionals in a caring and comfortable environment. Call 702.992.7430 or visit itcu.org.



Unity Baptist Church

"Here we grow again." Unity Baptist Church broke ground on its new sanctuary and fellowship hall, which will complete a 30-year vision in early 2012. This vision will enhance and impact its ministries to the community. Visit unitybaptistchurchlv.org.



Foundation for Positively Kids

Foundation for Positively Kids, a local 501(c)(3) non-profit that provides skilled in-home nursing services exclusively to children with chronic and terminal illnesses, opened the doors of its new healthcare clinic. Visit positivelykids.org, [facebook.com/poskids](https://www.facebook.com/poskids), or @poskids on Twitter for more information.



Take Shape for Life

Take Shape, offering a program for weight loss and wellness through a three-part system designed to foster healthy habits to create a meaningful life, celebrated its new Chamber membership. Call 702.812.5744 or visit mycoachsue.com.



Best Western Plus Las Vegas-West

Best Western Plus Las Vegas-West is located on Sahara and Durango and offers fantastic accommodations and amenities for both the business and leisure traveler. Call 702.256.3766 or visit bestwestern.com/pluslasvegaswest.



World Wellness Group

World Wellness Group commemorated its one year anniversary with a ribbon cutting. It operates an integrative wellness center where medical doctors compliment alternative medicine practices such as acupuncture, yoga, reiki and massage. For a broad selection of health and wellness options, call 702. 333.5325 or visit worldwellnessgroup.net.



PROTECT YOUR BUSINESS FROM THE UNEXPECTED

BY BRUCE W. BARNES, INFRASTRUCTURE PROTECTION MANAGER FOR NV ENERGY



The last thing on the mind of a small business owner is emergency planning. Most people believe that a major disaster will not happen to them in their lifetime. But all one has to do is watch the news to see that disaster can strike at any time, everything from earthquakes in Chile and New Zealand, the catastrophes in Japan to most recently, Hurricane Irene. A disaster could even occur in Las Vegas.

It has been estimated that 80 percent of all small to medium-sized companies involved in a large scale disaster will go out of business within 18 months. These businesses are especially susceptible to disaster-related closure because they lack the financial resources that most large organizations have. By creating a disaster preparedness plan, a business can significantly improve its chances of avoiding closure.

The investment of time and effort made in planning for a disaster can pay in the long run. Emergency planners say on average, one dollar invested in planning results in seven dollars saved during recovery.

There are five low cost steps any small business owner can take today to help lessen the impact of a disaster on company operations:

Identify Critical Functions: Critical functions are those that enable a business to provide services to its customers. Being able to identify and prioritize those functions most vital to operating is essential to developing an emergency plan.

Conduct a Vulnerability Assessment: There are a variety of hazards that could realistically happen in Southern Nevada. Business owners should ask themselves, "What would happen if this happened to my business?" The Clark County Office of Emergency Management addresses the following natural and human caused hazards in their emergency operations plan.

Develop Strategies: Every business has its own unique set of risks and vulnerabilities to different hazards. Once the most critical functions are identified, it is necessary to determine strategies to reduce or mitigate the effects of a disaster as they relate to each of the hazards listed above. For example, develop a plan to evacuate employees and back-up documents if an explosion occurs in a nearby building. Have a way to contact major customers if a flood prevents employees from accessing the building.

Make a Plan: Once strategies are created, develop a plan. The plan should be clear and concise so that it can be rapidly executed, but also flexible enough to be adapted to multiple situations. Include specific tasks necessary to resume or continue each critical business function, mapping out the who, what, when and where of each task. Developing a plan and putting it in writing is important, but business owners gain the most from the planning process itself.

Test the Plan: After the emergency plan is created, employees should be trained on the plan's procedures and guidelines, as well as how to carry out the plan in an emergency. Don't let the plan gather dust on a shelf...review emergency plans annually and conduct periodic drills and tests to ensure that employees know what to do. Also, make sure the plan is kept up-to-date with business and staff changes.

A small amount of time and effort put into developing an emergency preparedness plan will go a long way toward lessening the impact of a disruption or loss to business.

For more information on how to prepare a small business for a disaster, visit these sites:

www.Ready.gov (Department of Homeland Security)

www.ibhs.org (Institute for Business and Home Safety)

www.redcross.org (American Red Cross) 



THE GREATEST CITIES IN THE WORLD
ARE **SMOKEFREE**

EXCEPT VEGAS



IT'S TIME
WE CATCH UP

THE GREATEST CITIES IN THE WORLD HAVE ONE THING IN COMMON; THEY ARE **SMOKEFREE** IN ALL INDOOR SPACES. IT'S TIME FOR VEGAS TO CATCH UP.

CHECK OUT RIGHTTOBREATHE.NV.COM
FOR A LIST OF ALL THE CITIES.

RIGHTTOBREATHE.NV.COM | SMOKEFREEVEGAS.COM

Centennial Party

BE A PART OF THE CHAMBER CENTENNIAL!

Did you know the Las Vegas Chamber of Commerce has played an integral part in building and growing Las Vegas?

The Chamber turns 100 this year, and we are rolling out the fun for our Centennial Celebration. Join the festivities at our high-energy Centennial Party, on our dedicated website, and by sharing your Chamber story with us!

The Party

The Chamber will celebrate its centennial with a party embracing the energy of Las Vegas and the 100-year history of the organization. The party will feature special entertainment, food, and cocktails.

Join the fun on Friday, October 21 in the Palms Ballroom at Palms Casino Resort. We hope you will join us for this historic event!

Centennial Party & Celebration
Palms Casino Resort
Palms Ballroom
Friday, October 21
5:30 - 8:30 p.m.
\$50 per person
Call 702.641.5822 or online at
Chamber100.com

The Website

Launching August 31 is Chamber100.com, a website dedicated to the Chamber's first hundred years shaping the Southern Nevada business community's growth and innovation. The website will feature a decade-by-decade timeline of major Chamber events and contributions to Las Vegas, photo galleries and slide shows, video interviews, and a special place for you to post your Chamber story. Visit Chamber100.com to view this special content on the history of the Chamber and Las Vegas.

Your Story

How does your company fit into the fabric of the last hundred years of business in Las Vegas? How has your company helped pioneer business in Southern Nevada? We welcome your stories as part of the Chamber's history, and invite you to share them with other members at Chamber100.com.



Nevada Business

the decision maker's magazine

Subscribe Today!

www.nevadabusiness.com



What is the most effective way to attract new customers to your business?



Establish an authentic, personal relationship and give them the feeling that you're really interested, that you care and that you want to know how you can serve them best. Stay in touch and follow up.

–*Dody Furst, Life Coach,
Furst Personal Coaching, llc.*



Take care of the customers you have... word of mouth is the oldest and best advertisement for any business.

–*Vicky VanMeetren, President & CEO,
St. Rose Dominican Hospitals, San Martin Campus*



The best way to attract new customers to your business is to promote, promote, promote. Once you've let them know who you are and what you do, be sure to provide a quality product and top notch customer service. People don't have to do business with you, so make sure you're a cut above the rest.

–*Toni Terrell, Editor-in-Chief,
The Answer Newspaper*

Promise only what you can deliver; deliver on what you promised, when promised, and at the price you promised it. Everything else will sort itself out. If a client says to their peer group, "I used them, they are fantastic," new business is guaranteed.

–*Michael R. Gentile, C.B.O., Managing , North America, Inc.*

Word of mouth is the best way to attract new members to our church.

–*Raymond L. Giddens Sr., Unity Baptist Church, Senior Pastor*

Maintaining an active, live website and/or blog is an effective way to showcase your company's skills and recent activities. The activity creates a business profile that is responsive and energetic, demonstrating to customers that you are truly open for business and contributing to higher ranking in online searches.

–*Melissa Clary, Principal,
Alluven Consulting*

Only unsurpassed quality, honesty and accountability produce a steady stream of new customers who are referred to 1-2-3 Automotive, LLC by our existing customer each and every day. There simply is no better way to find new customers than to satisfy our customers who will gladly send their friends, neighbors and relatives here.

–*Andy Maline, Owner,
1-2-3 Automotive, LLC*

For law firms, business generation centers on legal acumen, a winning track record and the strength of your network. However, to effectively bring in the right business, differentiating yourself is key. Continually communicating with clients, being a trusted resource and business partner who knows how the law impacts their livelihood is what makes our clients come back and refer our services.

–*Jeffrey Rugg, Shareholder,
Brownstein Hyatt Farber Schreck, LLP*



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

TAXES

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



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.™

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



*Celebrate the spirit of small
business in Southern Nevada*

SMALL BUSINESS EXCELLENCE AWARDS LUNCHEON

*September 22, 2011
Rio All Suites Hotel & Casino*

REGISTRATION & NETWORKING
11:30 a.m. - 12:00 p.m.

PROGRAM & LUNCH
12:00 - 1:15 p.m.

Reserve your seats today!
LVChamber.com
702.641.5822

\$55 Chamber Members
\$70 Non-Members
\$80 Walk-Ins

Exclusive Sponsor:

NEVADA STATE BANK

Member FDIC



SEPTEMBER 2011

*Centennial
Party*

Friday, October 21

Join the Las Vegas Chamber of Commerce as we celebrate 100 years in the Las Vegas business community. Enjoy a variety of live entertainment, great food, and fun libations.

5:30 - 8:30 p.m.

The Palms Casino Resort

\$50 per person

Chamber100.com

702.641.5822