

BUSINESS VOICE

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

The Centennial



Celebration Issue

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{ president's message }



KRISTIN MCMILLAN
 President & CEO

I'm proud to say that this month marks the official 100th anniversary of the Las Vegas Chamber of Commerce. And what a century it has been! The legacy of the Chamber is unsurpassed by any other business organization in the state.

Much like Las Vegas, the Chamber is a unique entity all to itself. During the course of the year, I hope you've had a chance to follow our history through the Centennial series in the *Business Voice* and through Chamber100.com. The Chamber's active presence is evidenced in the most tangible of ways throughout the history and growth of Las Vegas.

During the year, the Chamber's team has been digging into the archives, interviewing long-time members and reviewing documents that are decades old. The research confirmed a lot that we already knew. We knew, for instance, that some of the first Chamber leaders were community founders who saw the value of banding together for a common cause. We knew that, throughout history, the Chamber has been a pivotal force in many major developments here. But we learned much more. We have come to understand and more fully appreciate the foundational attributes of the Chamber, as well as the character and drive of individuals who have cared for and nurtured this organization and the community at large throughout the years.

The Chamber was created by individuals who fought against the norm. They were explorers, entrepreneurs, business owners – and even rebels – looking to claim a stake in new territory and make it prosper. They fought against criticism of their ideals and battled heat, wind, sand and the scarcity of water. They started businesses that others said would never make it. They demanded to be recognized, to be counted and to create a voice for their community. When the community started to grow, they cared for it, creating hospitals, schools, federal buildings and social services. They developed businesses against all odds, loaned money to one another and supported one another's efforts toward commerce. And then, collectively, they introduced their city to the world. This is our legacy.

The names and faces have changed throughout the years. Economic clouds have come and gone. Technology has forever changed the way we do business and connect with each other. Throughout it all, the foundational principles of the Las Vegas Chamber of Commerce, and the character and drive of individuals who have been our leaders, have remained intact. Today, we continue to be the voice that speaks on important issues to support businesses and community advancement and development. We're still a central resource to support the revitalization of our member businesses. We remain the central hub to gather, share ideas, create relationships and make business connections to support each other and introduce our businesses to the world. Together we can make sure that our treasured legacy continues. **BV**

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“THE MAGIC OF CUSTOMER SERVICE”

WILL BE REVEALED AT **NOVEMBER 3**
CUSTOMER SERVICE EXCELLENCE LUNCHEON

Join the Chamber in saluting the valley’s top customer service providers at the Customer Service Excellence Luncheon on Thursday, November 3. Presented in partnership with the Las Vegas Convention and Visitors Authority, “The Magic of Customer Service” will recognize employees from industries across Southern Nevada who have been identified for their outstanding commitment to quality service. Special guest “The Mentalist” Gerry McCambridge will be on hand to unveil just how magical customer service is in Las Vegas. Special Bronze, Silver and Gold certificates will be awarded to Customer Service Excellence nominees who have reached upper levels of achievement. We will also salute our 2011 Five Star Award Winners and name the Customer Service Excellence Person of the Year.

THURSDAY, NOVEMBER 3

LOCATION: The Orleans Hotel & Casino - Mardi Gras Room, 4300 W. Tropicana Ave.

TIME: 11:30 a.m. – Noon Check-in; Noon – 1:15 p.m. Program

COST: \$45 per person or \$450 for a table of 10

RSVP 702.641.5822 or LVChamber.com.

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EMPLOYERS REQUIRED TO POST UPDATED LABOR POSTERS BY NOVEMBER 14



The National Labor Relations Board requires employers to notify employees of their rights under the National Labor Relations Act (NLRA). Private-sector employers, including labor organizations, must post the NLRA employee rights notice where other workplace notifications are typically posted. This new poster must be in place no later than November 14, 2011.

If you have questions or would like to order a poster for use in your business, call 702.641.5822. The cost for the poster is \$42.

PRODUCTION TEAM

Publisher: John Osborn | **Executive Editor:** Cara Roberts | **Managing Editor:** Greta Seidman
Graphic Designer: Ben Myhre | **Production Coordinator:** MJ Dennis

Editorial Policy:

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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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PREVIEW LAS VEGAS 2012 SET FOR FEBRUARY 9TH

The most anticipated economic forecasting event of the new year, Preview Las Vegas, will be held Thursday, February 9th at Thomas & Mack Cox Pavilion. Preview brings together dynamic national speakers, local economic experts and industry leaders in a conference and trade show event. Nearly 2,000 attendees are drawn to Preview each year, including executives, C-levels and decision-makers from all industries looking to “get ahead” for the coming year.

Exhibit booths and sponsorships are now available for Preview Las Vegas 2012. These high-profile advertising and promotional vehicles are available exclusively to Chamber members. For more information call 702.641.5822 or visit PreviewLasVegas.com.

SCORE PROVIDES FREE ONE-ON-ONE COUNSELING FOR SMALL BUSINESSES

As a Chamber member, take advantage of complimentary one-on-one business counseling sessions with a SCORE counselor. SCORE counseling can help you assess your business and provide you with advice, tools and resources.

SCORE is a non-profit organization dedicated to the formation, growth and success of small businesses nationwide. It has over 350 active chapters throughout the United States, that are comprised of more than 13,000 business executives, professionals, and business owners who donate their time and expertise as counselors.

For more information or to schedule an appointment, contact SCORE at 702.318.6104 or visit scorelv.org.

DAVID KELLERMAN JOINS CHAMBER AS VICE PRESIDENT - FINANCE



The Las Vegas Chamber of Commerce welcomes David Kellerman as Vice President of Finance. Kellerman will directly oversee and guide the financial, budgetary and I.T. operations of the Chamber on a day-to-day basis.

Kellerman brings more than thirty years of experience in banking and accounting to this position. He most recently served as the Chief Financial Officer for Nevada Commerce Bank, now City National Bank, and has a wealth of knowledge in chief operating management, mergers and acquisitions, risk management, and senior-level chief operating management. He has held several senior-level positions throughout his career, including Business Bank of Nevada, Second National Bank in Ohio, and Ernst & Young, LLP. He has also served as an adjunct professor at UNLV and Kent State University, and has been involved in several community programs and non-profit organizations.

“David brings a vast knowledge of finance, accounting, and business acumen to assist the Chamber in navigating its financial sector,” says Kristin McMillan, president and CEO of the Las Vegas Chamber of Commerce. “He will be an asset in developing new strategies for the Chamber’s growth and development and keeping the Chamber attuned to its business and financial goals.”

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Chamber Centennial

A Look Back

In its first hundred years, the Las Vegas Chamber of Commerce had a major role in some of Las Vegas' most significant historical milestones. From enabling better transportation to producing some of the city's first promotional campaigns, the Chamber has been a constant in building, supporting, and strengthening the Las Vegas business community.

1911 – The Chamber is formed with the goal to, in the words of Chamber leader James Givens, “enter upon a period of increased progress and activity.”



1926 – Passenger service begins on Western Express Airlines. The Chamber helps assist in obtaining the first airfield, beginning a legacy of helping aviation and publicity in Las Vegas.



1929 – Work begins on Hoover Dam. Chamber leaders, including James Cashman Sr. and Charles “Pop” Squires, are instrumental in facilitating Nevada's involvement in the construction. Hoover Dam creates a major jump-start in population and economic diversity for the area.

1944 – The Las Vegas Chamber of Commerce, led by Maxwell Kelch, launches the Live Wire Fund to promote Las Vegas in a post-war economy. This is a major step forward in establishing Las Vegas as a vacation and tourist destination. Businesses from all over Las Vegas support the initiative, which results in a massive boom of construction, jobs, and overall prosperity.



1955 – The Chamber of Commerce forms the Better Business Bureau and United Way of Southern Nevada in a citywide effort to increase community stewardship.

1960 – The Chamber holds a special board meeting to endorse the construction of McCarran Airport as it stands today, a crucial step that helps the airport pass bond election. This continues the legacy of the Chamber supporting efforts to make Las Vegas an easily-commutable destination city. Today, McCarran Airport is the fifth busiest airport in the United States.



1983 – Community leaders, through the Chamber, including future Chamber president Mark Smith, create Las Vegas Events to attract non-gaming visitors to the area. Las Vegas Events later brings in National Finals Rodeo, which remains one of the area's most profitable and popular events today.

1996 – The Chamber supports the 1,100-acre Las Vegas Speedway park with drag, stock car, and formula car racing tracks. The construction of the Speedway brings NASCAR and Indy fans to Vegas, and creates millions of dollars of revenue to the city during active weekends and in special programs.



2009 – The Chamber publishes landmark studies on public employee pay and benefits, and is successful during the legislative session of having comprehensive reform measures passed, helping reduce the state's unfunded future budget liability and shortfall.

2010 – The Chamber works with U.S. Senator Reid to help create language for the Small Business Jobs Act, referred to by the Small Business Administration as, "the most significant piece of small business legislation in over a decade." The new law provides resources to assist small business recovery during the economic downturn and create jobs.



2011 – The Chamber celebrates its centennial.

For a more in-depth look of the Chamber's history and its impact on the Las Vegas community, visit Chamber100.com. View exclusive video interviews, browse photo galleries, and leave your own Chamber story.



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Centennial Party

The Las Vegas Chamber of Commerce
IS TURNING 100
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Friday, October 21, 2011
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Palms Ballroom
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THE CHAMBER'S ROLE AS A SMALL BUSINESS ADVOCATE CONTINUES TO GROW

The Las Vegas Chamber of Commerce played an increasingly active role in Southern Nevada's business community and in the halls of the state legislature in the last decade. Serving as the state's largest business organization in a time period that encompassed both extreme growth and development as well as one of the most challenging economies in history, the Chamber stepped up to become an even more substantial advocate for business at all levels.

The Chamber worked and successfully defeated several anti-business proposals, including a four percent business profits tax initiative proposed by the Clark County Education Association, which was eventually ruled unconstitutional.

The Chamber led several campaigns to engage the business community. In the aftermath of 9-11, the Chamber

created "Support Our Troops" as a way to encourage Chamber member businesses to offer discounts to Las Vegas military personnel and their families. "Business on Guard" followed, supplying detailed guidelines to help businesses and their employees identify potential terrorist threats to the community.

In an effort to raise awareness of the growing need to conserve water in Southern Nevada, the Chamber launched H2 Know. The water education and conservation program encouraged responsible use of water by businesses and provided tips on ways to reduce water consumption and save money.

Bringing tourists to Southern Nevada has remained a vital part of economic development efforts throughout Las Vegas history. The Chamber has supported transportation funding issues since the city's inception and continues to be an advocate for vital highway funding

projects. In 2007, the Chamber helped pass legislation to fund \$1 billion in highway projects.

As the economy began to slow in Southern Nevada, the Chamber joined with the Las Vegas Convention and Visitors Authority and launched its "Stay and Play Here" campaign to encourage Southern Nevadans to take advantage of the myriad of entertainment options in the area as a way to save money while supporting local businesses and helping bolster the economy.

Recognizing the changing demographics of the Southern Nevada business community, in 2006 the Chamber established Vegas Young Professionals (VYP). The organization focuses on up-and-coming business professionals ages 21-39 by providing access to unique networking and educational opportunities.

The Chamber launched a series of studies in 2009 to have a deeper understanding of public policy issues. These landmark





BE PART OF THE CHAMBER CENTENNIAL AT CHAMBER100.COM

We're continuing to celebrate the 100th anniversary of the Las Vegas Chamber of Commerce. Throughout the year we've been exploring our past and the significant role the Chamber played in shaping the local economy and supporting our business community. You can join in the celebration and learn interesting facts about Las Vegas' rise to fame over the last 100 years. Visit Chamber100.com to learn more.

studies raised awareness in the community of high levels of local government employee pay, as well as the state's multi-billion dollar unfunded liability associated with Nevada's Public Employees' Retirement System and Public Employees' Benefits Program. These studies had a significant impact at the legislative level and helped the Chamber advocate passage of comprehensive reform measures, including the discontinuation of the State Retiree Insurance Health Subsidy for new state employees.

In 2010, the Chamber faced one of its biggest challenges to date: finding innovative and effective ways to help members weather what had become one of the worst economic downturns in the valley's history. The result: the 2010 launch of the Viva Las Business campaign to support the local economy and help struggling business owners. New benefits were created to help business owners network, build new relationships and effectively attract new customers; free programs were put into place that provided one-on-one professional business and legal advice to struggling professionals; Members were granted free

access to offer discounts and specials and upload their commercials to LVChamber.com; and membership cards were distributed to help create an environment where members could offer and redeem special price breaks for one another.

The Chamber played a role at the federal level, too. In 2010, the Chamber hosted United States President Barack Obama, U.S. Secretary of Commerce Gary Locke and U.S. Small Business Administrator Karen Mills. U.S. Senator Harry Reid solicited the Chamber's input to help create language for the Small Business Jobs Act, giving small business access to valuable tax credits and financing.

As the Chamber embarks on its 101st year serving Southern Nevada's small business community, one thing remains clear: Regardless of the roadblocks and challenges that may come to pass in the future, the Las Vegas Chamber of Commerce will be a continually evolving organization committed to serving the ever-changing needs of Southern Nevada's small business community. BV



{ president's club }



AMY AYOUB
President & Owner
Moving People to
Action®

- Q** What is the best piece of business advice you have been given? *Do what you love and the money will follow.*
- Q** What distinguishes your company from its competitors? *I believe we attract the clients we can best serve. We don't use a cookie cutter approach but coach the client to be the best they possibly can while remaining true to themselves.*
- Q** What is your favorite thing about Vegas? *I love that in Vegas we welcome new residents immediately and help them get involved in the community quicker than is possible in most large cities.*
- Q** What is your favorite quote? *"When the student is ready, a teacher appears." - Zen saying*



VALERIE GLENN
President,
CEO & Owner
The Glenn Group

- Q** What is the best piece of business advice you have been given? *Hope is not a strategy.*
- Q** What is your management philosophy? *It sounds trite, but surround yourself with talented, motivated, creative and dedicated people and then let them do their jobs. There is nothing more personally or professionally satisfying than to see people grow and do well in your company.*
- Q** What is your favorite quote? *"Act as if it were impossible to fail." - Dorthea Brande, writer, among others*
- Q** What was your first job? *Working for the Chamber of Commerce greeting tourists arriving at the airport when I was 14 years old.*



JEFF OBERSCHELP
Vice President and
General Manager, Nevada
CenturyLink

- Q** What is the best piece of business advice you have been given? *Be direct, be specific, challenge the status quo, and consider your customers' perspective in all interactions. This advice has helped me become a better businessman and achieve desired outcomes sooner.*
- Q** What is your company's value proposition? *CenturyLink is a global company with a robust product set, local leadership, service quality ownership and execution, and the ability to offer the best solutions at the greatest value.*
- Q** What was your first job? *I had my first "real" job when I was 14; I was working at Shakey's Pizza as a dishwasher. I quickly learned the hierarchy that exists at restaurants and I was at the very bottom. I learned a valuable lesson from the experience: Everyone's job is important, no matter how menial it may seem, and everyone deserves to be treated with respect.*
- Q** What is the most interesting trip you've ever taken? *A few years ago, my wife and I took our teenage girls to Guatemala to build houses for the underprivileged. The experience was so inspiring and life-changing that we returned two years later with my brother-in-law and his family.*



BRUCE SPOTLESON
Group Publisher
Greenspun
Media Group

- Q** What distinguishes your company from its competitors? *The ways we give back to the community. I'm proud of that.*
- Q** What is your company's value proposition? *We deliver quality audiences and superior customer service in a community we know better than anyone.*
- Q** Who/what inspires you? *When I hear that a story we published made a difference.*
- Q** What is your favorite quote? *"Somebody has to do something, and it's just incredibly pathetic that it has to be us." - Jerry Garcia*

{ new members }

president's club

executive level

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Jay Barrett
- Creel Printing Company
Allan Creel
- Veritas Consulting Group
Anthony DiBello
- Sports Clips Haircuts
Stephanie DeVall

mysalestracker.com
Jim Brock

{ executive level }



SHANDA ALCANTARA
Area Director Sales & Marketing
Covenant Care Inc./
Silver Ridge & Silver
Hills Healthcare

Q What is the best piece of business advice you've been given? *When the going gets tough, the tough get going. Don't get caught up in the moment, especially if it is a challenging situation. Step back, analyze the situation without emotions, then make a decision what course of action to take.*

Q What is your management philosophy? *Management by walking around. If you just sit in your office, how can you set an example of the type of positive, customer-service-driven culture you want in your business?*

Q What are your hobbies? *In 2003 I developed a line of seasonings called Aha! based on flavors from Peru that went national. I like to open the refrigerator door and make a gourmet meal out of leftovers.*

Q What distinguishes your company from its competitors? *We are the industry leader. When people think of shredding, or document destruction, whether it's locally, nationally, or internationally, they think of Shred-It. We practically invented "on-site" document destruction and we are the first company in Las Vegas to offer on-site document destruction to our customers.*

Q What is your favorite thing about Vegas? *The weather. I know it gets a little hot in for a couple months in the summer, but as a friend of mine is fond of saying, he's never "slipped and fell on the sunshine."*

Q What is your hometown? *Protem, Missouri, population 7 (when I was there). Makes you more thankful for what you have.*



TROY FLETCHER
General Manager
Shred-It Las Vegas



BRET HOLMES
President
Advanced Management
Group Nevada, LLC

Q What is the best piece of business advice you have been given? *Don't have a "Plan B." If your only option is success then the chances of failure reduce dramatically.*

Q What distinguishes your company from its competitors? *Personal service. We make our upper management team available to our clients any time they need us.*

Q What is your favorite escape? *If I am staying home, it's going into my garage and working on one of my project cars. If I'm going out of town, it's Napa, CA!*

Q What is your management philosophy? *Hire the right people, make sure they know what to do, then get out of thier way.*

Q Who are your heroes? *Sam Walton, Ray Kroc and Herb Kelleher*

Q What is your favorite quote? *What the mind can conceive, it can achieve. -Napoleon Hill*



JIM BROCK
President
mysalestracker.com



STEPHAN KORDT
Structural Engineer
Halcrow Yolles

Q What distinguishes your company from its competitors? *We see ourselves as a local company with a huge national and international workforce behind us for larger projects or special, unusual experiences.*

Q What is your definition of customer service? *I think the clients requests should always come first. Should a client be unhappy, they can call me on my mobile phone 24/7. I instructed our receptionist to give out my number to any client if requested.*

Q What is your favorite thing about Vegas? *Talented people – we are being declared dead every ten years and always come back big. Watch out naysayers, we'll be on top again in 5 - 10 years!*

Q What is the best piece of business advice you have been given? *Everything sells. It's a matter of price and time.*

Q What distinguishes your company from its competitors? *Because our Realtors are more experienced, we are able to solve real estate problems based on innovation and determination to get results for our clients.*

Q What is your favorite escape? *I love to take a road trip with my husband in our Corvette. For a quick escape from the day to day, I organize my closet. It's mindless but relaxing.*



FAFIE MOORE
President/Owner
Realty Executives of
Nevada

◀EVENTS▶

OCTOBER

TWO EASY WAYS TO REGISTER FOR CHAMBER EVENTS:

Go to LVChamber.com and find your event on the Event Calendar, or call 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

4 TUESDAY

CHAMBER UNIVERSITY: TWITTER 101

Presented by Will Paccione
Learn tips and techniques on how to build your network and engage your community in this hands-on class that gives you the tools and resources needed to maximize your company's Tweeting efforts.

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

\$20 per session
Chamber members only
702.641.5822 or online



5 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 so 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

6 THURSDAY

THE HUB: WHERE NETWORKING AND MARKETING MEET

Network with other members and learn more about how the Chamber works for you! This month the Chamber will feature Minority and Women-Owned Businesses as table top exhibitors. This event also gives members the opportunity 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
702.641.5822 or online

Sponsors:



11 TUESDAY

ARE YOU BUSTING OR BUILDING YOUR BRAND? A BUSINESS EDUCATION SERIES PRESENTATION



Speaker: Monica Cornetti

This seminar will give you the competitive advantage you and your organization need to survive in a tough and increasingly uncertain business climate. It will establish your brand far above your competitors.

7:00 - 7:30 a.m. Registration, networking & continental breakfast 7:30 - 9:00 a.m. Program Las Vegas Chamber of Commerce*

\$20 for Chamber members
\$40 for walk-ins
702.641.5822 or online

Signature Sponsor:



Exclusive Session Sponsor:



11 TUESDAY CHAMBER UNIVERSITY YOUTUBE 101

Presented by Jeff Grace

Gain the knowledge needed to create a successful YouTube account and channel. Learn the best practices for shooting video, making equipment choices, video formats and editing basics.

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

\$20 per session
Chamber members only
702.641.5822 or online



12 WEDNESDAY

CHAMBER VOICES TOASTMASTERS

Improve your communication skills and deliver more 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. - Noon Las Vegas Chamber of Commerce*

\$54 every six months
Guests always complimentary

14 FRIDAY DEVELOP A GREENER OFFICE

Speaker: Yalmaz Siddiqui

Director of Environmental Strategy for Office Depot

Join the Las Vegas Chamber of Commerce and Office Depot for an engaging seminar on how to develop a greener workplace.

7:30 - 8:00 a.m. Registration 8:00 - 9:30 a.m. Program Element Las Vegas Summerlin,

10555 Discovery Dr., 89135
Complimentary for members
\$10 for non-members
702.641.5822 or online



18 TUESDAY
CHAMBER UNIVERSITY: BUILDING YOUR SOCIAL MEDIA STRATEGY
Presented by Flip Wright

Devising a social media strategy will help your company leverage business using strategic and innovative social networking platforms. Use the tips and practices presented in this workshop to develop a social media plan for your company.

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

\$20 per session
 Chamber members only
 702.641.5822 or online



19 WEDNESDAY
EGGS & ISSUES

Featuring: Chancellor Dan Klaich and UNLV President Neal Smatresk

Join the Las Vegas Chamber of Commerce and University of Nevada Las Vegas President Neal Smatresk in an intimate conversation with Chancellor Klaich. Participate in an engaging question and answer period as we learn about higher education in Southern Nevada.

7:30 - 8:00 a.m. Registration
8:00 - 9:00 a.m. Program
Las Vegas Chamber of Commerce*

\$20 members, \$35 non-members
 \$40 walk-ins
 702.641.5822 or online

Sponsor:



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19 WEDNESDAY
CHAMBER CONNECTIONS
 See October 5 for details.

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 live entertainment, great food, and fun libations.

5:30 - 8:30 p.m.
The Palms Casino Resort

\$50 per person
 702.641.5822 or online

Platinum Sponsors:

26 WEDNESDAY
NEW MEMBER BREAKFAST
 Start your new Chamber membership off right at this exclusive event for all new members. 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
 702.641.5822 or online

Sponsor:

26 WEDNESDAY
CHAMBER VOICES TOASTMASTERS
 See October 12 for details.



OCTOBER
EVENTS

1 SATURDAY
VYP EXCURSION AT NOVE ITALIANO

Want to learn to cook from one of the best chefs in Vegas? Enjoy a special cooking lesson with Chef Geno from NOVE Italiano at Palms Casino Resort.

Learn how to prepare some of Chef Geno's favorite meals and mixed drinks then enjoy your hard work by having lunch at NOVE Italiano as you mingle with fellow VYP foodies.

Noon - 2:00 p.m.
NOVE Italiano,
The Palms Casino Resort

\$50. VYP members only
 702.586.3833 or VegasYP.com



4 TUESDAY
VYP: MORNING BUZZ

Are you interested in joining VYP or just joined but 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 - 9:30 a.m.
Las Vegas Chamber of Commerce*
 Complimentary
 702.586.3833 or VegasYP.com

10 MONDAY
VYP TOASTMASTERS MEETING - "STRIP VIEW SPEAKERS"

The VYP Toastmasters group is for all 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
 FREE for guests

\$60 to join, \$36 every six months
 702.586.3833 or VegasYP.com



PLATINUM

24 MONDAY
VYP TOASTMASTERS MEETING "STRIP VIEW SPEAKERS"

See October 10 for details.

TO RSVP FOR VYP EVENTS, VISIT VegasYP.COM



SAVE MONEY ON PRESCRIPTION DRUGS WITH FREE CARD

DID YOU KNOW THAT BEING A NEVADA RESIDENT GIVES YOU ACCESS TO A FREE DISCOUNT PRESCRIPTION DRUG CARD?

The Nevada Drug Card, available through the Chamber's website, LVChamber.com, can give any Nevadan access to significant savings on prescription drugs. The Nevada Drug Card is particularly beneficial to those without health care coverage or a prescription drug benefit.

Simply download your Nevada Drug Card from LVChamber.com and you could receive savings of up to 75 percent at more than 50,000 national and regional pharmacies. You can create a card for every employee or member of your family. Participating pharmacies include:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Albertsons/Sav-on | <input checked="" type="checkbox"/> Longs Drug Store |
| <input checked="" type="checkbox"/> Pharmacy | <input checked="" type="checkbox"/> Safeway |
| <input checked="" type="checkbox"/> Kmart Pharmacy | <input checked="" type="checkbox"/> Target |
| <input checked="" type="checkbox"/> VONS | <input checked="" type="checkbox"/> Wal-Mart |
| <input checked="" type="checkbox"/> CVS/pharmacy | <input checked="" type="checkbox"/> Kroger |
| <input checked="" type="checkbox"/> Raley's Pharmacy | <input checked="" type="checkbox"/> Thousands of independent pharmacies |

WHO IS ELIGIBLE?

All Nevadans, even if you have insurance coverage. This program is already used by individuals who have Health Savings Accounts, high deductible plans and Medicare Part D for non-covered drugs. There are no enrollment forms, no age or income restrictions, no exclusions and no annual limits on this program's use. Nevada Drug Card utilizes "lowest price logic" to guarantee that you pay the lowest price on your prescriptions. You simply pay the lower of a discount off the Average Wholesale Price (AWP), a discount calculated off MAC Pricing or the Pharmacy Promotional/Retail price. This card is pre-activated and can be used immediately.

For more information, and to download your cards, visit LVChamber.com. BV

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www.absolute-collection.com
702-531-3394



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REBATES

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QR CODES

THE POWER OF THE SCAN



QR codes, funny little pixelated boxes, have been appearing on everything from magazine and newspaper ads to receipts and product packaging. But what are they and how can they help your business?

QR codes are two-dimensional images that hold thousands of alphanumeric characters of information. This ability to hold much more information than a bar code and their ease of use – not to mention a low price point – make them practical and easy to implement with small businesses.

Originally developed by Toyota to keep track of parts and inventory, QR codes are now offered by several different websites and are complimentary to generate. A simple internet search for “QR code generator” will yield many results and choices. The process only requires a few steps of data entry, and a few minutes to generate a code.

To “read” a QR code, your prospect or customer will simply need a QR code reader application for his or her smart phone. There are a number of free applications in all of the major mobile stores (Apple, Blackberry, Droid, and Windows, among others). The QR code reader simply scans in the code and once read, will automatically open to a desired webpage.

Many large and small companies are integrating QR codes into their mobile marketing plans, and using them to access existing content. QR codes can link your customers to a variety of information, including:

- Directions to your business
- Coupons and special offers
- Menus and nutritional information
- Customer feedback forms

Major companies have used QR codes for practical and broad use, such as United Airlines, which uses the technology for digital boarding passes. When a business registers with Google Places, they receive a decal for their place of business that includes a QR code to their company’s website. The application of a QR code can be customized to your business, and can change along with your products and services.

A study conducted by comScore, Inc., a measurement leader in the digital world, found that in June 2011, 14 million mobile users in the United States scanned in a QR code.

The instant connection from a physical product to a digital marketing vehicle, such as a website or an online offer contained on a web page, has become crucial in the development of mobile marketing and integrating it into existing media. Its cost-effectiveness has also become part of its popularity and attraction – generating one is free, and downloading a QR code reader app on your smartphone is, as well.

Industry experts recommend tailoring the technology of a QR code to your business, and experimenting to make it fun for your prospects and customers. The technology is only just beginning, and it is exciting to see where it may go with the creativity and resourcefulness of businesses utilizing it. BV

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HELP!

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- **FREE** for all uninsured or underinsured Nevada residents.
- Discounts on brand/generic meds **up to 75% off**.
- **NO** enrollment forms, restrictions or personal information required to get a card.
- Cards are pre-activated and accepted at over 56,000 pharmacies nationwide.

How Can You HELP Your Employees?

- Have your staff go to **www.NevadaDrugCard.com** to print **FREE** cards for your employees.
- We can mail you customized hard cards at **NO COST** to you (contact information below).
- Direct your employees to one of the pharmacies below and instruct them to tell the pharmacist to process their prescription through Nevada Drug Card to get the discount.



Participating Pharmacies



Contact:

Suzanne Domoracki
Program Development
suzanne@nevadadrugcard.com
888-826-8636

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

Local 4-H youth, through the **University of Nevada Cooperative Extension**, will demonstrate the wind energy technologies at 4-H National Youth Science Day on October 5 at 3:30 pm. at the Neighborhood Recreation Center. For more information call 702-257-5597

Houldsworth, Russo & Company will hold a workshop on helpful techniques non-profit organizations can implement to organize public documents to comply with federal and state regulations on October 6 at 7:30 – 9:00 a.m. Call 702.269.9992.

Las Vegas Design Center presents Design Center 101 on October 8, October 22 and November 5. RSVP at LVDesignCenter.com.

Nathan Adelson Hospice presents its 17th Annual "Serenades of Life – Doctors in Concert" on Saturday, October 22. Call 702.938.3910 for more information.

Community Service

Caesars Entertainment Corporation and the Caesars Foundation presented a \$750,000, three-year grant to The Public Education Foundation to support the non-profit's Teacher EXCHANGE initiative.

City National Bank partnered with Computers for Kids, Inc. and Teacher EXCHANGE to place more than \$25,000 in computers and office supplies in the hands of teachers and students who need a helping hand.

Congratulations

The Greater Las Vegas Association of REALTORS released statistics showing sales of local homes, condominiums and townhomes jumped significantly in August to 4,693, approaching an all-time record for existing home sales in a single month.

The Glenn Group promoted Mike Disbennett, creative director in the agency's Las Vegas office, to vice president.

The Equity Group announced the addition of Steve Neiger as brokerage associate and Danielle Davis as marketing associate in its brokerage department.

Announcements

Holland & Hart LLP recently relocated its Las Vegas office to Summerlin as part of an expansion. The new office is located at 9555 Hillwood Drive.

Terry Tobias, staff consultant for **Innovative IT**, has been accepted as a member of the Southern Nevada Chapter of Infragard.

Capstone Brokerage was selected for the fourth year in a row as one of Inc. Magazine's Inc. 5,000, a list of America's fastest-growing companies.

Sunrise Hospital and **MountainView Hospital** have earned the 2011 American Heart/American Stroke Association's Get With The Guidelines Stroke Gold Plus Achievement Award.

Boss Business Services made the top 5,000 list for Inc. Magazine for the 3rd straight year.

Wheeling/Dealing

Skinvisible's DermSafe antimicrobial hand sanitizer has been officially launched by Alto Pharmaceuticals in Canada.

K-tect Sustainable Building Systems has been chosen by Project FROG for its zero-net-energy capable building system.

A Body in Balance Pilates Studio is expanding its space to over 2,100 square feet at its Summerlin location. The regrand opening will take place on Wednesday, October 12.

Commercial Executives represented RSM Investments, Inc. in the leasing of 4,056 square feet of office space. The 13-month lease is valued at \$72,000.

Follow us and become a fan!




The Chamber is now on Twitter and Facebook. Links are available from our home page at LVChamber.com

As the Chamber celebrates its Centennial, we honor our members who have played a role in its history.

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

+50 YEARS

Cragin & Pike Insurance	100
Nevada Beverage Co.	73
CenturyLink	60
Larkin Plumbing	60
M.J. Christensen Diamonds	60
NV Energy	60
Wells Fargo Bank	60

+20 YEARS

Sunrise Hospital & Medical Center	49
Haycock Petroleum Co.	41
Becker Realty-Barry W. Becker	35
GLB Insurance Group of Nevada	35
McGladrey & Pullen, LLP	35
Wholesale Builders Supply	34
Lake Mead Cruises	34
Employers Association of Southern Nevada	32
KVBC Channel 3	32
Cox Communications	31
The Bootlegger Bistro	30
Zee Medical Service Co.	30
American Heart Association	28
Chapel of the Bells	28
American Medical Response	26
Briggs' Business Services, Inc.	26
Chevron Corporation – Policy, Government & Public Affairs	26
Greenam, Goldberg, Raby and Martinez	26
Lilack, Inc.	26
Puliz Records Management	25
WSI Nevada Operations	24
Arizona Charlie's Hotel & Casino	23
Commercial Roofers, Inc.	23
Denny Weddle & Associates	23
Wiener Communications Group	23

Baskow & Associates, Inc.	22
Chapel of the Flowers	21
Family Insurance Center	21
Graceland Wedding Chapel	21
Jeffrey L. Burr, Ltd.	21
Enterprise Rent-A-Car	20
Milgard Manufacturing, Inc.	20
Nevada Treatment Center	20
Unique Timepieces	20

15 YEARS

Darko Promotional Products, Inc.	
Desert Wind Homes of Nevada II, Inc.	
Las Vegas Rubber Stamp, LLC	
Lawry's The Prime Rib	
Parsons Brinckerhoff, Inc.	
Signs Now	
The Wolf Organization, Inc.	
Universal Realty – Larry Dwyer	

10 YEARS

7-Eleven Store #29645	
ASI Contract Manufacturing	
ATM/Annie The Maid Cleaning Services	
Akita's Landscape & Maintenance	
Alliance Realty Group-June Fenner	
B. Morris, Inc.	
B.T.U. Gifts & News, Inc.	
Beat The Heat Solar Screens	
Blackburn Pest Control	
Brand Marketing	
Dan Hart & Associates	
Davey Deals	
Elite HOA Management Inc.	
Green Valley Hand Car Wash	
Health Strategies, Inc.	
Hope Baptist Church	

Insurecorp	
La Fuente, Inc. (Mgmt. Plan)	
Law Offices of Williams & Wiese	
LifeLike Botanicals, Inc.	
Lighting Design Center	
M.F. Corporate Service (Nevada) Limited	
Mountain Fresh Air & Water	
Norm Schwartz Insurance	
Paint Sprayers Unlimited, Inc.	
Professional Permanent Cosmetics	
Quinn Insurance Services-Janice Quinn	
Right Now Air	
Royal Productions, Inc.	
Santa Barbara Farms, Inc.	
Southern Nevada Roofing Supply	
Warm Springs Baptist Church	

5 YEARS

Abrams Eye Institute	
Alchemy Design	
Autos Unlimited	
Children's Specialty Center of Nevada	
Circle Entertainment SV – Management, LLC	
Dr. James Brannan D.D.S.	
Earl's Transmission Service, Inc.	
Ensemble Real Estate	
Ganz & Hauf	
Grand Canyon West Express	
Green Valley Primary Care	
LargestMixer.com	
Neptune Society of Nevada	
Nevada Pain Management	
Norton Consulting & Investigation	
Rick's Service, Inc.	
SOS Radio Network 90.5 FM	
Thomas Printing Company	
Victoria M. Lupei, OD	



Aramark Uniform Services

Aramark Uniform Services celebrated its new location at 8298 Arville St. Aramark provides uniform rental and leasing services, and offers full-service employee uniform solutions including design, sourcing and manufacturing, delivery, cleaning and maintenance. Call 702.260.0901 or visit Aramark.com/services/uniformsandworkapparel.



The Monkey Gym, Inc.

Executive



The Monkey Gym, Inc. is a local 501(c)3 that provides a unique mix of programs for the public, but especially targets children of traumatic events, at-risk youth and low income families by offering sports, wrestling, gymnastics and cheerleading for ages 3+. Call 702.586.1826 or visit themonkeygym.org.



Explore Knowledge Academy

Explore Knowledge Academy, a K-12 project based charter school, is proud to announce its new unified campus where leaders are created one project at a time. Call 702.870.5032 or visit ekacademy.org.



Chase Bank

President's



Chase Bank unveiled a new location to serve the community. On July 9, 2011, the Eastern and Warm Springs Branch welcomed a new day to help the people of Las Vegas. For more information call 702.564.1686 or visit chase.com.



SA Recycling

SA Recycling, a full service scrap iron and metal facility, celebrated its Chamber membership. It buys all ferrous and non-ferrous scrap, which includes copper, brass, aluminum, etc. Visit sarecycling.com.



Consolidated Laboratories



Consolidated Laboratories celebrated its 18th year and new centralized location with a ribbon cutting. Woman-owned and locally operated, CLI provides drug testing, DOT physicals and clinical lab services for employers and individuals with or without insurance. Call 702.696.1555 or visit cliiv.com.

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

Chamber Member Discount Offer



Vegas LED Screens:



Vegas LED Screens, a manufacturer and global distributor of LED Screens and LED lighting for companies, retail stores, hotels and governmental institutions based in Las Vegas, commemorated its Chamber membership. Call 702.967.0700 or visit vegasledscreens.com.



The Children's Place

The Children's Place celebrated its new store opening in Centennial Center. The Children's Place, a leading children's specialty apparel retailer, provides fashionable high-quality merchandise at value prices for newborn to size 14. Visit childrensplace.com.



Southwest Data Protection

Southwest Data Protection, Inc. celebrated its new Chamber membership with a ribbon cutting. SWDPI specializes in off-site data protection services, both physical media storage as well as DigiBackup Pro, an automated online backup service. Call 702.643.4782 or visit southwestdpi.com.



Vanity Skin Studio

Vanity Skin Studio welcomed its new product with a ribbon cutting. It offers airbrush spray tanning, a healthy alternative to achieve a beautiful flawless tan. For more information and other services offered, visit vanityskinstudio.com. Call 702.525.0528. Mobile tan service also available.



4 UR Health

4 UR Health recently celebrated its new Chamber membership. Elyne Jacobson uses hypnotherapy to help clients stop smoking, lose weight, relieve stress, improve self-confidence, self-esteem and public speaking. Call 702.277.5856 or visit 4ur-health.com.



L & A ATM Cash Services, LLC

L & A ATM Cash Services observed its new Chamber membership with a ribbon cutting. The company installs and maintains ATMs for businesses that want to provide options for customers, and alternatives to POS sales. Call 702.649.4933 or visit lnaatms.com.

SMALL BUSINESSES HONORED AT ANNUAL LUNCHEON



The Las Vegas Chamber of Commerce presented the 2011 Small Business Excellence Awards at the annual luncheon on September 22 at the Rio All-Suites Hotel. This awards program recognizes outstanding small businesses and non-profits within our local business community.

Green Business of the Year

ROCKY MOUNTAIN RECYCLING, LLC



Minority or Women-Owned Business of the Year

BASKOW & ASSOCIATES, INC.



Non-Profit of the Year

LAS VEGAS RESCUE MISSION



Small Business of the Year (5 or Fewer Employees)

CANYON CREATIVE & DESIGN, INC.



Small Business of the Year (25 or Fewer Employees)

GERETY & ASSOCIATES, CPAS



Congratulations to all of this year's nominees, finalists and award winners.

The Small Business Excellence Awards Luncheon is exclusively sponsored by Nevada State Bank.

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LONG-TIME CHAMBER MEMBERS DISCUSS WHAT MAKES THEIR BUSINESSES THRIVE

Cragin & Pike
CHAMBER MEMBER SINCE 1911



Cragin & Pike
CHAMBER MEMBER SINCE 1911

The locally-owned and operated Cragin & Pike, a commercial insurance and risk management firm, is the Chamber's oldest member. Ernie Cragin himself was one of Las Vegas' founding fathers. He worked for the railroad as a boy and at the age of 19, bought out an insurance agency. He took on Bill Pike as a partner and in 1909, Cragin & Pike was born.

"Establishing professional relationships with fellow community business leaders and bringing value to all relationships has been key," says Matt Engle, Cragin & Pike's business development executive. "Being a business professional in our community my entire career, I've learned it's critical to exceed client's expectations."

Growing a business over the years and meeting the challenges presented by an expanding population and a sometimes tumultuous economic environment can be a lot for a company to juggle. Engle says Cragin & Pike's secret is in its forward-looking approach and determined attitude.

"Thinking outside the box is essential in today's business climate. We must look at conducting business from different perspectives, being open and honest in our business dealings and staying positive."

Cragin & Pike president Tom Burns says part of their company's success has been the active role they have played in the development of the Las Vegas business community. "We are proud to be a part of the hometown community, including the Chamber, and the role that we have played in its progression."

Credit Bureau Central

Credit Bureau Central, Inc.
CHAMBER MEMBER SINCE 1928

Originally called Vegas Credit Bureau, Credit Bureau Central, Inc. has been putting itself between consumers and creditors for 83 years. Its goal: create a good resolution for everyone. The company's primary area of concentration is accounts receivable collections. It helps businesses recover money that's owed to them – a necessity in today's economy.

Credit Bureau Central President & CEO Marel Giolito says the company

has been a steady participant in Chamber life over the years for a variety of reasons. She feels events such as member luncheons, which have a wide appeal to different types of business, provide her company with good networking opportunities.

"We've also been very happy with the Chamber's government affairs efforts," says Giolito. "It really ties into what we do, and what we think is necessary and important to growing businesses."

The key to Credit Bureau Central's longevity? Innovation.

"Whether the economy is good or bad, you have to continue to innovate," explains Giolito. "You have to present yourself as an important part of your customer's business. It's much like the way the Chamber works to be a partner to its members."

Larkin Plumbing
CHAMBER MEMBER SINCE 1951



Larkin Plumbing has been a Las Vegas staple since 1936. Mark Larkin says the company's long-term success has been tied directly to the city's pro-business environment, facilitated in large part by the Chamber.

"Las Vegas has been proactive as far as business goes," says Larkin. "Being part of a pro-business environment has been the largest single factor in our business' success."

In particular, Larkin points to the state's low taxes as a substantial factor that allows businesses to get established and grow. He says the fact that the city has attracted so many new residents over the years has been a boon for his business, noting that his company has never had a hard time finding talented workers. Larkin encourages other business owners to be vocal advocates of maintaining a business-friendly environment by way of becoming involved with the Chamber's legislative efforts.

"The reason we've been a Chamber member for so long is because it has been a very good vehicle for protecting the pro-business attitude that we have enjoyed over the years, and that all businesses need today," explains Larkin. "Businesses need to have a strong voice in promoting the fact that Las Vegas is the place to be – to get jobs and to give jobs." **BV**

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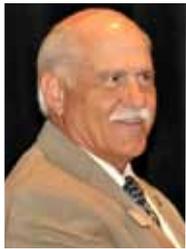


HOW HAS CHAMBER MEMBERSHIP HELPED YOUR BUSINESS?

Relationships. The relationships that develop between fellow members, which give us the foundation to succeed in our community on every level! While the programs, classes and mixers provided by the Chamber are a real asset, we have developed some amazing relationships with fellow members.



Melissa R. Amaon, SPHR, Executive Vice President
Agency Development & Relations, KIA Insurance



CREDIBILITY. By being a Chamber member it shows that we support the business community in Southern Nevada. This is a simple answer, but our dues go towards defending small business in the legislature, helping create jobs and helping with the networking process to grow our businesses.

Allen Kaercher, President

Membership provides us an outlet to participate in local events, and gives us rewards in the way of insurance company contacts and insurance programs to expand our business.

Annette Prickett, Branch Manager
Burns Insurance Agency, Inc - Las Vegas

THE CHAMBER HAS GIVEN ME AND MY BUSINESS ACCESS TO SOME TOP LEVEL EXECUTIVES AND HAS OPENED DOORS TO COMPANIES JUST BECAUSE WE ARE LAS VEGAS CHAMBER MEMBERS.

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



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

As good stewards of our environment we are “going green” and have utilized the Chamber Green Initiative Committee for some additional ideas. I have been able to actively participate with my hospital in planning the Healthcare Day for Leadership Las Vegas. And now I find myself as a co-chair for the Health Care Action Committee as we navigate into new territory with the Patient Protection and Affordable Care Act of 2010.

AS A SMALL, WOMAN-OWNED BUSINESS THAT DELIVERS SOLUTIONS TO COMPLEX PROBLEMS, MAINTAINING A QUALITY WORKFORCE IS CRITICAL. UER IS BLESSED TO HAVE HAD FIVE EMPLOYEES COMPLETE LEADERSHIP LAS VEGAS AND HAS A SIXTH IN THE CLASS OF 2012. THE CHAMBER ALSO ASSISTED IN SECURING OUR EMPLOYEES INSURANCE AT REASONABLE RATES.

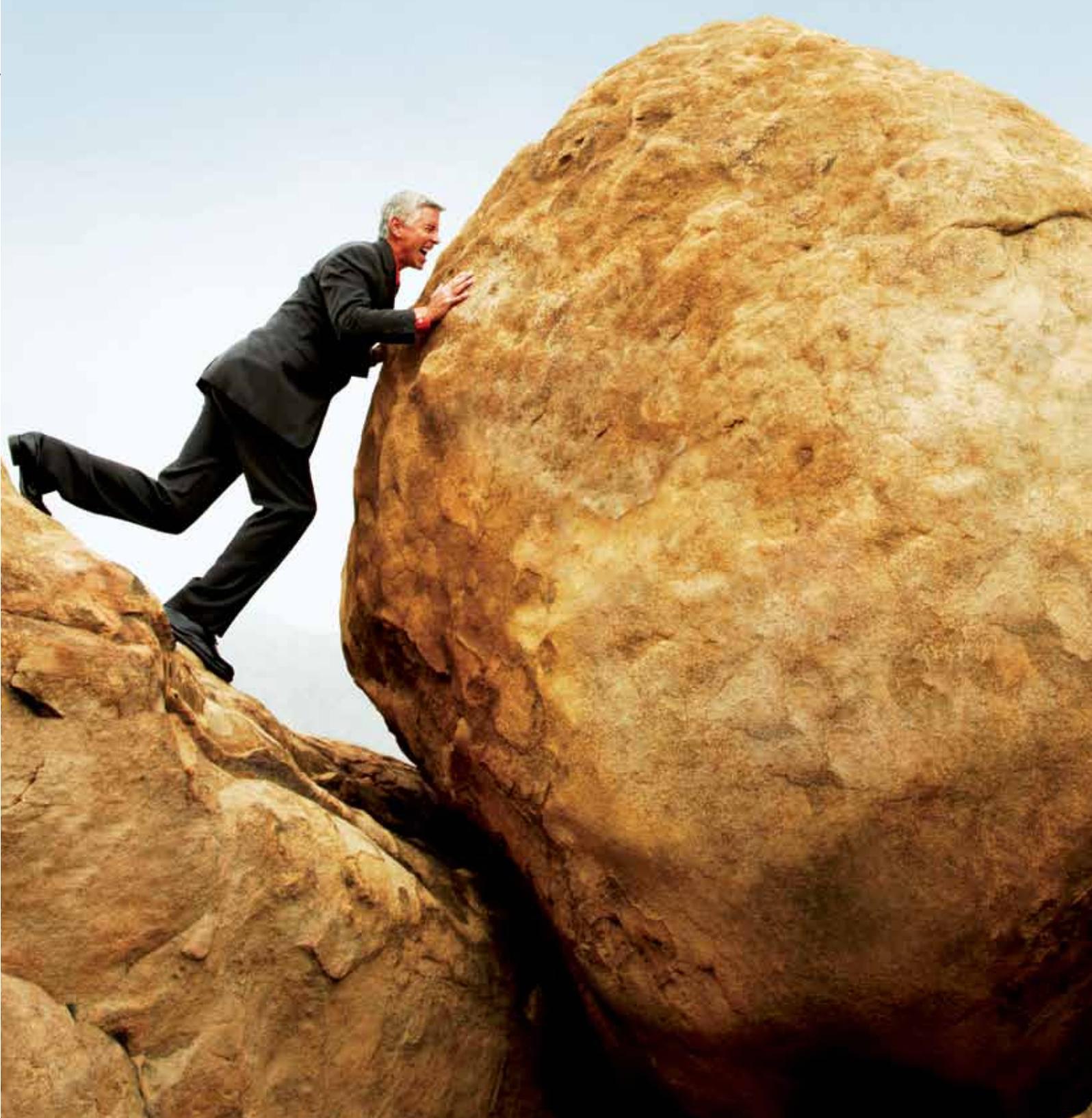


Sheila Conway, Ph.D.
Managing Partner
Urban Environmental
Research, LLC

THE BENEFITS WE HAVE RECEIVED BY BEING A CHAMBER MEMBER ARE THE OPPORTUNITY TO MEET AND NETWORK WITH THE MEMBERS, THE AWARENESS AND EXPOSURE WE HAVE RECEIVE FROM THE BUSINESS VOICE, CHAMBER WEBSITE AND ATTENDING CHAMBER EVENTS.

Paula Jackson, Executive Producer,
LVBNM Mega Mixer Expo





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