

BUSINESS VOICE

THE LAS VEGAS CHAMBER OF COMMERCE AND INDUSTRY | LVCCHAMBER.COM | DECEMBER 2011

A close-up portrait of Pat Mulroy, an older woman with short, styled grey hair and blue eyes. She is wearing a black turtleneck and a dark blazer. Her right hand is resting against her chin, with a diamond ring on her ring finger. She is wearing pearl earrings. The background is dark and out of focus.

PAT MULROY
GENERAL MANAGER,
SOUTHERN NEVADA WATER AUTHORITY

tapping the source:
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THIRST FOR ANSWERS

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{ president's message }



KRISTIN MCMILLAN
President & CEO

2011 is the Chamber's Centennial year. It has been one of both achievements and challenges. As we celebrate the numerous contributions the Chamber has made in developing and growing Las Vegas, we also look ahead to working daily and collaboratively to strengthen our local economy and build a dynamic and sustainable future for the business community of Las Vegas.

The recently released report by the Metropolitan Policy Program at Brookings, Brookings Mountain West at UNLV and SRI International, *Unify| Regionalize| Diversify: An Economic Development Agenda for Nevada*, gives us much food for thought as we enter a pivotal time for our city, both politically and economically.

The report provides an in-depth third party analysis of the state's competitive position and economic development opportunities. It also contains a frank discussion of where our economic development shortfalls lie, and how we might align ourselves at a state and regional level to leverage strengths and address weaknesses, all toward building the "next" Nevada economy. I encourage every business person in Southern Nevada to read at least the executive summary, if not the entire report (brookings.edu/papers/2011/1114_nevada_economy.aspx). Look for a detailed exploration of the report and what it means to you as a member of the business community in the January issue of the *Business Voice*.

2012 will be the year of leadership opportunity. Emphasis on *opportunity*. Strong leaders develop plans in a strategic way, work tirelessly to execute them, and measure progress to evaluate success. Our community's leaders must now demonstrate the determination and discipline to embrace what needs to be done to move us forward in this mission, and must do it in a collaborative way. There are critics who say it cannot or will not be done. I think we can prove them wrong. We have strong, solid leadership with Steve Hill at the helm of the newly formed state Office of Economic Development. There are other strong leaders in Southern Nevada – and if we all pledge to step up and come together to structure and support collaborative partnerships, develop regional strategies and bring together diverse stakeholders to obtain buy-in and motivate execution, we *will* make progress. We just need to get going. The Chamber commits to its membership that it will be an essential, focused and collaborative partner in that leadership effort.

Happy holidays to you and your family and best wishes for a joyous and prosperous new year. Thank you for your continuing support of the Chamber and your business community. We look forward to sharing 2012 with you. **BV**

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BUSINESS VOICE
THE LAS VEGAS CHAMBER OF COMMERCE MAGAZINE
VOLUME 32 NUMBER 12

PREPAY CHAMBER DUES AND REGISTER TO **WIN A \$21,400 ADVERTISING OPPORTUNITY**

Chamber members who prepay their 2012 membership dues before December 31, 2011, will have the chance to win a full-page advertisement in the *Las Vegas Review-Journal*, a prize valued at \$21,400. Prepaying dues before the end of the year can also translate to tax savings for members and provide a jump-start on budgeting for the new year. All members recently received a statement from the Chamber outlining this exciting opportunity. If you haven't received your statement or would like more information on the benefits of prepaying Chamber membership dues, call Shannon Mengel at 702.586.3845.

holiday shipping
MADE EASY AT THE CHAMBER



There's no need to stand in long lines to mail holiday packages this year. Simply stop by the Chamber's full-service U.S. Post Office, conveniently located in our offices at Town Square. The Chamber post office offers standard, priority, flat rate priority, express mail, military and international mailing services. It also handles delivery confirmation, insurance, certified and return receipt mailing. In addition, the post office carries a variety of packing materials, making it a one-stop shop for all your shipping needs. The post office is open Monday – Friday from 8:00 a.m. – 5:00 p.m., except for holidays. For more information on hours and services, call 702.586.3820.

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Publisher: John Osborn | **Executive Editor:** Cara Roberts
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The *Business Voice* is a member newsletter of the Las Vegas Chamber of Commerce.

The Las Vegas Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of *The Business Voice* can be addressed to Vice President of Marketing, Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. South, Suite 300, Las Vegas, NV 89119.

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**SY KHOMMONGKOL
PROCLAIMED CUSTOMER SERVICE
EXCELLENCE PERSON OF THE YEAR**



Sy Khommongkol of Sy's Auto Clinic was recognized as the 2011 Customer Service Excellence "Person of the Year" at the annual Customer Service Excellence Luncheon. Sy was nominated by one of his customers for his honest, personal and "above and beyond" service levels.

In April of this year, Sy's nominator took her car into Sy's shop for repairs.

Her vehicle warranty covered some, but not all of her costs, and Sy decided to cover the outstanding balance on his own. He recognized his customer was expecting a baby and he told her he was afraid she'd get stranded somewhere in the desert heat if the repairs weren't made.

"This man is an asset to Las Vegas and should be commended for being so honest," explained Sy's nominator in her letter to the Chamber. "I wish every business had somebody like Sy working for them."

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Congratulations to Arcata Associates, Inc. for winning the 2011 NASA Small Business Prime Contractor of the Year award. Arcata Associates was selected from a group of twelve companies nationwide that were awarded the prime contractor of the year from each of the NASA centers, laboratories, and offices across the country.

This award recognizes the dedication and hard work of Arcata Associates' research facilities and engineering support services, as well as the strong working relationship between them and NASA's Dryden Flight Research Center, which has recognized Arcata with eighteen consecutive "Excellent" award fee scores. Arcata has received this prestigious award twice in four years.



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When you sponsor a Chamber program or event, you promote your business and gain exposure and awareness.

Chamber sponsorships for 2012 are now available. You can align your business with any number of Chamber signature programs through sponsorship and enjoy exposure through a variety of avenues including LVChamber.com, the *Business Voice* and all event-related materials.

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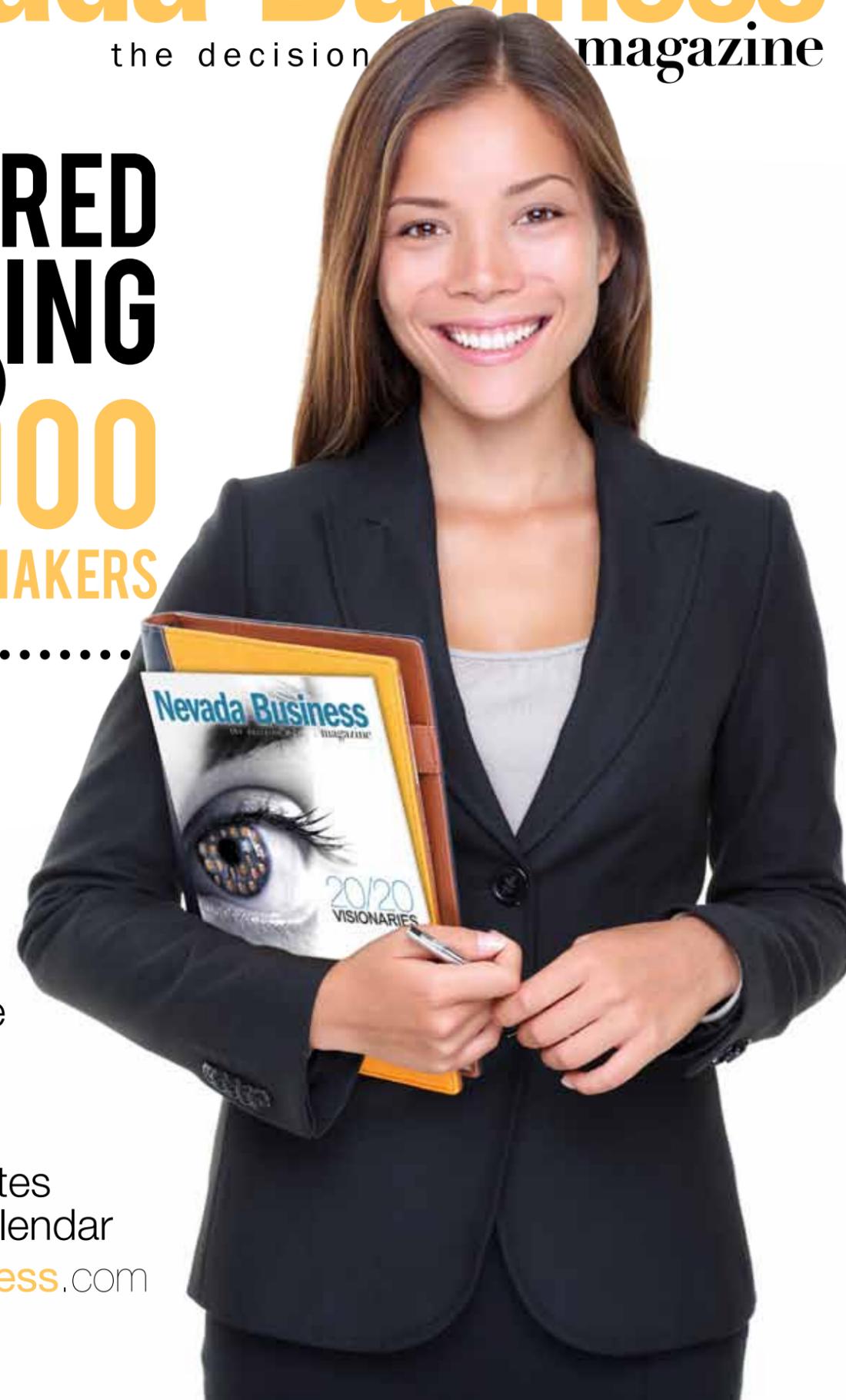
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- Business Power Luncheons
- Leadership Las Vegas
- Customer Service Excellence
- Vegas Young Professionals
- President's Club and Executive Level exclusive events
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Nevada Business

the decision magazine

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Pondering our future with

Water

photos by
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francisandfrancis.com

Nothing is more important to the long-term economic health of Southern Nevada than a dependable water supply. Chamber Chairman **Michael Bonner** sits down with **Pat Mulroy**, general manager of the Southern Nevada Water Authority, to discuss Southern Nevada's water supply, and what it means to the residents and the business community.

MB: Where do we stand today as a community in terms of long-term access to a dependable water supply?

PM: Well, that's a tough question. We're going into an era where you're never going to have that one silver bullet project. You're going to have to put together a diverse mosaic of various water resources that you can turn off and on as hydrology and weather patterns and demands dictate. We have one big advantage that many communities

don't have. We, in the early '90s, adopted the approach of having a rolling 50-year water resource plan and so every single year, the board has to adopt a resource plan that looks out 50 years, so you can adjust it every year depending on how conditions change. Between the conservation efforts, continuing to pursue arrangements with our neighbors on the Colorado River – and we've made huge strides in that regard – participating in the negotiations with Mexico to be a participant, should the opportunity arise, to partner in desalination facilities in Mexico and backstopping ourselves with the in-state project, I think we're in a great position to be able to survive whatever Mother Nature may throw at us.

MB: In terms of economic development, as we try and attract new industries and new companies to Southern Nevada and encourage the growth of

companies, what can you say about the sustainability of our water supply?

PM: My answer is simple. Southern Nevada has done more as a community to have a secure water supply. We look at our water resources for 50 years; we have the most aggressive conservation program anywhere in the United States and [it] has not changed the quality of life. It has not made it impossible to invest and develop new businesses in Southern Nevada. The whole community has stepped up to the plate and has elevated its water resources in terms of its awareness and its attitudes and its management practices more than any other part of the country. We understand where we are, we understand what our risks are, and we understand that we have to have a plan that securitizes us against those risks, no matter what. We are way ahead of the game. ►





"The whole community has stepped up to the plate and has elevated its water resources in terms of its awareness and its attitudes and its management practices more than any other part of the country."

- Pat Mulroy, GM, SWNA



MB: Are there types of industries that you would discourage us to attract as we diversify the economy?

PM: It all depends on what technology they use. Technology has taken us so far that I don't want to make a blanket statement like that. There are industries that use a lot more water than the ones that are here currently. I mean, any semi-conductor business needs a tremendous amount of water in the building of those semi-conductors, but would I necessarily say we don't want a semi-conductor business here? No, I'm not going to say that. At the end of the day, if you want to come into the Southwest, it's [water] just one issue you're going to have to deal with. And we're going to ask you to invest in technology. So if you're willing to come in and you're willing to embrace the new technology, I say come on in.

MB: How is conservation helping?

PM: We've conserved virtually a third of the water that we were using in 2002, despite the fact that we added 400,000 people. We've conserved more than any other metropolitan area as a percentage, anywhere. We've invested almost \$200 million in paying people to take their turf out. We're one of the only communities in the United States that recycles 100 percent of its wastewater. We take it from wastewater, put it back in the lake, and bring it back as potable. For every gallon of highly treated wastewater we put in Lake Mead, we can take a gallon over our allocation out of Lake Mead. So between the turf buy-back program, the restrictions on construction and our watering schedule, that's made a tremendous difference.

MB: What are some of the advantages and disadvantages of the compact Nevada has with the other six states that access the Colorado River?

PM: One state can't do something to another state because the compact provides you protection. The reverse is that the compact allows seven states to do whatever seven states can agree to do. The compact has huge flexibilities in it. When the need arises, they can make adjustments. Our big challenge right now is the negotiations we're participating in with Mexico with the State Department and [Department of the] Interior. Mexico needs to come into the Colorado River community as a full partner, with all the advantages, but with all risk exposures. Only then, once we have created a platform upon which these two countries can function with each other in a different way, can desalters begin to be constructed and water exchanges begin to be effectuated. The problem for the inland states is that those exchanges stop being possible the minute Lake Mead hits a critical elevation. There is nothing left to exchange. Everybody gets cut back, and so the ability to exchange disappears. ►

MB: What about desalinization?

PM: To create the kind of volume of desalted water, in the absence of building nuclear power plants, is virtually impossible. To replace Southern California's supply of the state water project would require desalters every 4 to 6 miles along the entire California coast. Volumetrically, you can't get there.

MB: What is the critical importance of the third intake straw from Lake Mead to the Water District?

PM: It securitizes our ability to take water from Lake Mead. It is the last intake we will ever have to build, because it goes the deepest into the lake. We need it for two reasons: reliability and water quality. We will have three intakes. The old 1971 intake straw sits at elevation 1050. Last year, we hit 1081. The second intake straw that we completed in the '90s sits at 1,000 feet, which is as low as we could go at that time because of the lake elevation. We know we'll lose our upper intake one day; we know we are going to come close to our second intake. This [the third straw] will protect us.

MB: A topic you have to deal with frequently is bringing the water from the northern part of the state, which certainly causes a lot of emotion, down to Southern Nevada through a proposed pipeline. Why is that a critical piece of the puzzle?

PM: What's the alternative? When Mead gets down to critical elevations, let's assume we do nothing in-state for ourselves. We then go to our neighbors, having developed no in-state supply, and think that they're going to bail us out, that "ag" [agricultural] rights are simply going to disappear, that some miracle is going to happen where they want to bail us out. For us to be able to successfully navigate through the discussions of what we do below [elevation] 1025, with the objective being absolute protection of elevation 1,000, we're going to have to take a huge cut. We're going to have to be willing to take a huge cut. That cut will be predicated on Boulder City and Henderson's demands, and then we have to backfill the rest of the valley. Where is that going to come from? There are no easy answers anymore, and the West was built on moving water around. Nevada has the toughest groundwater laws in the country. Your water right is predicated on what the average inflow is into that, on an annual basis. It's called perennial yield. It is a much tougher standard to get around.

MB: In terms of the cost of the pipeline, we've seen widely divergent numbers mentioned from \$3 billion to \$15 billion. What is the projected cost of that pipeline today?

PM: In today's dollars, \$3.2 billion. The way you get to \$15 [billion] is, you look at our resource plan and you assume what the build-out will be, purely

hypothetically. You assume no economic growth in the community, a stagnant economy, a stagnant population base; we had to do the worst of the worst. But you take the \$3.2 billion, you increase it by 4% every single year, artificially, to where you're actually selling those bonds and then you're looking at the full payback. So in other words, I buy a house for \$150,000; it's going to cost me a whole lot more over 30 years than the \$150,000. At that point, under the worst conditions possible, our water rates move from the lower third in the Western United States to the halfway point. But those very same people that throw that cost out point to the desalter. Pencil out the cost of a desalter, the cost of a power plant, the cost of 400 miles of pump stations and pipes to move it into Southern Nevada. You're going to blow \$3.2 billion out of the water in a nanosecond.

MB: Assuming no unusual delays like lawsuits and injunctions and things like that, from the day you get the permits, how long will it take to complete the pipeline?

PM: Ten to 15 years and right now, given the effectiveness of the conservation measures the community has embraced and our flat economy, we don't need to build it [the pipeline] until the next decade, for purposes of growth.

MB: Do you think the business community has been involved enough?

PM: They've been a great partner, absolutely. I know they're going through really difficult times. But every time we've asked the business community for help, they have stepped up to the plate. We're different in this community. If you bring to them a well thought-out plan and you can justify it and they can kick the tires on it, they will step up to the plate.

MB: Is there something you'd like the business community to know that we haven't touched on already?

PM: As long as we in Southern Nevada don't let ourselves get sucked into a momentary respite in our water supply, and continue to think 50 years out and continue to think critically about it, I think that Southern Nevada is going to be in excellent shape. It's going to be up to the business community to help maintain the political will to do that. Sitting here today, we've had one good winter. But when we're 90% dependent on the Colorado River, we can't pretend that what we may think is impossible can't happen. That would be catastrophic for us. ● ● ●

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TOM JENKIN
President,
Western Division
Caesars Entertainment
Corporation

- Q What is the best piece of business advice you have been given? *Hire the best people you can find. The best people are also "good people."*
- Q What is your management philosophy? *You need to create a clear vision for your business and clearly communicate to every team member their role in achieving that vision, then challenge and encourage them to be better than they thought they could be.*
- Q Who are your heroes? *Heroes to me are our men and women in the military. What they do every day to protect our freedom and safety is truly incredible.*
- Q What is your favorite quote? *"The price of success is the pain of change" – Jim Rohn*

- Q What is your definition of customer service? *Make your business "personal." People want to do business with people; we want to establish real and meaningful relationships with customers/clients/business partners. The rest is about making customer/client/partner decisions easy, by listening for – and meeting or exceeding – their specific needs.*
- Q What is your management philosophy? *Hire the best talent you can in every "people leader" slot, and then support them in building effective, cross-functional leadership teams.*
- Q What is your hometown? *Blue Hill, Nebraska – population 838.*
- Q What is your favorite thing about Vegas? *How welcoming it is to people from everywhere – other states, other countries, and from all walks of life. I immediately felt "at home."*



MARILYN S. BURROWS
Senior Vice President
and General Manager
Cox Communications
Las Vegas

- Q What is the best piece of business advice you have been given? *Successful leaders tend to be the best listeners.*
- Q What is your definition of customer service? *Customer service is all about exceeding expectations by anticipating and addressing needs before they even arise.*
- Q What was your first job? *My family owned a party rental company and I spent most of my time in the warehouse cleaning dishes and filling orders.*
- Q What is your favorite quote? *"Life is not a spectator sport. If you're going to spend your whole life in the grandstand just watching what goes on, in my opinion you're wasting your life." – Jackie Robinson*



GINA B. POLOVINA
Vice President of
Government Affairs
Boyd Gaming
Corporation

- Q What is the best piece of business advice you have been given? *Be honest about the skills and traits you do not possess, and hire the people who have them.*
- Q What is your definition of customer service? *We focus on customer loyalty. Loyal customers will encourage others, including their competitors, to hire us.*
- Q Who/what inspires you? *Energetic and passionate people*
- Q What is your favorite thing about Vegas? *It is still a vibrant city where the people believe that anything is possible...because it is.*



KEVIN E. BURKE
President & CEO
Burke Construction
Group, Inc.



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 and healthy playing! Families and children learn life skills in a healthy, safe and fun environment.*
- Q What is your company's value proposition? *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 humbling and welcoming culture. Beauty is in everything.*



ROBERT MARICICH
President & Chief
Executive Officer
World Market Center

- Q What do you see ahead for your company in five years? *I see us becoming the largest business-to-business trade platform for the furniture, gift and home décor industries in the Western hemisphere.*
- Q What is your management philosophy? *Develop and clearly communicate a compelling strategy that highlights differentiation. Then put together the best, performance-oriented team that is incentivized to win.*
- Q What is your favorite escape? *Fly fishing. If I am on the water with a fly rod, I am in heaven!*



GREG TWEDT
Chairman
SCORE 243,
Southern Nevada

- Q What is your management philosophy? *Being successful in business has as much to do with the people you hire as it does with you. Hire the best people you can find. Even if they cost a little more, it pays.*
- Q What do you see ahead for your company in 5 years? *Our goal is to become a long term mentor to the business owner/manager as they start or they grow their business. We will continue to expand our skill sets and delivery methods to serve new clients, especially those already in business, who can benefit from the experience and knowledge of trusted advisors.*
- Q What is the most interesting trip you've ever taken? *On business, our British partner and I traveled from London to Nuremberg, Germany then to Bordeaux, Poitiers and Paris, France and back to London in the span of seven days.*

{ executive level }



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 be more authentic unless you flew to Germany.*
- Q What is your definition of customer service? *Make 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.*



**DOUGLAS (DOUG)
T. GEINZER**
Chief Executive Officer
Southern Nevada Medical
Industry Coalition

- Q What do you see ahead for your company in 5 years? *SNMIC will experience a tremendous amount of growth and support as Southern Nevada begins to focus on the importance of a quality health care delivery system and how it's important to our economic diversification efforts.*
- Q What was your first job? *I have been an entrepreneur my entire life. As a child I started out with your typical newspaper route, cutting grass and shoveling driveways, but by age 10 I was also running regular garage sales, recycling initiatives and buying/selling puppies from the local Pennysaver.*
- Q What are your hobbies? *Stand-up paddling, kayaking, boating and tinkering around the house.*

new members

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U.S. Micro Corporation Oscar Goodman WMS Gaming, Inc.
Jim Kegley Mark Morton

executive level

Fogo de Chao Nevada Youth Soccer Association
Marcio Bonfada Angie Eliason
Hansen Networks Chugach Alaska Corporation
David Hansen Tim Hopper

◀ **EVENTS** ▶

DECEMBER

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.

LAS VEGAS CHAMBER OF COMMERCE ADDRESS:

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

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

1 THURSDAY
THE HUB: WHERE NETWORKING AND MARKETING MEET

Hosted by Vegas Young Professionals

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7 WEDNESDAY
CHAMBER CONNECTIONS

Join this 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
INSTALLATION LUNCH

Join the Las Vegas Chamber of Commerce 2012 Board of Trustees and Kevin Orrock as incoming Chairman of the Board of Trustees at our Annual Installation Luncheon. Network with some of the city's most influential decision makers and get a glimpse of The Chamber's 101st year.

11:30 a.m. - Noon
Registration and networking Noon - 1:00 p.m. Program
The Four Seasons Hotel, 3960 Las Vegas Blvd. S., 89119
\$60 for members
\$75 for non-members
\$80 for walk-ins
\$600 for table of 10

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14 WEDNESDAY
CHAMBER VOICES TOASTMASTERS

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. - Noon
Las Vegas Chamber of Commerce*
\$54 every six months.
Guests always complimentary.

21 WEDNESDAY
CHAMBER CONNECTIONS

See December 7 for details.

28 WEDNESDAY
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See December 14 for details.

TO RSVP FOR EVENTS:



FREE SCORE COUNSELING

Chamber members are invited to take advantage of complimentary one-on-one business counseling sessions with a SCORE counselor. This counseling can help you assess your business and provide you with advice, tools, and resources.

SCORE is a non-profit organization dedicated to the growth and success of small businesses nationwide. It has over 350 active chapters throughout the U.S. that are comprised of more than 13,000 executives, professionals, and business owners.

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

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



6 TUESDAY
VYP: MORNING BUZZ

Are you interested in joining VYP or have just joined and want to know what VYP can do for you? 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

8 THURSDAY
VYP FUSION MIXER

Do your shopping and networking in the same night during the Vegas Young Professionals December Fusion Mixer at Double Helix Wine & Whiskey Lounge in Town Square. You'll also get a chance to take part in some holiday giving by bringing a new toy for the Rescue Mission Toy Drive. Our December Mixer will feature great prizes, food and drinks!

6:00 - 8:00 p.m.
Double Helix Wine & Whiskey Lounge, 6599 Las Vegas Blvd. S., Ste. 150B, 89119
\$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



12 MONDAY
VYP 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
Guests Complimentary
\$60 to join, \$36 every six months
702.586.3833 or VegasYP.com



TO RSVP FOR VYP EVENTS, VISIT VegasYP.COM



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The Las Vegas Chamber of Commerce Presents
Preview 2012

dynamic speakers focus on vegas and
FUTURE BUSINESS OPPORTUNITIES

Where is Las Vegas going in the next year? What opportunities lie ahead? What do we, as a business community, need to do? The dynamic roster of speakers at Preview Las Vegas will give attendees an up-to-date, comprehensive look at where Las Vegas is going, as well as provide insight into the opportunities the Southern Nevada business community will have in the coming year. Preview Las Vegas will be Thursday, February 9, at the Thomas and Mack Center - Cox Pavilion.



//RICHARD FLORIDA
 Bestselling Author and Professor, *The Rise of the Creative Class* & *The Great Reset*

Florida's presentation at Preview Las Vegas will provide an engaging examination of Las Vegas' potential for global economic growth. Designed to give you the tools you need to make your business and the Las Vegas business community as a whole more competitive and vibrant, Florida will also share current regional economic and demographic data, knowledge of cutting-edge community and business-building practices and opportunities for progress in Las Vegas.

Richard Florida is the author of the global bestseller *The Rise of the Creative Class* and *Who's Your City*. His new book, *The Great*

Reset, explains how new ways of living and working will drive post-recession prosperity. He is one of the leading public intellectuals on economic competitiveness, trends, and cultural and technological innovation. He is the director of the Martin Property Institute and Professor of Business and Creativity at the Rotman School of Management, University of Toronto. He has previously taught at George Mason University and Carnegie Mellon University, as well as held a visiting professorship from Harvard and MIT. Florida earned his Bachelor's degree from Rutgers University, and his Ph.D from Columbia University. His research provides unique, data-driven insight into the socioeconomic and demographic factors that drive the 21st century world economy.



//ROBERT E. LANG, PH.D
 Executive Director, the Lincy Institute and UNLV Director, Brookings Institute Mountain West

Lang will draw from the recently published *Unify | Regionalize | Diversify: An Economic Development Agenda for Nevada* to expand upon Nevada's potential for growing its local economy through a variety of platforms, including industries with potential for expansion and, new policy options that will enable the state and the private sector to work more effectively to build a more regionally vibrant and diversified Nevada.

Lang is a nonresident senior fellow at Brookings and UNLV Director of Brookings Institute Mountain West. He is a professor of sociology at UNLV, director of the Lincy Institute, and a fellow of the Urban Land Institute. He received a Ph.D. in Urban Sociology from Rutgers University. His research has been featured in *USA Today*, *New York Times*, *Washington Post*, *Wall Street Journal*, and reported on by CNN, MSNBC, and NPR. He is author of *Boomburbs: The Rise of America's Accidental Cities*, and co-author on three edited volumes entitled *Redefining Urban and Suburban America*.



//JEREMY AGUERO
 Principal Analyst, Applied Analysis

Aguero will survey Southern Nevada's economic landscape and provide in-depth, cutting edge analysis on trends and developments in business, growth, real estate and community for 2012. His presentation will drill down the facts you need to know as a business owner or operator in Southern Nevada today.

Jeremy Aguero is a proud alumnus of the University of Nevada, Las Vegas. His career in analysis began with the firm that is now PriceWaterhouseCoopers Financial Advisory Group. After that, he began his tenure at Applied Analysis. His project range reflects his expertise, as he has worked for clients in both the private and public sectors in a variety of capacities, including work for the City of Las Vegas, the Bureau of Land Management, the Southern Nevada Economic Conference, and the Las Vegas Chamber of Commerce.



//MAYOR CAROLYN GOODMAN

Mayor Carolyn Goodman took office in July of 2011. Prior to her election as mayor of Las Vegas, she founded the Meadows School, Nevada's first nonprofit, nonsectarian college prep school in Nevada.

She has served the people of Las Vegas in volunteerism and leadership in several community nonprofit boards, charities and service organizations. In 2009, she became a Sarah D. Barder Fellow at Johns Hopkins University Center for Talented Youth and an Alumna of the Year in Education at UNLV.



//ROSSI RALENKOTTER
 President and CEO, Las Vegas Convention and Visitors Authority



//OSCAR GOODMAN
 Chairman, Las Vegas Host Committee

Ralenkotter and Goodman will discuss the tourism trends in 2012 and how the Las Vegas Convention and Visitors Authority will market Southern Nevada to attract visitors, conventions and other sources of major tourism traffic. They will also discuss the newly-formed Las Vegas Host Committee, an initiative of the LVCVA and how the business community can engage in welcoming visitors and convention attendees to Southern Nevada.

Ralenkotter is responsible for marketing Las Vegas and Southern Nevada as the world's most desirable destination for business and leisure travel. As an expert on the intricacies of Las Vegas' most famous industry, he also oversaw the "What happens here, stays here" campaign, largely touted as the most successful tourism campaign in history. Goodman served as mayor of Las Vegas for twelve years, during which time he championed the revitalization of downtown Las Vegas, keeping Southern Nevada as a major destination for both business and leisure travel, and led efforts to increase the arts and entertainment in Southern Nevada. As the self-proclaimed "happiest mayor in the world," Goodman's next step is courting new business clientele to make Las Vegas their convention and meeting destination, and bringing major shows and opportunities to Las Vegas. **BV**

showcase your business AT PREVIEW LAS VEGAS



If you want to put your company front-and-center to executives, business owners and corporate chiefs from across the valley, make plans now to be an exhibitor at Preview Las Vegas 2012.

Preview will be held Thursday, February 9, 2012, at the Thomas & Mack Center - Cox Pavilion. Every year, this full-spectrum economic forecasting event attracts high-level decision makers and professionals from nearly every industry in the state. An estimated 2,000 business people attend Preview and tour exhibitor booths throughout the course of the event. The Preview exhibitor package includes:

- 8' x 8' exhibit space
- Pipe & drape
- Company ID sign
- 6' table and two chairs
- Company listing and a link on PreviewLasVegas.com
- Company listing in official Preview event program
- Official Preview exhibitor link for your company website
- Three (3) tickets to Preview for your staff and/or clients
- Free electrical access, if requested in advance

"A venue like Preview Las Vegas draws some of our community's most recognizable leaders," says exhibitor Laura D'Amore, director of sales for Opportunity Village. "The participation and attendance is always great. The facility and accommodations for exhibitors

make it easy to display our services, giving us excellent visibility." Adds D'Amore, "Preview is incredibly interactive and gives us an opportunity to tell the community what we do. We also receive a lot of new leads and contracts. We will definitely be back in 2012!"

Preview exhibitors have the chance to distribute literature and take-away promotional items. They also have the opportunity to speak one-on-one with prospective new clients, generate new leads, set appointments for follow-up business discussions and renew existing relationships.

"As an active President's Club member of the Chamber, BannerView.com has found Preview to be an important annual tradition which sets the economic stage for the Las Vegas business community," says Pamela Joy Ring, chief marketing officer for BannerView.com. "As such, the event brings together the best of the best in business in our community. That's why BannerView.com has consistently exhibited at Preview."

According to Ring, being an exhibitor at Preview provides her company with an opportunity to showcase its 12 years of experience in developing, marketing and maintaining websites for established small to mid-sized businesses. Says Ring, "The event has been an effective venue for generating business and raising the profile of BannerView.com."

Exhibit booths and sponsorships are limited and are available exclusively to Chamber members. For more information call 702.586.3827 or visit previewlasvegas.com.



tips for a successful **PREVIEW LAS VEGAS EXHIBIT**

Make the most of your investment as a Preview exhibitor! Here are some tried and true tips for making Preview Las Vegas work for you:

- Design your booth display to reflect your company's branding. This includes displaying visible logos and signage, and ensuring that company representatives working the booth are easily identifiable.
- Bring along collateral materials that will help you achieve your goals for exhibiting at Preview. For example, if you're introducing a new business service, use Preview to give attendees an advance look at your new offering; if you're launching a new product line, give Preview attendees a special discount on the first month of usage.
- Engage existing and potential customers before, during and after the event through social media venues. Promote your exhibit booth to customers and colleagues before the event, invite others to attend, post updates and send Tweets during Preview. Follow-up by posting a photo montage and highlights at the end of the day.
- Be engaging. Instruct your company representatives to stand, rather than sit, and to greet everyone who approaches the booth with a smile and an introduction. Make sure everyone staffing your booth is on the same page about the message your company conveys.
- Collect business cards from everyone who visits your booth and follow up as soon as possible. Make on-the-spot appointments with promising prospects.
- Bring promotional give-away items. Everyone loves a free coffee mug, a pack of mints, a logoed water bottle or a free pen. Even a big bowl of candy attracts attention! Think of eye-catching take-aways that feature your logo and contact information and you're sure to gather a crowd. ■ BV

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*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.

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

Tree for Life's hCG Weight Loss and Wellness Center will hold its grand opening on December 10, with an education seminar, music, fun and a grand prize raffle. For more information, call 702.485.5369.

First Presbyterian Church of Las Vegas will hold a Christmas concert on Sunday, December 11, at 1:00 p.m. The church is located at 1515 W. Charleston Blvd. The event is free and open to the public.

Law enforcement officers will deliver Krispy Kreme doughnuts to local businesses on Friday, December 16, as part of its Cops & Doughnuts Deliveries benefiting **Special Olympics Nevada**. For more information, call 702.747.0690 ext., 205.

Houldsworth, Russo & Co. will hold a 10-part business development roundtable series for CEO-business owners and executive directors. For more information, call 702.269.999

Community Service

City National Bank colleagues raised nearly \$20,000 for **United Way of Southern Nevada** through its Workplace Giving Program.

Bank of America presented its annual 2011 Neighborhood Excellence Initiative Awards to **Nevada Partnership for Homeless Youth** and **Vegas PBS**, providing each with a \$200,000 unrestricted grant and leadership training.

Twelve students from Princeton University taught students at **Matt Kelley Elementary School Junior Achievement** key concepts about money management and entrepreneurship.

The National Jewelry Liquidation Center, operated by **Cash America/SuperPawn**, hosted its "Gold Digger" party benefiting **Candlelighters Childhood Cancer Foundation** and **Boys & Girls Clubs of Las Vegas**.

Congratulations

Lionel Sawyer & Collins was awarded third prize in the small company category in the 2011 "Best Places to Work in Southern Nevada" by the **Southern Nevada Human Resources Association**.

Sunrise Hospital and **MountainView Hospital** have been recognized for high performance by the American Heart and American Stroke Association for improving stroke care.

NV Energy was this year's recipient of the prestigious Governor's Points of Light Awards for corporate volunteer programs recognizing the company's employees who dedicated more than 24,000 hours of community service in 2011.

Holland & Hart LLP is listed among the top 20 law firms in the nation based on number of first-tier metropolitan rankings by U.S. News & World Report and Best Lawyers®.

Alice Roussos of **Interior Motives** was honored at the Designer of the Year Awards for her Meyers residence project.

Moving & Shaking

The Public Education Foundation announced its board officers for 2011-13 including Sig Rogich, chairman; Robert L. Forbuss, senior vice chair; Randall J. Campanale, vice chair of finance; Christina Mamer, vice chair of development; Steve Forsythe, vice chair of community relations; Ann Lynch as secretary; and Dean Walker, treasurer.

Urban Environmental Research promoted Rachel Skidmore to director of strategic planning, and Jeffrey L. Nelson to director of homeland security/public safety.

Piercy Bowler Taylor and Kern (PBTK) announced that Jay Beltz joined the firm as a principal and the firm's pension plan services practice lead.

Anna Catlett has been promoted to vice president of client services and Michelle Mader was promoted to vice president of operations for **R&R Partners**.

Las Ventanas appointed Dennis Gradillas to executive director for the continuing care retirement community.

Colleen Harris has been named vice president of sales for **Cox Communications - Las Vegas**, and is now responsible for residential sales and retention strategies.

Tom Naseef joined **Colliers International - Las Vegas** as senior vice president of the Investment Properties Division.

Vanity Skin Studio announced the addition of Wendi Iglinski to its beauty team.

Wheeling & Dealing

Kolesar & Leatham law firm expanded its services by creating Kolesar & Leatham Government Affairs, LLC.

General Growth Properties Inc. selected **Grubb & Ellis** to lease and manage a 32-building, 1.1 million square foot office portfolio in Summerlin.

The Social Network Magazine® recently launched as the world's first magazine devoted to the social networks.

Michael A. Galarsa and Richard A. Young launched their new **Get A Grip of Las Vegas** franchise in the resurfacing industry.

Bobby G & Associates announces its merger with Sagebrush Investigations, expanding its services to include insurance investigations.

Nevada Drug Card announces CVS Pharmacy as its preferred vendor in Nevada.

Popcorn Girl opened its second location at 1000 N. Green Valley Parkway, Ste. 510 in Henderson.

Commercial Executives brokered the sale of a seven unit apartment complex valued at \$99,000.

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

+50 years

Nevada State Bank 52

+20 years

Lotus Broadcasting Corporation 40

Cashman Equipment 32

Construction Notebook News 32

McNair & Associates, Chtd. 29

City of Las Vegas 27

Clark County School District 27

Office of the Governor 27

Lee's Discount Liquor 25

Consumer Credit Counseling

Service-Southern Nevada 24

Nevada Hotel & Lodging Association 23

Nevada Restaurant Association 23

Searchlight Nugget Casino 23

Johnson Jacobson Wilcox 22

Wallace, Neumann & Verville, LLP 22

RE/MAX Extreme-Barbara Reed 21

BMK Corp./Postal &

Shipping Services by Max 20

Grubb & Ellis|Las Vegas 20

Truline Trucking 20

15 years

Bryan Painting & Decorating, Inc.

Czarnowski Exhibit Service Specialists

Desert Birkenstock

New Vista Community

10 years

Brad Leonard Painting Contractor - Lic. # 39145

Cohen, Johnson & Day

Daulat Community Family Doctors, Ltd.

Desert Diecutting

Ellen Levenson, LLC

Four Seasons Hotel Las Vegas

GEM Antiques

Granite Gaming Group

MGM Enterprises, Inc.

Martin & Allison LTD.

Osvaldo E. Fumo, Chtd.

PM Digital Group

Persyst Enterprises

Positively Kids

S.M. Teitel & Associates-Susan Teitel

Turf Equipment Supply

William Arwine, Inc.

5 years

Allstate Aliante-Brent Bowman

Anthony & Anthony Enterprises

Consultive Sales, Inc.

Creature Comforts Animal Hospital

Dog Diggin Designs

Homewood Suites by Hilton

Kabuki Japanese Restaurant

Palisades Amusements, Inc.

Sharmark-Las Vegas, Inc.

Spalding Homes, LLC

The NSN Corporation

The Orleans Hotel & Casino

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BHS Pharmacy BHS Pharmacy, a healing and caring station where its patients can learn about proper and safe administration of its medications, observed its grand opening as a licensed pharmacy. Call 702.836.3670 for more information.



Vegas-Media Vegas-Media Production promoted VMP Style Magazine's "The New Faces of Las Vegas" with a ribbon cutting. Call 702.510.9485 or visit vegas-mediaproductions.com.

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



Simon & Berman Law Office Simon & Berman celebrated its 15-year partnership and new Chamber membership. Simon & Berman practice primarily real estate, business and corporate law. Call 702.451.7077 or visit simonandberman.com.



U.S. Vets-Las Vegas U.S. Vets-Las Vegas commemorated its new facility and expanded programming for homeless and at-risk veterans. The facility is located at 2566 Sherwood St. and houses up to 25 veterans. Call 702.366.0456 ext. 226 or visit usvetsinc.org.



Computer Troubleshooters Computer Troubleshooters Las Vegas celebrated its new location at 7795 W. Sahara Ave. #103. Computer Troubleshooters offers full-service IT solutions, including networking, managed services, data security, backup and disaster recovery, computer repair and VoIP telephone services. Call 702.251.FIXIT (3494) or visit ctlv.com.



Mark Rich's New York Pizza and Pasta Mark Rich's New York Pizza and Pasta, home of the famous New York pizza, celebrated its ten-year anniversary in Centennial Center at 7930 W. Tropical Pkwy., Ste. 130. Call 702.645.3337 or visit markrichnypizza.com.



Tech Skills - CA TechSkills-CA celebrated its grand opening. Located at 255 E. Warm Springs Rd., TechSkills-CA commits itself to quality, market-driven education and the training needed for an exciting new career in IT, health services and office administration. Call 702.836.9900 or visit techskills-ca.com.



La Scala-Ristorante Italiano La Scala-Las Vegas unveiled its new website and celebrated the re-launch of the restaurant. La Scala-Las Vegas is open for lunch and dinner and closed on Sundays. Call 702. 699.9980 or visit lascalarestaurantvegas.com.



Rapid Refill Las Vegas Rapid Refill Las Vegas opened its doors for its grand re-opening at 7375 S. Durango Dr. #106. Rapid Refill offers competitive pricing for first time orders on its printer ink and toner cartridges and other great incentives. Call 702.221.2465 or visit rapidrefill.com/lasvegasnv.



The Signature at MGM Grand Hotel The Signature at MGM Grand celebrated its Chamber membership at 145 E. Harmon Ave. The Signature is a non-smoking, non-gaming world-class resort that specializes in meetings, weddings and celebrations with detail in creating the right ambiance. Call 702.797.6445 or visit signaturemgmgrand.com.



Williston Enterprises Williston Enterprises celebrated its Chamber membership. Williston Enterprises plans creative solutions to jump-start the future of companies throughout the United States, utilizing a multi-disciplinary approach to create the story and high concept imagery for companies. Visit willistonenterprises.com.



Phase 1 Sports Phase 1 Sports celebrated the grand opening of its facility at 5137 Oquendo Rd. Phase 1 Sports is a multifaceted, sports-specific training facility that focuses on recruiting and showcasing high school athletes who are looking for college and university scholarships. Call 702.641.0011 or visit phase1sports.com.

increase earnings by cross promoting your business

BY DAVE ARCHER, CEO, NCET, NEVADA'S CENTER FOR ENTREPRENEURSHIP AND TECHNOLOGY

Consumers communicate on a wide variety of platforms in today's business environment. To effectively reach the widest possible number of potential customers, it's important to devise a range of different contact and communication mediums. This is especially important if you're trying to reach a wide demographic made up of techie and not-so-tech-savvy customers.

Cross promotion marketing is not only an effective way to reach a wide audience, it's also a cost-effective practice, because it helps you promote your message and your company through existing mediums, allowing you to make the most of your advertising dollars. Here are a few ideas:

make sure all collateral is in sync with cross promotion

The average business has business cards, business lines, cell phone lines, brochures, letterhead and a website, at minimum. More advanced companies also have a Twitter and Facebook account,

as well as blogs and other interactive on-line and mobile marketing strategies. It's vital to include ALL of these different promotional vehicles on every piece of corporate collateral your company produces and distributes.

WEBSITE: Your website should have a "contact us" tab that includes physical address, a map or a link to a mapping service, phone numbers, mailing address and links to all other online venues. It should also contain a directory of employees with their full name, title and e-mail address link, links to your online newsletter and links to product descriptions.

LETTERHEAD: All professional stationery should include physical and mailing addresses, phone numbers and website address. You can also include social media sites and a tagline at the bottom of the page for promotional purposes. Since printing different forms of letterhead can be expensive, design a basic template that you can later embellish in the printer with changing taglines or marketing messages.

BUSINESS CARDS: A business card can serve as a great marketing tool if designed correctly. While you want to maintain your company logo and branding, consider the following elements of business card design:

- Use the back side as a discount coupon or to convey a marketing message
- Invite consumers to visit your social media site to participate in a contest or give-away

If you have an ambiguous company name, include a line or two about what you do so your cards don't get lost in a shuffle. Example: "Morton Industries: providing high-tech computer assistance since 1989."

NEWSLETTERS: Both e-newsletters and hard copy newsletters should always include a "contact" section that lets customers know how to reach you. You can also use these venues to provide greater detail about the advantages of a particular product or service you're promoting. For example, if you sell solar swimming pool heaters, consumers have a basic idea of what your company does. However, you can use newsletters to provide FAQs on the product, detailing the cost savings people with solar pool heaters enjoy over time. You can also cross-promote other products or services in the same article, and include client testimonials or links to industry websites that provide technical specs about your product.

RECEIPTS: Take a page from the grocery store playbook. If you look at the back of your receipt for buying a bag of tortilla chips, you'll probably find a coupon for guacamole or salsa. The grocery store has designed a computer-generated algorithm that cross promotes other items a consumer may like based on their established buying habits. You can use this technique in your place of business as well: restaurant customers get fliers for catering; theme park visitors get a coupon for the same company's animal park; hotel guests get coupons for shows and car rentals. The possibilities are endless!

BUNDLING: Look for venues to introduce the idea of "bundling" or combining services in your customers' minds. For example, if you own a pet grooming business, create a package that includes grooming as well as nail clipping and teeth cleaning. This not only encourages customers to spend more, it simultaneously cross promotes your other products and services in the hopes a customer will purchase them again in the future.

Cross promotion is really just a practice of using all of your existing tools to effectively promote your full line of products and services. Once you get started, you'll be surprised at the range of promotional opportunities that open up before you.

NCET, Nevada's Center for Entrepreneurship and Technology: Your connection to business success. Visit www.NCET.org for more information.

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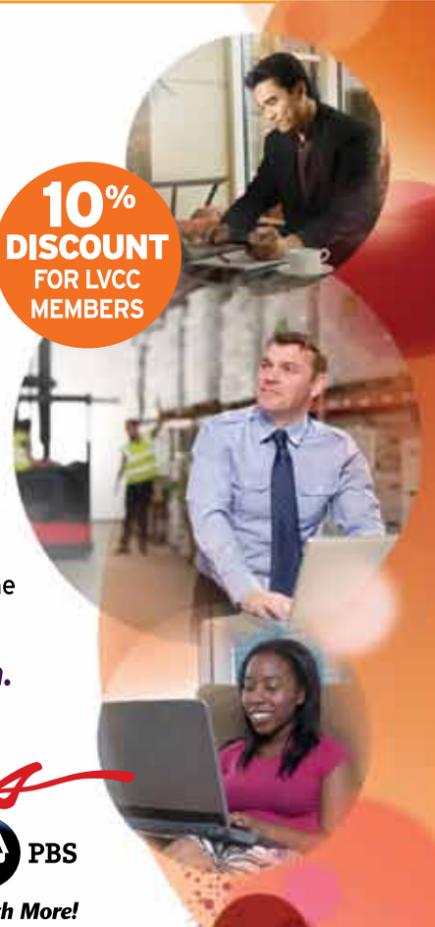
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Las Vegas host committee launches

to show community support of tourism

The man who once proclaimed himself the “Happiest Mayor in the World” is now encouraging fellow Las Vegans to share that message of passion and enthusiasm for Southern Nevada with the rest of the world. The goal: increase Las Vegas’ profile as a leading destination location.



Former Las Vegas Mayor Oscar Goodman is the chairman of the new Las Vegas Host Committee, an initiative of the Las Vegas Convention and Visitors Authority. The committee is a volunteer advisory group of local business and civic leaders who will strive to engage the community in showing support of major trade shows and events, rolling out the red carpet for visitors, and increasing the city’s standing as a destination location. LVCVA Business Marketing Manager Ericka Aviles says the mission of the committee is to involve all Las Vegas businesses in becoming ambassadors of tourism as a way of bolstering the local economy.

“The focus of the Las Vegas Host Committee is two-fold,” explains Aviles. “We want to look at how to engage the community and promote understanding of how important tourism is to our local economy. We also want to roll out the red carpet to people here for shows and special events.”

According to Aviles, Las Vegas has seen 19 straight months of increased visitation numbers, which the LVCVA wants to see continue and improve. In 2010, Las Vegas played host to more than 18,000 conventions which brought in more than 4.4 million delegates. The city’s year-to-date convention attendance is up nearly 10 percent over last year.

The new Las Vegas Host Committee will encourage area businesses - both those directly involved in the tourism industry as well as those who are not - to be actively involved as cheerleaders for Las Vegas. The Las Vegas Chamber of Commerce is a founding member of the Host Committee. Member businesses can easily participate in a variety of ways, including:

- Display official event window clings in your business, welcoming event visitors
- Encourage employees to dress thematically to welcome visitors, e.g. wear Western clothes during National Finals Rodeo
- Elevate customer service, particularly to out-of-town guests
- Welcome event participants on Twitter and Facebook

Aviles says not only does this level of participation show visitors what their business means to Las Vegas, it can also serve as a marketing tool for individual business owners as well.

“The feeling of community spirit and the feedback we’re getting is great,” says Aviles. **“Everyone wants to participate.”**

The committee will be looking for ongoing support and participation from the business community and will establish sub-committees as needed for special projects. For more information on how to get involved, call Ericka Aviles at 702.892.7691 or e-mail eaviles@lvcva.com. The Chamber will keep you informed on designated Las Vegas Host Committee events. BV



MEET INCOMING CHAIRMAN KEVIN ORROCK



Hear from Kevin Orrock as he shares his vision for the Chamber’s 101st year at the annual Installation Luncheon on December 8, at the Four Seasons Las Vegas.

Kevin was born in Pioche, Nevada, and is a UNLV MBA graduate. He began his career at the Howard Hughes Corporation in the Accounting Department at the Desert Inn Hotel before transferring to the corporate office in 1978. He is a member of the advisory board of directors for U.S. Bank’s Las Vegas, Nevada operation and University of Nevada, Las Vegas, College of Business.

Kevin and his wife of 36 years, Diana, reside in Summerlin. They have three grown children, Chad, Kyle and Cassie, who all reside in Las Vegas. In his spare time, he enjoys golfing, riding his Harleys and enjoying everything that Las Vegas has to offer.

For more information, see the events calendar on page 16.

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Dale Yoder, Yoder Insurance

At Christmas my local group of consultants and I adopt a family (usually more than one) and provide gifts for the entire family. We usually get the referrals for the family in need through a safe house or domestic violence shelter.



Dawn L. Walker
Independent Sr. Sales Director, Mary Kay

My wife and I host an afternoon open house the second Sunday in December at our home for our staff, top clients and friends - generally attended by 120-140 guests.

Douglas G. Crosby, MCC
Holiday Cruises & Tours

At St. Rose Dominican Hospitals – San Martín Campus to celebrate the birth of our Savior, we will focus on community giving through a variety of ways including two nights of employees volunteering at Opportunity Village's Magical Forest; donating two pallets of bottled water to a local charity that feeds the hungry on Christmas Day; a blanket collection drive to benefit the area homeless; and employee support of the Angel Tree program.

Vicky VanMeetren, President, San Martín Campus, St. Rose Dominican Hospitals

Treasure Island brings the holiday spirit for both guests and employees. TI hotel guests will notice elegant holiday décor throughout the casino including snow falling on the TI Gift Shop Christmas tree display, and our Candyland themed employee party on Dec. 16 will feature a holiday toy drive.

Najam Khan, General Manager, Treasure Island Hotel & Casino

Last year the College of Southern Nevada had a cowboy-themed holiday party and encouraged people to dress up. We had hundreds of people, lots of barbecued food, door prizes for fun and everyone had a blast.

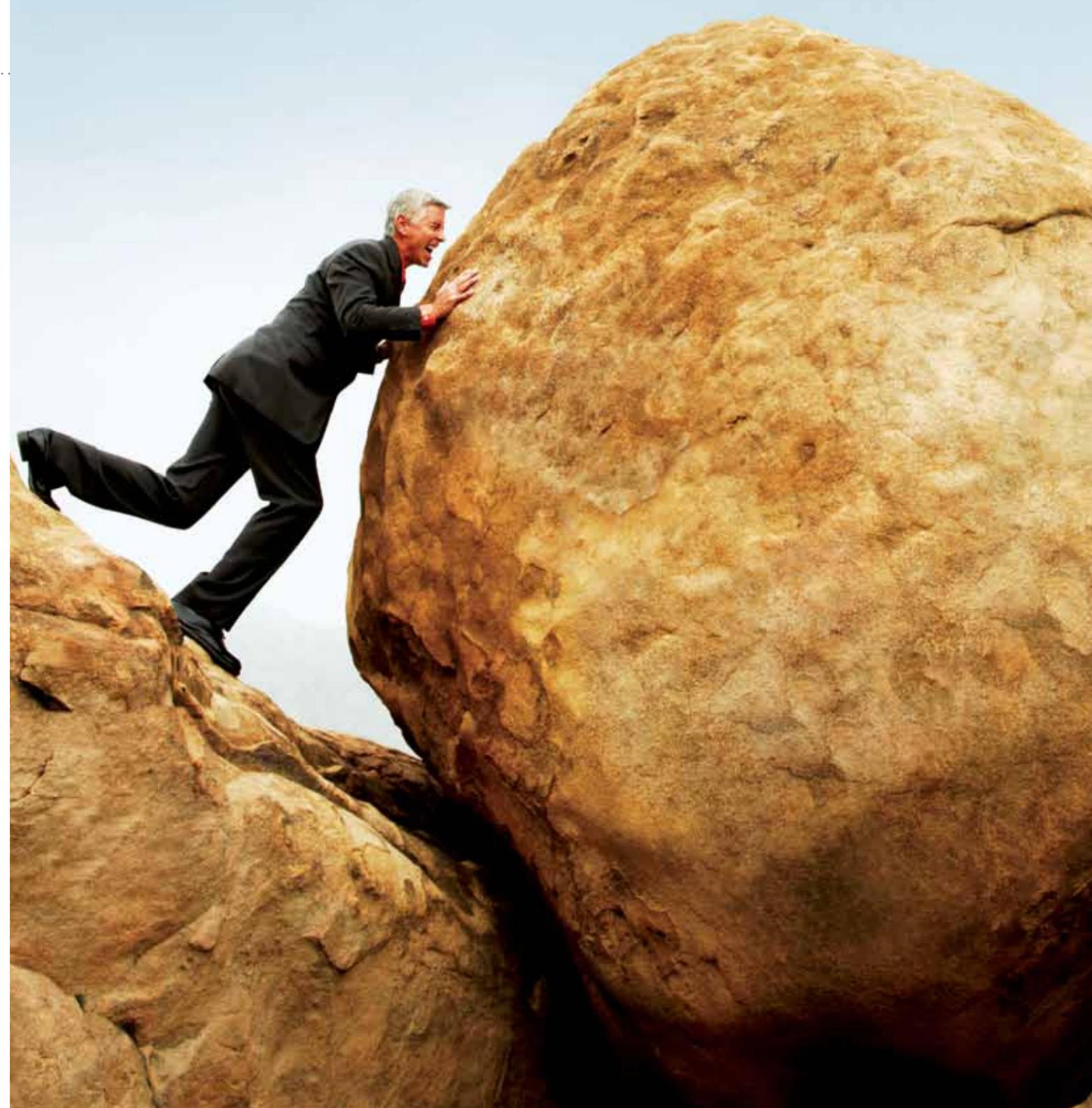


Joan McGee,
College of Southern Nevada,
Charleston Campus Manager,
Exec. Dir. Learning Centers

We have a holiday decorating contest between the departments. The friendly competition is so fun, everyone gets really into it... and before long, nearly the entire office is decked out with festive cheer! We also support the Big Brother's Big Sisters Annual Toy Drive, to help others less fortunate.



Michelle Pizzo, Manager, Marketing & Inside Sales, SOS



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Hear from incoming
chairman Kevin Orrock as
he shares his vision for
the Chamber's 101st year

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Thursday, December 8, 2011
Four Seasons Hotel Las Vegas
11:30 a.m. - Registration & Networking
Noon - 1:00 p.m. - Luncheon & Program

COST:

\$60 for Chamber members
\$70 for non-Chamber members
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\$600 for a table of 10

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