

BUSINESS VOICE

THE LAS VEGAS CHAMBER OF COMMERCE MAGAZINE | LVCHAMBER.COM | JANUARY 2012



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POINT
RETOOLING,
REBUILDING
AND
REINVENTING
NEVADA

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rethink.
SHOPS
rebuild.



reinvent.

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BUSINESS VOICE
THE LAS VEGAS CHAMBER OF COMMERCE MAGAZINE
VOLUME 33 NUMBER 1

{ chairman's message }



KEVIN ORROCK
Chairman of the Board

As Chamber chairman, I want to share with you the Chamber's plans for the year. 2012 is the year we focus on the future – the next 100 years of imagination and innovation – and consider how to best shape and prepare our community for what's next.

The Brookings Institute and SRI report released late last year outlines in great detail the opportunities available to rebuild and diversify our economy. The report is the basis for the state's forthcoming economic development plan, and outlines several cluster industries upon which Nevada can build and expand. Maximizing these opportunities and truly diversifying our economy will require us to rethink and retool, to invest and to commit ourselves to a common vision, a willingness to do things differently, and tremendous amount of willpower to change.

As we move our community forward together, the Chamber will be a major participant in the economic development process. One of the roles we will play is to bring the businesses and community leadership together to create a shared vision for our community that will help lead to diversification.

Beginning with Preview Las Vegas on February 9, the Chamber will bring together top leaders, visionary thinkers, and expert analysts to engage the business community on how we can move forward together and to maximize the economic possibilities laid out in the Brookings/SRI report.

Preview is where the discussion begins; the conversation continues throughout the year with the Chamber bringing elected officials and policy makers together with the business community to discuss important public policy issues, such as health care, improving education, workforce development, infrastructure, and other public policy issues important to moving forward and taking advantage of all the future has to offer.

Our focus is on you. Last year, the Chamber went through an intense strategic planning process; as a result, we are making some changes at the Chamber based on the feedback we received from you. We learned that how we deliver value through programs, services, benefits and technology need to evolve as your needs change. The Chamber is building high-tech resources to not only better communicate with you and deliver you the benefits, services and information you need to be competitive, but we are also committed to helping you keep up with technology and take advantage of the opportunities it can create for your business.

We also recognize that in a world of tech gadgetry, online communities and time poverty, the human touch is even more meaningful. In 2012, we are investing in high-touch, personalized service to ensure that the Chamber is responsive to individual member needs. You will continue to hear from us in a variety of ways, but at least one of the ways will be a personal phone call or visit from us asking you what we can do to help your business.

I am excited about the New Year, and look forward to the possibilities that lay ahead for this wonderful, dynamic community that will require all of us to work together. **BV**

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chamber launches new breakfast series to help members connect

The Chamber is launching two new breakfast series in early 2012 to help members learn more about making the most of their membership investment.

“Morning Mingle” gets underway in March, and is open to all members in their first two years of Chamber membership. Hosted by the Chamber Prospectors, this event will feature long-time Chamber members sharing real life examples of how they have used their Chamber membership to build their businesses. Morning Mingle attendees will have the chance to introduce themselves, talk about their businesses and network with one another.

“Next Level Networking” is geared toward Chamber members embarking on their second and third years of Chamber involvement. Hosted by the Chamber’s Business Council, this event will show members how to build their businesses and expand their networks through volunteer participation in Chamber groups, councils and committees. The program will provide attendees with first-person accounts from active Chamber members who have parlayed their Chamber participation into tangible business connections. It will also introduce members to the different types of volunteer activities available at the Chamber and help participants find a good match.

GET READY FOR PREVIEW LAS VEGAS AND ENGAGE THIS YEAR’S DYNAMIC SPEAKERS!

Each year the Chamber’s Preview Las Vegas program features high-caliber experts giving you leading information to make informed business decisions and prepare for the coming year. Make the most of your Preview experience by reading up on our published speakers, getting acquainted with them on social media and learning about how their expertise can translate into gaining leverage and insight for your business.

RICHARD FLORIDA

Books: *The Rise of the Creative Class, Who’s Your City, The Great Reset*

Twitter: @richard_florida

DR. ROBERT LANG

Unify | Regionalize | Diversify available for download at brookings.edu/papers/2011/1114_nevada_economy.aspx.

Books: *Megapolitan America, The Politics of Planning*

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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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ARE YOU QR-READY?

Are you and your smart phone equipped to read QR codes? If you’re not familiar with the concept, QR stands for “quick response.” Many businesses now use these codes to give their customers instant access to need-to-know information. Users simply download a QR reader to their smart phone and use the application to scan or “read” QR codes on business cards, printed materials, and a variety of other formats. There are many free QR code reader apps for your smart phone. Here’s how to download one:

APPLE PRODUCTS

Users of iPhones and iPads can simply view the App Store on their device’s main menu or through iTunes and download the QR reader application. To learn more, visit itunes.apple.com.

ANDROID

The QR Droid reader for Android phones can be accessed through Android Market or the Amazon App Store. To learn more, visit qrdroid.com.

BLACKBERRY

Blackberry devices are equipped for a variety of QR readers. Description and download instructions are available at appworld.blackberry.com/webstore.

Once you’ve downloaded your QR reader, you can practice using the QR code below, linking you to the Chamber’s dedicated website for Preview Las Vegas.



Chamber-Advocated I-11 gets boost from Senate

Progress is being made toward development of the proposed I-11 interstate freeway connecting Las Vegas and Phoenix. U.S. Senate Majority Leader Harry Reid (D) added a provision into a multi-year surface transportation bill approved Nov. 9 in the Senate Environment and Public Works Committee. The bill, if passed, makes the route eligible for federal funding for both improvement to existing roadways and for new construction expansion efforts. The full Senate may take up the issue later this month. Las Vegas and Phoenix are the only two large U.S. cities not connected by a major highway. Such a connection would help improve the economy by expanding opportunities for increased tourism traffic and for Las Vegas to become a shipping hub. The Chamber advocated heavily for support of the interstate during a recent trip to Washington, D.C. and will continue to support this important infrastructure investment.

For more information on the proposed I-11, visit LVChamber.com



OUR

TURNING POINT

retooling, rebuilding and reinventing nevada

As Nevadans discuss strategies to rebuild the economy, solutions are tossed about with such ease.

Diversify the economy. Attract new businesses.
Invest in new industries.

There are no easy answers or one perfect solution. However, the recently released report by the Brookings Institute and SRI lays out a plan for rebuilding Nevada's economy that is a comprehensive roadmap to diversification and economic growth.

The highly-publicized *Unify | Regionalize | Diversify: An Economic Development Agenda for Nevada* brings to light myriad issues related to the opportunities and challenges that currently exist in Nevada's economy. This report also outlines steps that have the potential to take advantage of and build upon areas of strength while aggressively approaching weaknesses with a comprehensive agenda that proactively changes the area's economic status quo, and how the business community can actively embrace these opportunities.

The report was created in part for the newly-established Office of Economic Development, which is charged to examine opportunities to

diversify and strengthen Nevada's economy, as well as suggest policy options that enable the state to work more efficiently and in conjunction with other business, community and non-profit organizations in developing plans for a more diversified economic climate.

"This report is worth taking a look at," explains Steve Hill, executive director of the Office of Economic Development and former chairman of the Las Vegas Chamber of Commerce. "It's not just for the economic development community; it's a report for everyone in the state. The restructuring of economic development in Nevada is a topic many people should be interested in."

Unify | Regionalize | Diversify offers insight into the industries that have the potential for growth and shines a light on current roadblocks that prevent Nevada from taking progressive steps toward overcoming obstacles. Many of the issues introduced through the report are related to areas on which the business community can focus. These include:

- Focusing on ensuring a strong, skilled and educated local workforce through improving K-12 education
- Supporting collaborative efforts between educators and business professionals to ensure knowledge of real-world work skills

Figure 1. Nevada Competitiveness SWOT Summary

Strengths	Weaknesses
<ul style="list-style-type: none"> • Low taxes • Business friendly regulatory climate • Historically a high-growth economy • Good quality of life (although this is under-recognized) • Extensive entertainment and recreation assets • Proximity to West Coast population centers, markets, transportation routes, and ports • Excellent airport infrastructure (in both Las Vegas and Reno) • Excellent natural and physical resources (for mining, energy, etc.) 	<ul style="list-style-type: none"> • Economy is heavily oriented toward consumption-based industries • Lack of proactive, coherent economic development strategy and structures • Workforce skill level is low (though improving) • K-12 educational system is underperforming • Healthcare system is underperforming • Energy costs are relatively high for the region • Land transportation connections can be challenging (in some parts of state) • Innovation inputs and outputs are weak (and there has especially been underinvestment in innovation capacity in Southern Nevada) • Lack of risk capital to invest in start-ups/innovation (although improving) • Real estate bust (devastating to construction)
Opportunities	Threats
<ul style="list-style-type: none"> • Political leadership closely engaged in revamping and renewing economic development activities • Ease and cost of living is attractive compared to neighboring California • Relatively affordable housing and high residential/commercial/industrial vacancy rates • Growing innovation districts in North and South • Large number of tourists/visitors/conventions – an opportunity to “sell” Nevada • Infrastructure for innovation is in place (at UNR, DRI, UNLV), but not at its full potential • Relatively strong science and engineering (S&E) workforce and students in Reno • World-class Internet connectivity opportunities (such as the Switch data center in Las Vegas) 	<ul style="list-style-type: none"> • Extreme economic cycles and volatility • Projected growth in the core consumption-based industries will not be sufficient to drive recovery • Limited state economic development resources dispersed through fragmented regional efforts • High unemployment • Underinvestment in higher education and lack of a top-tier Carnegie-ranked research university • Existing image issues can be a barrier in attracting higher-skilled workforce • Federal land ownership can hinder land usage/development in much of the state • Water shortages



- Maintaining a business-friendly environment free of regulatory red tape that prohibits ease of business start-up, operation and expansion
- Supporting legislation that keeps the small business tax burden low and equitable
- Promoting the potential of Southern Nevada's natural clean energy resources as a viable component of economic diversification
- Encouraging innovation through public/private partnerships, creating mentoring opportunities and working in conjunction with other organizations to connect burgeoning start-ups with the tools, resources and support they need to successfully launch businesses in Southern Nevada

While the report addresses the nature of Nevada's economic challenges and suggests policy options that may aid in diversification efforts, it has received some level of criticism for focusing more on theories and broad-range overviews than specific steps to be taken to initiate recommendations.

To elaborate on these details, report lead Mark Muro, senior fellow at the Metropolitan Policy Program at Brookings and the co-director of Brookings Mountain West, addressed some of the concerns over the report's specifics. Speaking to the Project Steering Committee of the Nevada State Board of Economic Development in mid-November, Muro noted that the recommendations in the report must be received and acted upon, rather than just talked about. Muro also cautioned against looking for either short-term fixes or large-scale plans that are difficult to implement.

"Our work counsels you, I think, to reject grandiose thinking or silver bullets and get your hands dirty with real-world, piece-by-piece execution... In the same way, I think the trick now is to focus on the real economy, real market niches and the basic block-and-tackling of improving your industries firm-by-firm, expansion-by-expansion, niche-by-niche, cluster-by-cluster. Rome wasn't built in a day, nor will the next Nevada likely be built with flashy 10,000-job firm relocations. Instead, we are recommending a more grounded approach that calls on you to set a compelling sector strategy, put in place an effective set of aligned efforts, and build from the ground up."

Much of *Unify | Regionalize | Diversify* was based on a SWOT (strengths, weaknesses, opportunities and threats) assessment designed to outline the state's economic pros and cons. The pros indicate strength in Nevada's business-friendly environment, including a low tax base, paired with cons of what the report describes as "spotty economic planning and cooperation," weak efforts toward innovation and technology commercialization and serious deficits in workforce skills.

In addition to the strength and weakness assessment, the report identifies industries that possess the greatest potential for growth, new job creation and economic diversification. Industries identified as having these qualities include tourism, gaming and entertainment as well as health and medical services, business IT ecosystems, clean energy and mining, materials and manufacturing. The report also identified strong possibilities for industries related to logistics and operations and aerospace and defense.

So what needs to be done to put recommendations into actionable steps? The report encourages upgrading the state's economic development systems in the following ways:

Unify: Install an operating system for 21st century economic development

Regionalize: Support smart sector strategies in the regions

Diversify: Set a platform for higher-value growth through innovation and global engagement

The report urges that such an undertaking be carefully crafted and executed to be effective.

The Chamber will continue to keep the business community apprised of actions taken with regard to *Unify | Regionalize | Diversify* recommendations.

To read the report in its entirety, visit brookings.edu/papers/2011/1114_nevada_economy.aspx. 

Figure 2. Summary of Recommended Industries and Target Opportunities for Nevada

<p>1. Tourism, Gaming, and Entertainment</p> <ul style="list-style-type: none"> • Nevada as the U.S. online gaming center (should Congress move to legalize it) • Las Vegas as the intellectual capital of global gaming • Gaming manufacturing • Diversifying into niche tourism markets • Retirees and second home owners • Film and media 	<p>4. Clean Energy</p> <ul style="list-style-type: none"> • Renewable component manufacturing • Expanding transmission capacity • Advancing and internationalizing geothermal development • Energy efficiency upgrading
<p>2. Health and Medical Services</p> <ul style="list-style-type: none"> • Surgical specialties • Geriatrics and related services • Disaggregation of medical service delivery, creating new opportunities for middle-skill jobs • Leveraging a strong medical/health sector to build other emerging industries 	<p>5. Mining, Materials, and Manufacturing</p> <ul style="list-style-type: none"> • Expanding participation in upstream mining activities • Medium-value mineral supply chain development • Manufacture of advanced composite materials • Organizing and marketing of manufacturing base
<p>3. Business IT Ecosystems</p> <ul style="list-style-type: none"> • Call centers/customer service and back office/BPO/shared services • E-commerce operations/headquarters • Data centers • Cloud computing/high-performance computing • Cyber security 	<p>6. Logistics and Operations</p> <ul style="list-style-type: none"> • Warehousing and distribution • Advanced logistics • Air cargo • Integrated manufacturing-distribution, assembly manufacturing, and food processing operations • Freight transportation (ground and rail)
<p>7. Aerospace and Defense</p> <ul style="list-style-type: none"> • Unmanned Aerial Vehicle (UAV) supply, assembly, and testing • Maintenance, Repair, and Overhaul (MRO) of aircraft systems 	

Source: *Unify | Regionalize | Diversify: An Economic Development Agenda for Nevada*

CITY OF LAS VEGAS

improves services to business

The City of Las Vegas is streamlining a number of its business services to better serve Southern Nevada's small business community. This is great news for Chamber members. In a recent Chamber economic survey, many respondents expressed frustration over cumbersome processes these streamlined services will address. The move has already resulted in reduced wait times, more efficient scheduling and faster and easier access to information, paperwork and city personnel.

ONLINE BUSINESS LICENSING

Small business owners can now apply for and renew City of Las Vegas business licenses online. Las Vegas is the first government entity in Southern Nevada to offer virtual business licensing and application fee payment services, saving businesses time and enhancing convenience.

CONSOLIDATED BUSINESS SERVICES

In addition to its online offerings, the city's business licensing division is expanding physically, as well. The division recently relocated to the Development Services Center at 333 N. Rancho Dr. The center houses offices to facilitate operations and services of the city's planning, building, safety and land development departments as well as the city engineer, fire prevention services, public works and operations and maintenance administrations. This move is intended to consolidate key business development agencies and services to make them easier for small businesses to access.

IMPROVED USE OF TECHNOLOGY

The city anticipates developing new ways to utilize technology to improve its levels of customer service. The

city is currently looking at software that would allow customers to submit development plans online with multi-department review taking place simultaneously. The use of customer information kiosks is also being discussed as a viable way to provide business owners with instant access to information. Additionally, the city is developing systems that will allow customers to schedule appointments and inspections, and review application status online.

REGIONAL LICENSING

The city's business licensing department is looking for ways to help contractors who work regionally as well as locally. Current plans involve working with other municipalities to develop a regional contractor's license that would provide one license that covers work performed in up to four jurisdictions.

"The city's public works department has reduced its review time of civil plans and the fire prevention department has shortened its permitting procedures," says Brian McAnallen, Las Vegas Chamber of Commerce vice president of government affairs. "These changes and consolidation of services have a positive impact on small business owners who have previously had to spend time and money on lengthy processes with multiple agencies. We look forward to the city building on these positive strides in the near future with additional processes to ease the regulatory burden on small businesses. This will go a long way in making Las Vegas more business friendly from a development and operations standpoint."

To learn more about changes taking place to City of Las Vegas business services, visit lasvegasnevada.gov. 



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The Las Vegas Chamber of Commerce Presents

Preview 2012

las vegas is retooling, rebuilding and reinventing - **AND PREVIEW LAS VEGAS IS WHERE THE CONVERSATION STARTS.**



Preview will bring together visionary leaders and expert analysts to share their knowledge and insights on maximizing economic opportunities and moving the community forward.

Preview will be held Thursday, February 9, at the Thomas & Mack Center - Cox Pavilion, with an estimated 2,000 attendees. The program offers insight into the future of Las Vegas' economy for the coming year and beyond. You'll get a first-hand look at the key factors that will drive the local economy, as well as ways for your business to engage the changing landscape of the Southern Nevada economy and rise up to meet the challenges and opportunities available to the region.

As one of the highest profile annual business and networking events in Southern Nevada, Preview presents a unique opportunity to actively participate in the inner circle of Las Vegas' business community. Preview is a highly interactive social event that allows business professionals of all levels to connect with decision makers and executives from nearly every industry in the state. Here's how you can make the most of this prestigious event:

BECOME A PREVIEW EXHIBITOR: Preview is an ideal venue to showcase your products and services to hundreds of executive decision-makers. A limited number of high-profile exhibit spaces are still available and are open exclusively to Chamber members.

ATTEND PREVIEW: If you're looking for a way to start off the new year with a competitive and intuitive edge, the best place to begin is Preview Las Vegas 2012. Local and national experts will provide specific, unique insights into the ever-changing dynamics of Las Vegas' business climate. These speakers will challenge you to rethink the traditional methods of growing and expanding your business and give you the tools and understanding to get ahead and engage the community in 2012.

NETWORK: There's no better place to see and be seen than Preview. The interactive exhibit floor creates opportunities to meet new people, make introductions to potential clients and catch up with colleagues and business associates.

INVITE OTHERS: Consider giving your best clients or prospective clients tickets to Preview. The gesture will set the stage for solidifying or moving your business relationship to the next level. It will also demonstrate your company's forward-thinking and progressive approach to staying on the cutting edge of business trends.

Engage in the conversation and give yourself an extra edge in 2012. Order your Preview tickets today. Visit previewlasvegas.com or call 702.641.5822. **BV**

{ president's club }



STEVENSON BROOKS
President,
Trainer & Coach
Sandler Training

- Q What is your management philosophy? *Create employee loyalty just like you create customer loyalty: be good to them. Earn their business. Make sure that every employee knows that you value them. And have your ears open to what your employees aren't telling you.*
- Q What do you see ahead for your company in five years? *For the first six years of my company, I was a one-man show. The next five years will be about my ability to scale the company to touch a larger market with a talented team of sales people, trainers, coaches, and recruiters.*
- Q What are your hobbies? *I am the singer/guitarist part of a music/comedy duo. We play on the strip every week in the major casinos. I've always been a part-time musician, but it's nothing like a coffeehouse gig when you are playing in Las Vegas.*
- Q What was your first job? *I grew up in Northern Virginia and every summer we would spend all day, every day at the community pool. Once I was old enough, I became the lifeguard. I was tan, well-rested, and carefree.*



DAVID DAHAN
Chief Executive Officer
Orgill/Singer &
Associates Inc.

- Q What do you see ahead for your company in five years? *My business partners and I continuously seek to remain in the forefront as the most effective full-service insurance agency. We see ourselves creating innovative solutions using the latest technological advances available.*
- Q What distinguishes your company from its competitors? *With over 60 licensed professionals, we strive to provide our clients with peace of mind. We are accessible and determined to provide timely responses to all customer service needs.*
- Q What is your unofficial job title? *KLAV 1230 AM Radio Host for Community Speaks - A Conversation with Today's Leaders.*
- Q What is your hometown? *Paris*



KAREN CASHMAN
President
Cashman Photo
Enterprises of Nevada, Inc.

- Q What is your definition of customer service? *My definition of customer service is to provide exemplary service before, during and after a purchase to ensure that customer will remember you.*
- Q What distinguishes your company from its competitors? *Customer service, quality of product and technology distinguish Cashman Photo from our competitors.*
- Q What is the most interesting trip you've ever taken? *Hong Kong has one of the most spectacular skylines along with a deep natural harbor. Also, over seven million people live there so it has an enormous energy level.*
- Q What is your favorite thing about Vegas? *I love the dining, shopping and entertainment. I love to work with different hotel executives and I enjoy being a part of the community. However, if I had to say my favorite thing about Las Vegas, it would be shopping.*



FLORENCE M E ROGERS
President and
General Manager
Nevada Public Radio

- Q What do you see ahead for your company in five years? *Five years ago we had no idea that Facebook and Twitter would be dominating our thinking about reaching news sources and listeners, but we did sense that the "wisdom of our crowd" would be more and more powerful in shaping our content. With the proliferation of channels and outlets for news and opinion, public media will play an ever-more central role in making sense of information, curating and aggregating trusted content for our audiences, whether they find us on terrestrial radio . . . or their phone.*
- Q What was your first job? *Working in the ticket booth at a farm park in my home of the Isle of Wight in England.*
- Q What was the last book you read? *Furious Love: Elizabeth Taylor, Richard Burton, and the Marriage of the Century.*
- Q What is your hometown? *Newport, Isle of Wight, England.*



CHRIS BREED
Regional Vice President
Desert Rose Resorts

- Q What is your definition of customer service? *Do the right thing.*
- Q What do you see ahead for your company in five years? *As a timeshare developer, the economy has definitely affected our industry over the past few years. We're actually seeing stabilization and an improvement for our industry.*
- Q Who is your hero? *My mom. I know that sounds cliché but it's the truth. My mom's life was not an easy one. After spending 30 years in the hotel industry in management positions, she went back to school and became a nurse. For the last 10 years she has worked specifically with Alzheimer's patients. She is a true inspiration.*



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 client's request 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 Las Vegas? *Talented people – we are being declared dead every ten years and always come back big. Watch our naysayers, we'll be back on top again in heaven!*



JESSICA FERRATO
Director of
Government Relations
Pfizer Inc.

- Q What is your management philosophy? *I like a "bottom up" approach. I don't believe in micromanaging others and work to try to customize my management style to each individual. I'm a firm believer in a strong team environment and work to be as collaborative as possible.*
- Q Who/what inspires you? *Children and adults who struggle with devastating limitations or illnesses and manage to live positive lives and still give back to others and their communities.*
- Q What is the most interesting trip you've ever taken? *Thailand. It was amazing to experience such a different culture and the country was beautiful.*



LARRY R. SEEDIG
President/CEO
USAA Savings Bank

- Q What do you see ahead for your company in 5 years? *We are financially stable and I expect we will continue to grow and prosper.*
- Q What was the last book you read? *Driven, an autobiography by Larry H. Miller.*
- Q What are your hobbies? *Hunting, fishing, poker, and all spectator sports.*

new members

executive level

- Brian Cassels at Merrill Lynch
Brian Cassels
- Meridian Foreclosure Service
Dianne Burnett
- Renu Oil of America, Inc.
Isabell Yssassi
- Clean Pro, Inc.
Carl Pappalardo
- Pfizer Inc.
Jessica Ferrato
- Ryan's Express Transportation Services, Inc.
Albert Sherrer



ISABELL YSSASSI
Owner
Renu Oil of America, Inc.

- Q What distinguishes your company from its competitors? *We offer extremely personable service; we take the time to meet with customers on a regular basis.*
- Q What is your management philosophy? *I treat all of my employees with the same level of respect and courtesy, regardless if they are on my executive management team or a dock recycler.*
- Q What is your favorite thing about Las Vegas? *I've been here since 1966 so I love observing and experiencing the tremendous growth of this city firsthand.*

EVENTS

JANUARY

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

4 WEDNESDAY CHAMBER CONNECTIONS

Grow your network and your business by sharing contacts, referrals and ideas through this established leads group. There are limited openings; 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

18 WEDNESDAY CHAMBER CONNECTIONS

See January 4 for details.

25 WEDNESDAY CHAMBER VOICES TOASTMASTERS

See January 11 for details.

26 THURSDAY BUSINESS AFTER HOURS

Kick off 2012 by building new business relationships! Business After Hours will feature access to the exclusive runway area of Fashion Show Mall, cocktails, appetizers and an opportunity to cultivate new professional alliances.

5:30 - 7:30 p.m.
Fashion Show Mall
3200 Las Vegas Blvd. S., 89109

Complimentary for members.
\$30 per non Chamber member.
702.641.5822 or online

FASHIONSHOW
LAS VEGAS

CL&B Chamber Insurance & Benefits, LLC

31 TUESDAY NEW MEMBER BREAKFAST

Start your new Chamber membership off right at this exclusive event for all new members of the Chamber. Guests 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

CL&B Chamber Insurance & Benefits, LLC

Office DEPOT
Taking Care of Business

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.

Follow us and become a fan!

facebook

twitter

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



3 TUESDAY

VYP: MORNING BUZZ

Interested in joining VYP? New member and want to find out more? Then come check out our monthly Morning Buzz. Enjoy a FREE light breakfast and learn how VYP can help you. You'll also get a chance to meet VYP Ambassadors as well as Advisory Council members 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

9 MONDAY

VEGAS YOUNG PROFESSIONALS TOASTMASTERS: STRIP VIEW SPEAKERS

Exceptional communication skills are vital to success in the business world. The VYP Toastmasters group is open to all members to help build strong speaking, presentation and leadership skills.

5:30 - 6:00 p.m.
Registration & networking
6:00 - 7:00 p.m. Meeting
/usr/lib
520 E. Fremont St.
Second Floor
Las Vegas, NV 89101

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

/usr/lib

23 MONDAY

VEGAS YOUNG PROFESSIONALS TOASTMASTERS: STRIP VIEW SPEAKERS

See January 9 for details.

24 TUESDAY BUSINESS 101:

LEARNING TO LEAD

Vegas Young Professionals teams up with Leadership Las Vegas to give young professionals the opportunity to learn about leadership from four of Las Vegas' most renowned and prominent businesspeople.

Kristin McMillan - President & CEO, Las Vegas Chamber of Commerce

Punam Mathur - Vice President of Employee and Community Engagement, NV Energy

Gordon Absber - Vice President of Public Affairs, MGM Resorts International

John Wilcox - Senior Vice President and Regional Banking Manager, City National Bank

7:30 - 9:00 a.m.
Las Vegas Chamber of Commerce*
\$15 online
\$20 at the door
702.586.3833 or VegasYP.com

business101

Leadership Las Vegas

WHAT OPPORTUNITIES EXIST TO DIVERSIFY THE ECONOMY AND BUILD NEW SECTORS FOR ECONOMIC GROWTH?

FIND OUT AT PREVIEW LAS VEGAS.

Preview 2012

THE PREMIER BUSINESS FORECASTING AND NETWORKING EVENT OF THE YEAR

FEBRUARY 9
PreviewLasVegas.com
702.641.5822

THOMAS & MACK CENTER - COX PAVILION
\$60 FOR MEMBERS | \$80 FOR NON-MEMBERS



WYP VEGAS YOUNG PROFESSIONALS RETOOLS FOR 2012

As Las Vegas retools its future, Vegas Young Professionals (VYP) is building its own movement to bring together young professionals in one of the largest and most accessible young professional networks in the country. In 2012, VYP will be focused on creating better networking opportunities, offering more professional development programs with the business community's top executives, and reaching out to civic leaders to get young professionals more engaged in city and community issues.

To engage more of the young professional community and start the conversation, VYP is eliminating all membership dues starting this month as part of its effort to bring together tomorrow's leaders.

"By eliminating the membership dues structure, it will encourage more companies to send their up-and-coming young professionals and executives to VYP events," explains VYP Coordinator Adam Kramer. "This year's programs will focus on business education issues, access to high-profile decision makers from various industries and the chance to expand each participant's burgeoning networks and business contacts. In other words, when business owners send their

young employees to VYP programs, they're assured of having them come back to the office with potential leads, new business concepts and a better understanding of the dynamics of the local business community."

During 2012, VYP will debut new offerings as well update existing popular programs and events. Here's a look at what you can expect from VYP during the coming year:

business 101

Business 101 is back! This popular series has partnered with Leadership Las Vegas to bring VYP members exclusive access to Las Vegas' most influential executives and entrepreneurs. Business 101 will be held quarterly and will feature a panel of experts in a particular field, providing first-hand knowledge and advice. The panel discussion will be led by a moderator and then opened to the audience for Q&A.

The January 24 program, "Learn to Lead," will feature a panel of experts offering advice on how to develop and build leadership skills. Areas of focus include developing a personal leadership style and creating opportunities to lead in your office, in your industry and in the community. Panelists will share their personal stories of ascension to their current leadership positions. These panelists are:

- Punam Mathur, NV Energy
- Gordon Absher, MGM Resort International
- Kristin McMillan, Las Vegas Chamber of Commerce
- John Wilcox, City National Bank



bigwig lunch times

Bigwig Lunch Times (BLTs) conducted during 2012 will give attendees the opportunity for personal interaction with some of the most influential and high-profile business and community leaders in Nevada. Each BLT features a local "Bigwig" who will share his or her insights into professional development techniques and offer career-building advice. VYP limits the number of attendees at each BLT event to ensure participants have the opportunity to connect one-on-one with the speaker.

toastmasters

Vegas Young Professionals will continue to offer members access to its highly popular Toastmasters group, Strip View Speakers. Members and their guests will have the opportunity to learn key aspects of public speaking and group presentations while networking and developing interpersonal communication and leadership skills. Strip View Speakers meets the second and fourth Monday of every month.

fusion mixers

Every month VYP takes over one of the hottest spots in town and provides its members with the chance to network with other up-and-coming young professionals. Fusion Mixers provide a great opportunity for people from different industries to grow their professional networks in a variety of areas.

collegiate outreach committee

In 2012, VYP will introduce the Collegiate Outreach Committee. The committee's focus will be on reaching out to students at University of Nevada, Las Vegas, Nevada State College and College of Southern Nevada to help them develop professional networks before they graduate. VYP believes this approach will encourage graduates to stay in Southern Nevada and build their businesses and professional lives while contributing to an educated and skilled local work force.

For more information on how you can be involved with Vegas Young Professionals, visit vegasy.com.

2012 BOARD OF TRUSTEES SWORN IN AT ANNUAL INSTALLATION LUNCHEON



Chairman Kevin Orrock thanks 2011 Chairman Michael Bonner for his dedication to the Chamber during his chairmanship.



Kevin Orrock is sworn in as Chairman of the 2012 Board of Trustees.



More than 370 business professionals and community leaders joined the Chamber for its annual Installation Luncheon.



Chairman Kevin Orrock makes his remarks to attendees on the future of the Chamber and the opportunities for Las Vegas.



Chamber President and CEO Kristin McMillan swears in the 2012 Board of Trustees.



2011 Chairman Michael Bonner presents Eliza Budiarto of Gamaprint with the Navigator of the Quarter award.

Vegas Virtual Workforce Training

Getting Your Employees Trained is **Just a Click Away!**

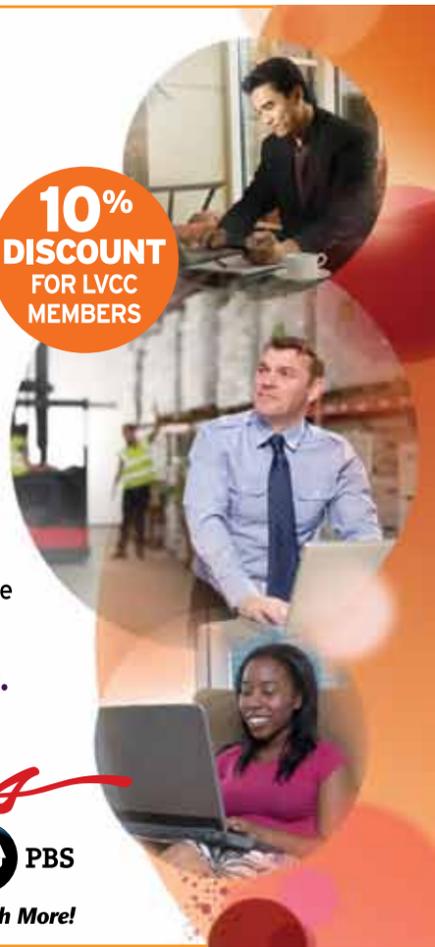
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Now you can have your existing and potential employees trained for competency, advancement and certifications - even OSHA certification - with Vegas Virtual Online Training. **It's effective and convenient.** And since it's Vegas PBS, you're assured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

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

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

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



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*Workers' Compensation is required by the State of Nevada. Some restrictions and eligibility requirements may apply. CIBB 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.

Upcoming Events

The 2012 open enrollment period for the **Nevada Prepaid Tuition** program will continue through February 28. This year's theme is "Their Dream, Your Promise, Our Plan". For more information, go to NevadaTreasurer.gov or call 702.486.2025.

Nathan Adelson Hospice is collecting donations of blankets, towels and gently used washable dog beds through January 31 to benefit several animal shelters. Donations can be dropped off at any Nathan Adelson Hospice location. Visit nah.org for more details.

Community Service

Employees from **Wynn/Encore** donated, collected, wrapped and distributed toys to underprivileged children through its annual toy drive.

Nevada State Bank donated a property to Habitat for Humanity for refurbishment training. Proceeds from the sales of the home went toward the building of a new Habitat home, in which employees from the bank participated.

SuperPaw hosted Give the Gift of Reading, a holiday book drive to promote and support children's literacy. Book donations will be distributed through Spread the Word Nevada.

The **UNLV Alumni Association** pledged \$100,000 to the Rebel Athletic Fund's Loyalty Circle program to provide scholarships to student athletes.

AmeriGroup Real Solutions in Health Care donated nearly \$13,000 to After-School All-Stars to support athletic, culinary and summer camp programs.

Congratulations

Doreen Spears Hartwell, shareholder of **Lionel, Sawyer & Collins**, was elected president of the Las Vegas Chapter of the National Bar Association.

The Orleans Hotel and Casino recently received a 2011 Quality Assurance award from MLT Vacations for achieving 99 percent customer satisfaction and product performance ratings and a minimum of 100 bookings.

The NV Energy Foundation was recognized by the Association of Fundraising Professionals with the 2011 outstanding Corporate/Foundation award for the positive impact it made in the community.

Holly Silvestri, a principal of **The Ferraro Group**, was named the 2011 PR Practitioner of the Year at the Public Relations Society of America, Las Vegas Chapter's Pinnacle Awards.

The Greater Las Vegas Association of REALTORS® presented Debbie Primack of **Prudential American Group** the REALTOR of the Year award.

The William S. Boyd School of Law at **University of Nevada, Las Vegas** honored Jeremy Aguero, principal of **Applied Analysis**, as Alumnus of the Year.

Announcements

The Equity Group hired Jenna Lawrence as a brokerage associate focusing on office and retail leasing.

Urban Environmental Research recently promoted Miranda Jennings to research analyst supervisor.

Vegas PBS is one of 11 public television stations that will serve as a demonstration site to test math and literacy content developed through the U.S. Department of Education's Ready To Learn grant.

Sunrise Health Hospitals will allow some patients to pre-register online for their upcoming procedures, including patients who already have a procedure scheduled, expectant women and anyone requesting a screening mammogram appointment.

Wheeling & Dealing

Kings Healthy U, distributor of Organo Gold healthier beverage, is offering non-profit organizations the opportunity to raise money through their beverage products.

Commercial Executives recently brokered the leasing of office space valued at \$650,000.

Congratulations to the following companies celebrating membership anniversaries in **JANUARY 2012**.

+20 years

- | | | |
|---------------------------------|----|-----------------------------------|
| Lionel Sawyer & Collins | 44 | Robert L. Langford & Assoc |
| California Hotel | 36 | Sahara Chiropractic Care |
| Little Church of the West | 26 | Salls Church Insurance-Marc Salls |
| Las Vegas Valley Water District | 22 | Sunshine Valley Pediatrics |
| Tower of Jewels | 22 | TKC Builders, Inc. |
| Deputy Hounddog Enterprises | 20 | Timothy R. Morse & Associates |
| | | Tucker's GM Collision Center |
| | | Vegas Valley Business Forms |
| | | Warthen Buick |

15 years

- | | | |
|--|--|--|
| America's Travel Companies, Inc. | | 5 years |
| CBS Radio | | AlcoholAwarenessCard.com |
| M-5 Steel Manufacturing | | All Seasons Chem-Dry |
| Nevada Ticket Services/LasVegasTickets.com | | Boys Town Nevada, Inc. |
| Quality Upholstery | | Brian Hambley Agency, LLC |
| Showcase Retail Management Services, LLC | | Bridge Counseling Associates |
| The Howard Hughes Corporation | | Clayton Energy Nevada, LLC |
| | | Clinical Research Consortium |
| | | Courtyard Deli |
| | | Daniel Scott Community Corp. |
| | | FindAnyFloor.com |
| | | First Security Bank of Nevada |
| | | GGBCL, LLC |
| | | Integrated Performance Systems |
| | | J.C. Maintenance |
| | | POA Commercial |
| | | Peel Brimley, LLP |
| | | SLK Industries, LLC |
| | | Shaw Insurance Agency, LLC |
| | | Sunny Insurance Agency, Inc. -- Sonny Gonzalez |
| | | The Logo Shoppe |
| | | Triangle Ink Co |

10 years

- | | |
|--|--|
| B. Bailey & Company Inc | |
| Brendan and Stella Bowyer, LLC | |
| Desert Anesthesiologists | |
| FASTSIGNS | |
| Fancy Pants of Nevada | |
| G. Dallas Horton & Associates | |
| Gaylord Security | |
| Gene Martin Tax Service | |
| Gingerbread Enterprises | |
| Griffin Communications Group | |
| Holland Insurance Consulting | |
| JSL Group, Inc. | |
| Law Offices of Michael Kulwin | |
| Leland E. Lutfy, CHTD | |
| Michael R. Pontoni, LTD | |
| Mr. Brake | |
| Muije & Varricchio | |
| Nevada Tree Service | |
| Performance Plastering | |
| Realty Executives of Nevada-Brent Thompson | |

UBS is proud to support the *local charities of the Las Vegas/Henderson community.*



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Skinny Dugan's Casino Restaurant and Cigar Lounge
Skinny Dugan's Casino Restaurant and Cigar Lounge commemorated its grand opening at 4127 W. Charleston Blvd. with Mayor Carolyn Goodman, former Mayor Oscar Goodman and Councilwoman Lois Tarkanian. Call 702.778.7500 or visit skinnyduganslv.com.



Oasis Baptist Church
Oasis Baptist Church debuted its location at 5220 E. Russell Rd. Oasis Baptist Church is a local church striving to enhance and reach its community through faith and philanthropy. Visit oasisbaptistchurch.org.



Veritas Consulting Group
Veritas Consulting Group celebrated its President's Club Chamber membership. Veritas focuses on the empowerment, enrichment and education of entrepreneurs and companies at all levels, from incorporation to web design and custom LFS integration. Call 702.506.0555 or visit veritasconsultinggrp.com.



MMC Contractors
MMC Contractors celebrated its open house at 5080 S. Cameron. MMC Contractors is a leading provider of mechanical construction services in Las Vegas and Utah and also specializes in sheet metal fabrication. Call 702. 889.6800 or visit mmcontractors.com.



Special Olympics Nevada
Special Olympics Nevada celebrated 'Over the Edge', a fundraising rappelling event. Special Olympics provides free athletic opportunities to children and adults with disabilities which instill the confidence to succeed in life. It is operated and funded locally. Call 702.474.0690 or visit sonv.org.



Sport Clips NV106
Sport Clips celebrated its grand opening of store 106, located at 7310 Arroyo Crossing Parkway, with a ribbon cutting. Call 702.262.0017 or visit sportclips.com.

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



Miracle Mile Shops
Miracle Mile Shops unveiled the "Survivor Miracle Mile" at American Heart Association's Annual 5K Heart Walk/Run at Mountain's Edge on October 15. Call 702.866.0703 or visit miraclemileshopslv.com.



1-800Flowers/Shoppe
1-800Flowers/Shoppe recently celebrated the grand opening of its 3385 S. Durango Dr. location. 1-800-Flowers/Shoppe is committed to offering fine floral arrangements and gifts, backed by friendly and prompt service. Visit 1-800-flowersdurangoshoppe.com.



The Bootlegger Bistro
The Bootlegger Bistro commemorated the opening of 'The Hideout' recording studio and was honored by Mayor Carolyn Goodman for its first official release. Call 702.445.7705 or email mike@hideoutlv.com.



A List Family Service, LLC
A List Family Service, LLC celebrated its Chamber membership with its team of trained and licensed specialists. A List Family is a behavioral health organization created to assist in connecting psychosocial rehabilitation and basic skills training services to youth in need. Call 702.998.6264 or visit alistfamilyservices.org.



Element Las Vegas Summerlin
The Element Las Vegas Summerlin celebrated its LEED certification by hosting the local Eco Home Fair along with a ribbon cutting. The Element is located at 10555 Discovery Dr. Call 702.589.2000 or visit elementlasvegas.com.



Universal Health Care Group
Universal Health Care Group observed its new Chamber membership at 'The Celebration of Aging Event', held at the East Las Vegas Community Center. Universal Health Care is a Medicare/Medicaid health insurance provider that provides managed care services for government-sponsored health care programs. Call 702.755.6738 or visit univhc.com.

CHAMBER LAUNCHES NEW LINE OF pet insurance

CHAMBER MEMBERS AND EMPLOYEES RECEIVE SPECIAL PRICING

Pets are often viewed as beloved family members, and when they need costly medical attention, it can be a heartbreaking time for a pet owner. Animal accidents, disease and chronic conditions can become costly, which often puts pet owners in a position of putting a price on the health of their pet.

Understanding the important role animals play in people's lives, Chamber Insurance & Benefits (CIB) is adding comprehensive pet insurance to its line of insurance offerings. Coverage is facilitated through VPI Pet Insurance, a Nationwide Insurance company and a leading provider of pet insurance coverage in the country. As with all CIB insurance products, a special pricing structure is available exclusively to Chamber members and their employees.

"We are pleased to introduce this exciting new pet insurance program to all Chamber members and their employees," says CIB president Bill Wright. "This is a great voluntary benefit for employers to add to their employment portfolio. We hope members will take advantage of this discounted benefit program and as always, we welcome member questions and feedback."

In most instances, domestic animals up to age 9 with no pre-existing conditions may qualify for basic health care coverage, and animals of all ages and health status are eligible for accident coverage. Domestic animals include dogs, cats, birds, rabbits, snakes and rodents such as hamsters, guinea pigs and gerbils.

There are no lifetime limits on VPI coverage, with benefits renewing in full each year. Plans are affordable, easily accessible and cover veterinary care from any vet in the world, including specialists and emergency medical care providers. Some forms of coverage include:

ACCIDENTS

- Foreign body ingestion
- Lacerations
- Poisonings and toxicities

ILLNESSES

- Allergies
- Diabetes
- Cancer
- Some hereditary problems
- Senior pet care

In addition, participants can invest in CareGuard, a preventative medical care plan that offers discounts on vaccinations, well checks, micro-chipping and a variety of other preventative maintenance care measures.

To learn more about the benefits of purchasing pet insurance through CIB, call 702.586.3889 or e-mail info@chamberib.com. BV



Unemployment tax rate for employers will not increase in 2012

The Employment Security Division has adopted the recommendation of the Employment Security Council to maintain the average tax rate most Nevada employers pay to provide unemployment insurance coverage to their employees the same through next year.

The Las Vegas Chamber of Commerce urged the Council to consider that the key to economic recovery and ultimately to balancing the Nevada Unemployment Insurance Trust Fund would be job creation, and harming our businesses further would hamper that goal.

Brian McAnallen, Vice President of Government Affairs, testified at the December hearing. He stated, "Our small businesses will be

the ones who will hire Nevadans and it should be our collective priority to ensure we do everything we can to nurture these businesses and not do anything to place additional burden on those employers." He urged the Council to maintain the rate for another year because it would hurt small business and impede economic recovery if it is increased.

The current 2.00 percent tax rate is the average paid by businesses. Tax rates charged individual businesses ranges depending on how frequently a business lays off workers who receive unemployment benefits. BV

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Participants learn how to:
• Gain tools to help each employee become as successful as possible
• Learn to speak and coach in a way to create positive behavior change
• Utilize the coaching process to build individuals and teams

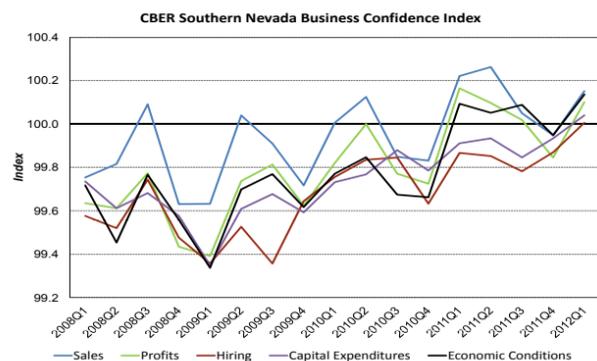
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Texas Station
WomensExpoShoppingEvent.Com
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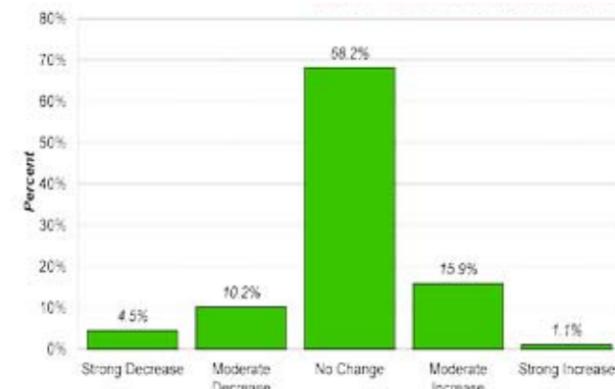
BUSINESS CONFIDENCE UP FOR Q1 2012

The results of a recent survey suggest increasing enthusiasm for the Southern Nevada economy. UNLV's Center for Business and Economic Research (CBER) released its quarterly Southern Nevada Business Confidence Index to gauge different confidence indicators in the business community and local economy, as well as the potential for growth in the first quarter of 2012. Some of the highlights of the report include:

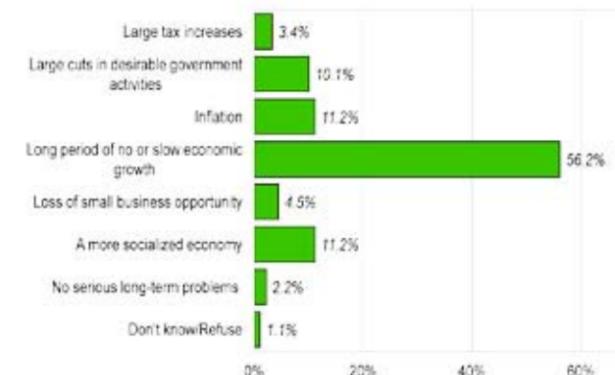
All five components of CBER's composite index were above 100 for first quarter 2012.



How do you think hiring in your industry will change in the coming quarter compared to the current quarter?



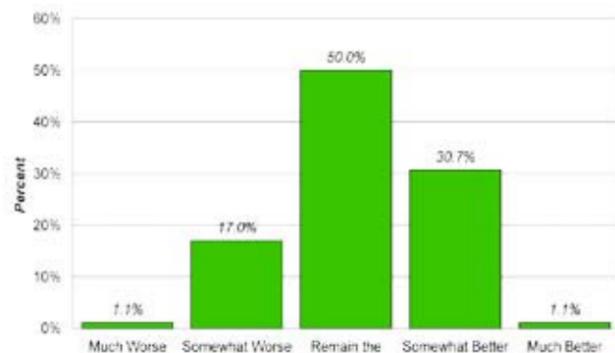
What do you think will be the most serious long-term problem caused by the nation's financial problems?



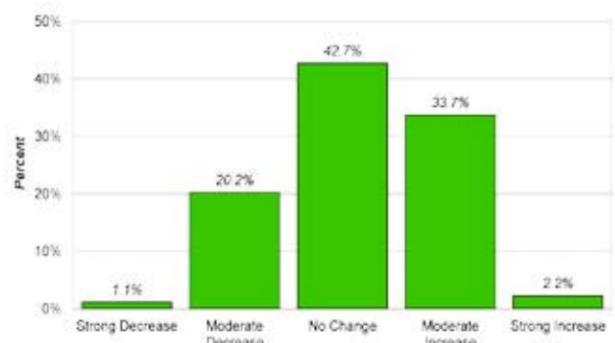
For the complete report, visit <http://cber.unlv.edu/publications/bci.pdf>.

Source: UNLV Center for Business and Economic Research

How do you think economic conditions in Nevada will change in the coming quarter compared to the current quarter?



How do you think sales in your industry will change in the coming quarter compared to the current quarter?



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(Help you build and maintain your database and reach out to ours)
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(Google, Yahoo, MSN) with automatic budget shifting based on best ROI)
- ✓ CUSTOMER REPUTATION MANAGEMENT
- ✓ SOCIAL MEDIA PRESENCE
- ✓ DYNAMIC ONLINE BANNER ADVERTISING
- ✓ MOBILE ADVERTISING
(Quick Reference codes, SMS Text ads and more!)
- ✓ TOTAL TRACKING OF DIGITAL ADVERTISING EFFECTIVENESS



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reviewjournal.com



WHAT NEW PRODUCT, SERVICE OR TECHNOLOGY ARE YOU LOOKING FORWARD TO IMPLEMENTING IN 2012?

I intend to use the iPad to facilitate paperless transactions, and the iCloud to seamlessly sync my iPad, iPhone and computer so that my contacts and calendar are ALWAYS up-to-date.

Barbara J. Rice, Realtor®, CDPE®, SFR®, ABR®

We are excited in the coming year to fully incorporate PDAs into our residential services. We already use them for commercial services and our customers love having full access to all services performed at their property online. It saves paper, simplifies record keeping, and makes gaining information even easier for our customers.



Grady Jones, Service Center Manager, Western Exterminators

We are excited to implement video emails, video blogs and increased communications with our Burn Foundation Volunteers across the country!

Julie Spiegel LCMT, NCBTMB Spiegel Burn Foundation



American Express cardmembers enrolled in the Membership Rewards program can now redeem their points at all Prestige Travel offices in the Las Vegas valley. Membership Rewards points can be used to purchase air, cruise and tour travel. This new redemption option directs business to locally owned and based Prestige Travel.

Kathy Falkensammer, President Prestige Travel & Cruises American Express

We are implementing a firm Wiki. We have found the Wiki to be a useful tool. We can store and modify information, such as firm procedures that everyone in the firm knows to refer to. Of course, we have implemented what we believe are expedited firm procedures to be followed before anyone adds or modifies the Wiki. We no longer have to suffer the printing of pages and delay supplements to everyone's employee handbook and other manuals.

Kirk D. Kaplan, Esq., CPA, Roland & Kaplan

We are updating our dental software and switching from Softdent to Dextrix in order to become completely paperless.

Marty LaLande, Children's Dental Care

I'm eagerly looking forward to business applications for Google+. It may have huge potential for improved customer relationship management for local as well as national and international business. It could be a game-changer for businesses in 2012.



Donn Pearlman, President Donn Pearlman Public Relations



We are implementing "Business Lounges" – casual, informal, drop-in business meeting spaces with high speed internet access and huge wall-mounted flat-panel displays – free to customers and their guests at our westside and eastside full-service, full-support, full-amenity Executive Suites Office Business Centers.

Elie Morris, Leasing Agent, Las Vegas Business Centers

We are looking forward to helping more companies mobilize their data while utilizing location tracking. Mobil technology is the future!

Patti Layland, Nextech

Our new Grease and Michael Jackson King of Pop games will both come out in 2012. It's going to be thrilling for people to experience these pop culture icons in our games. Both are a ton of fun for our company, our casino customers, and the players.

Dan Savage, Vice President of Marketing, Bally Technologies



The Southern Nevada Medical Industry Coalition will align the hospitality and health care industries for the marketing and promotion of medical tourism. Las Vegas is well positioned and has the necessary assets to become a global leader in medical tourism. This will help diversify our economy, create jobs and ultimately improve the quality of health care for residents.

Douglas T. Geinzer, CEO, Southern Nevada Medical Industry Coalition



With you when one relationship brings one possibility after another

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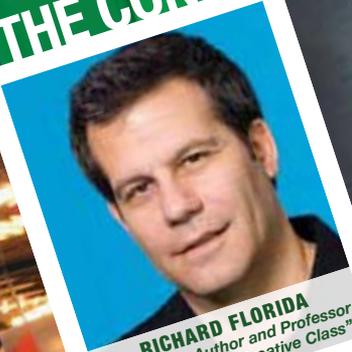
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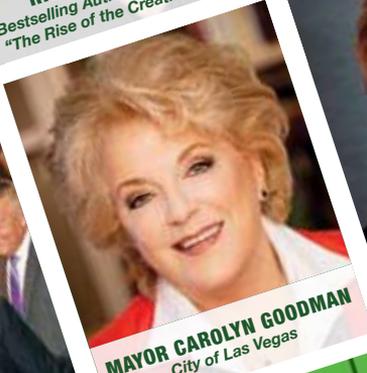
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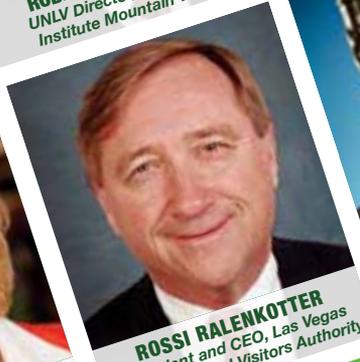
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UNLV Director, Brookings
Institute Mountain West



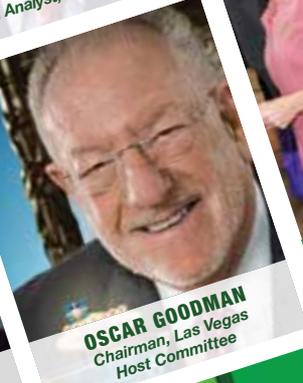
JEREMY AGUERO
Principal Analyst, Applied Analysis



MAYOR CAROLYN GOODMAN
City of Las Vegas



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President and CEO, Las Vegas
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OSCAR GOODMAN
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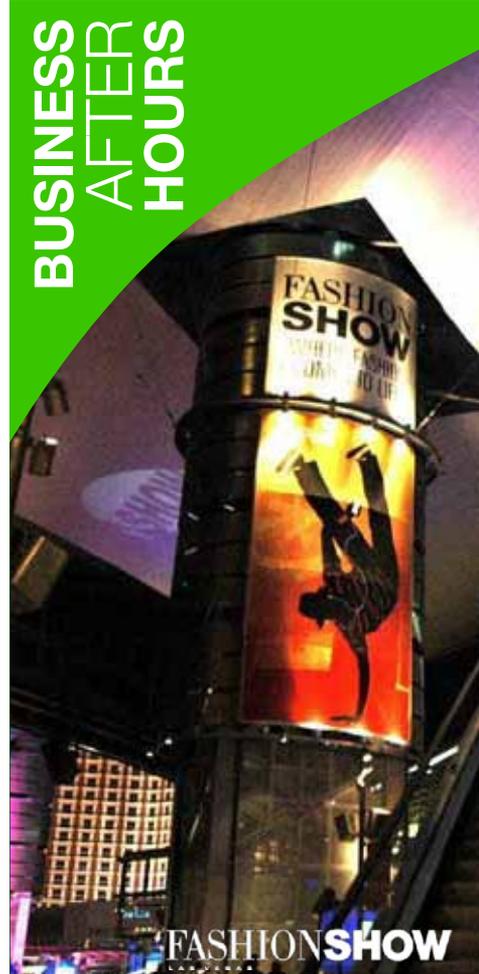
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JANUARY 2012

BUSINESS
AFTER
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