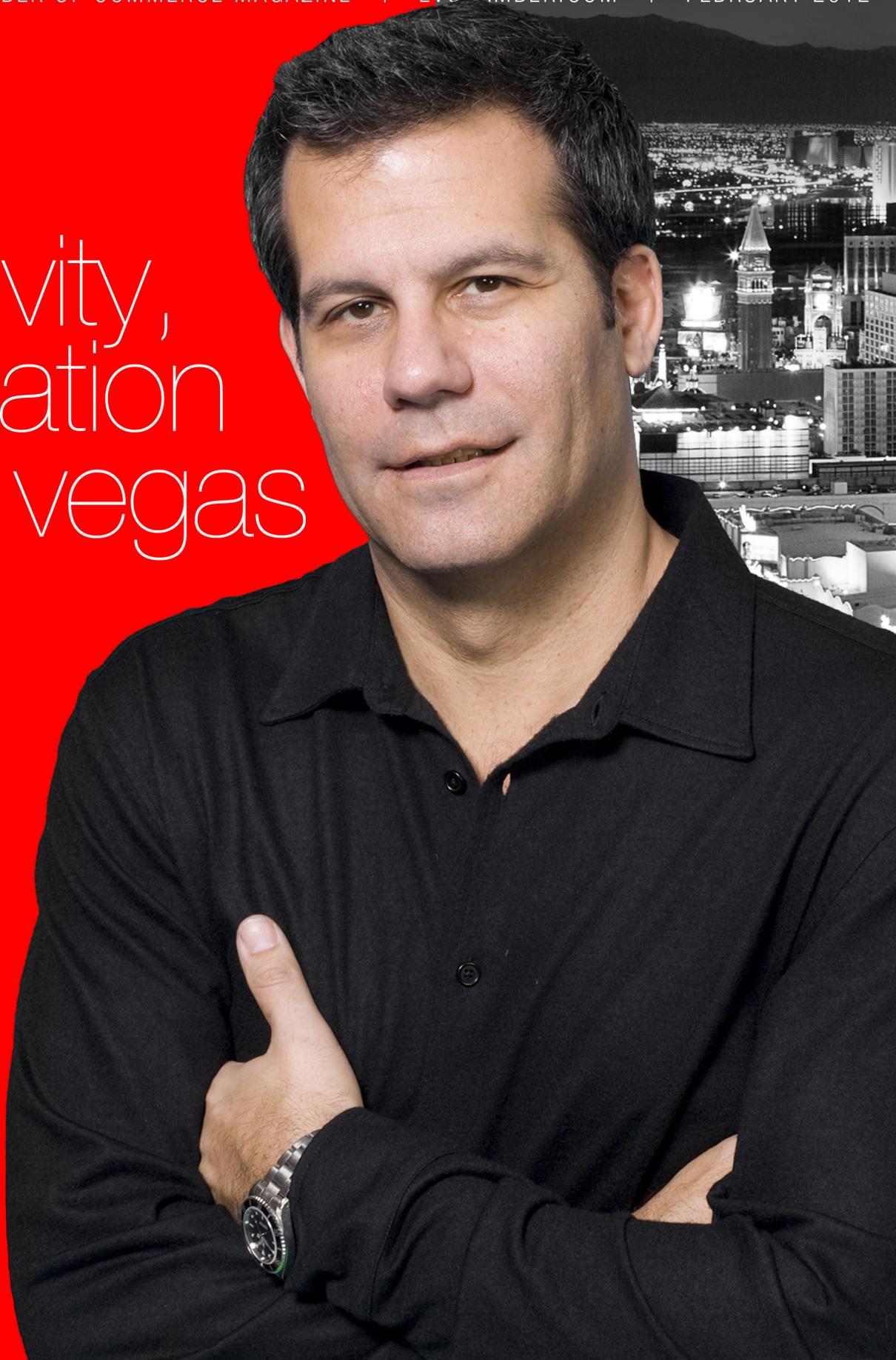


BUSINESS VOICE

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

creativity,
innovation
& las vegas

RICHARD FLORIDA
PREVIEW KEYNOTE



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Las Vegas, NV 89119-3290
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President & CEO
Las Vegas Chamber of Commerce

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BUSINESS VOICE
THE LAS VEGAS CHAMBER OF COMMERCE MAGAZINE

VOLUME 33 NUMBER 2

{ president's message }

Where is Las Vegas' economy heading in 2012? It's the question everyone has been talking about for months on end. While debate and discussion are important elements of long-term and strategic planning, it's vital to our local business community that 2012 be a year of action. Preview Las Vegas is the place for you to join the conversation as this community begins to put theory into practice and proactively moves Las Vegas into a new post-recession economy.



KRISTIN MCMILLAN
President & CEO

Every year Preview provides valuable economic forecasts to get you information you need to know. This year we're challenging our community to "rethink" the box. We'll detail for businesses economic rebuilding and partnership initiatives currently underway and provide information about how you can get involved. Our keynote speaker and bestselling author, Richard Florida, has identified downtown Las Vegas as "a fabulous area with great urban energy." You will learn his views on how creativity can play into our new diversification efforts downtown and in other areas. His presentation will tell us how to create new entrepreneurial opportunities after "the great reset."

In addition to what's going on at Preview, the Chamber will continue the dialogue on a variety of related topics throughout the year. We'll introduce "Eggs & Issues," where Chamber members will be invited to join legislators and other public officials for discussions that focus on jobs, workforce issues and ways of rebuilding our economy. The Chamber also plans to host a series of symposia to dig deeper into some of the opportunities that were identified in the Brookings/SRI report. These symposia will bring in industry experts and leaders to talk about best practices from other regions and help us identify steps we need to take as a region to turn theory into action.

The state of our local economy touches every aspect of our daily business and personal lives. It's one thing to talk about how to turn the economy around. Our next move is to make it happen. **BV**

what's inside // FEBRUARY 2012

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Preview 2012

GET THE INFORMATION YOU NEED AT PREVIEW LAS VEGAS!

Make the most of your business year by attending Preview Las Vegas and getting the business information you need to know.

Hear from Rossi Ralenkotter as he discusses the state of tourism in Southern Nevada, and Oscar Goodman as he outlines how the business community can engage the Las Vegas Host Committee and tourism initiatives. Jeremy Aguero will crunch the numbers that matter most to the Las Vegas business community. Dr. Robert Lang will outline opportunities and challenges in Southern Nevada for the coming year.

This year's keynote speaker, Richard Florida, named downtown Las Vegas one of 10 urban neighborhoods to explore. Find out what it means for Las Vegas and how the business community can engage the "creative class."

Preview Las Vegas will be Thursday, February 9, at Thomas & Mack Center – Cox Pavilion. Preview is open to the entire Las Vegas community, with exclusive advance pricing for Chamber members. Get your tickets to this must-attend event online at PreviewLasVegas.com or by calling 702.641.5822. Advance ticket pricing for Chamber members is \$60. Tickets will also be available at the event for \$80.

Don't miss the opportunity to get ahead for 2012 – register today!

U.S. SENATOR DEAN HELLER TO SPEAK TO CHAMBER MEMBERS AT EGGS & ISSUES



Senator Dean Heller will speak to Chamber members at the new Eggs & Issues breakfast on Friday, February 24, at the Palms Casino Resort from 7:30 – 9:00 a.m.

Eggs & Issues is a new program designed to connect members with key policymakers. It is a breakfast forum held in a town hall-style setting, featuring short presentations and a Q&A with elected officials. The program gives Chamber members exclusive access to the public officials who represent the state's business interests at the national level. To reserve your seat, call 641.5822 or go to LVChamber.com.



PRODUCTION TEAM

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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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CHAMBER SUPPORTS PLAN TO INCREASE INTERNATIONAL TRAVEL TO U.S.

Last month, President Barack Obama announced an executive order to streamline the visa process and increase travel to the United States. The Chamber applauded the President's plan, as it will help increase international travel to Las Vegas and help our economy.

Key provisions of the executive order that will particularly impact Las Vegas are:

- Increasing of non-immigrant visa processing capacity in China and Brazil by 40% in 2012
- Ensuring that 80% of non-immigrant visas are interviewed within three weeks of receipt of application
- Nomination of Taiwan to the Visa Waiver Program

"These steps forward are positive for Las Vegas' core tourism industry and have the potential to positively impact our overall economy by making it easier for international travelers to come to Las Vegas to do business, attend conventions and experience our unique city," says Kristin McMillan, president and CEO of the Chamber. "These initiatives are particularly important as we focus on diversification to successfully compete in a global marketplace."

The Chamber strongly advocated for these changes during a recent business leaders' trip to Capitol Hill. The Chamber also thanks Congressman Joe Heck, who introduced similar legislation (H.R. 3039) in Congress last year, as well as the leadership of U.S. Senator Harry Reid and the entire Nevada Congressional delegation.

Apply now for Leadership Las Vegas - Class of 2013

Applications are now available for the Leadership Las Vegas Class of 2013. Entry to this high-profile executive development program is limited to 48 participants. The deadline for submitting an application is May 17, 2012.

The Leadership Las Vegas program currently has more than 1,000 alumni from nearly every professional field in the valley. Participants are guided through a series of hands-on sessions that introduce them to power players in Las Vegas' business community as well as provide unique and personal access to lawmakers and community leaders. Leadership participants are exposed to the inner workings of the Las Vegas community, from the educational and governmental systems to the healthcare industry and top corporations. Team-building and personal development exercises throughout the program encourage and foster long-term interpersonal relationships with current and past Leadership participants. "The friendships and business acquaintances I made and the knowledge I gained during my year in the program are still invaluable to me today," says Julie Murray, class of '94 and president of the Moonridge Group.

For more information on Leadership Las Vegas and the application submission process, visit LVChamber.com/leadership-las-vegas or call Lisa Gough, Leadership Las Vegas coordinator, at 586.3841.



creativity, innovation & las vegas



richard florida

As Las Vegas emerges from the recession, there have been conversations about the community diversifying, targeting new industries and opportunities within them and embracing a creatively-driven workforce.

Richard Florida, professor at the Rotman School of Management, University of Toronto and senior editor of The Atlantic, discusses how Las Vegas can position itself for development, diversity and progress.

BV: Who are the creative class and why are they important for the business community of Las Vegas?

RF: The Creative Class describes 40 million workers – 30 percent of the U.S. workforce – and includes two segments of workers:

Creative Professionals – These professionals are the classic knowledge-based workers and include those working in healthcare, business and finance, the legal sector and education.

Super-Creative Core – These workers include scientists, engineers, techies, innovators, and researchers, as well as artists, designers, writers and musicians.

Even though the Creative Class represents only a third of the workforce, they earn more than *\$2.1 trillion dollars* – 50 percent of all wages and salaries in the United States. This total represents as much as the manufacturing and service sectors combined. In addition, the Creative Class controls nearly 70 percent – almost *\$500 billion* – of the discretionary income (buying power) in the U.S. This is more than double that of the manufacturing and service sectors combined.

BV: How can the business community help cultivate creativity, both in terms of bringing new talent in and helping to nurture the existing talent here?

RF: *Talent, Technology, and Tolerance* – represent what I call the 3T's of economic and business development. The 3T's approach represents a comprehensive strategy for how Las Vegas and its business community can prosper in the creative age.

Talent: The driving force behind any effective economic strategy is talented people. We live in a more mobile age than ever before. People, especially top creative talent, move around a lot. A community's ability to attract and retain top talent is the defining issue of the creative age.

Technology: Technology and innovation are critical components of a community or organization's ability to drive economic growth. To be successful, communities and organizations must have the avenues for transferring research, ideas and innovation into marketable and sustainable products. Universities are paramount to this, and provide a key hub institution of the creative age.

Tolerance: Economic prosperity relies on cultural, entrepreneurial, civic, scientific and artistic creativity. Creative workers with these talents need communities, organizations and peers that are open to new ideas and different people. Places receptive to immigration, alternative lifestyles and new views on social status and power structures will benefit significantly in the creative age.

BV: In regard to the U.S. cities that have most embraced the concept of nurturing the creative class and have a greater concentration of creative output, what have they done?

RF: Communities and cities that have been successful at nurturing the creative class have stayed true to their authenticity and character. They've created communities that are appealing to a wide array of





people. It's important to note that in the global search for talent, I expect we will see a stronger emphasis – greater than ever before – on the importance of quality of place. All cities and communities are unique. Different types of people will be attracted to communities and regions for an array of reasons. For some, the choice may be made for economic opportunity, while for others, the selection is made because the community provides access to culture, restaurants, city streets, outdoors, urban amenities—restaurants, nightlife, arts and culture—or good schools. Whatever the reason, authenticity plays an overarching role; creative workers — the innovative engine to our future economic prosperity — select communities that have all features of a complete authentic community.

BV: You stated that downtown Las Vegas is a “fabulous area with great urban energy.” How can Las Vegas capitalize on the revitalization of its downtown base and incorporate more of its attributes into the areas beyond downtown Las Vegas?

RF: It will be about creating a downtown that builds on the character and energy of the city. It will be able about creating and facilitating opportunities that will drive human interaction and clustering. Places that nurture urban clusters and connectivity are critically important to furthering economic prosperity – this is the key point that Las Vegas keeps in mind as it revitalizes its downtown. Creative workers need to be around other thinkers, innovative and knowledge workers. We crave physical interaction with each other.

BV: You look at the Great Reset not as a lost opportunity, but as a jumping-off point for new and expanded opportunities. What opportunities lie ahead of the post-recession, for both the United States and Las Vegas in particular?

RF: The Great Reset has underscored the importance and need for a focus on creativity, innovation, and human development to ensure future economic prosperity. Just as I wrote in *The Rise of the Creative Class*, I still believe every single human being is creative. Economic growth is driven by creativity, so if we want to increase it, we have to tap into the creativity of everyone. This should be the single point of focus for all economic development policies, both local and federal, moving forward. As the economy resets, we will see organizations, businesses and communities assigning a greater value to human creativity. Therefore, we have to create the support structures and systems to elevate our workforce and skills sets. For the first time in human history, the basic logic of our economy requires the further development and use of human creative capabilities if further economic development is to be achieved. The great challenge of our time is to find ways to tap into every human's creativity.

BV: What are the challenges and opportunities for Las Vegas coming out of the Great Reset?

RF: One of Las Vegas' greatest challenges is also one of its greatest opportunities. Las Vegas must transition its housing market to encourage more and better rental housing. Las Vegas has thousands upon thousands of foreclosed homes that can and should become rental properties. This could and can attract a mobile and nimble creative class.

The rate of homeownership in America is already starting to fall back on its own. From a high of almost 70 percent during the bubble years, homeownership has fallen to roughly 67 percent. Slightly less than 39 percent of Americans between ages 18 and 35 own their own home, down from 43 percent. The Urban Land Institute projects that homeownership may fall to 62 percent over the next decade or two.

We know from our research that many Creative Class members see owning a home as a potential drawback given the economic flexibility required to power long lasting recovery. The cities and regions with the lowest levels of homeownership — in the range of 55 to 60 percent like Los Angeles, New York, San Francisco and Boulder — had healthier economies and higher incomes. They also had more highly skilled and professional work forces, more hi-tech industry and, according to Gallup surveys, higher levels of happiness and well-being. When the economy rebounds, it may be easier for Las Vegas to attract new workers if there is an abundance of high-quality, affordable rental housing.

BV: What are the cultural shifts that are coming out of the recession? What is the threat if we ignore these shifts?

RF: One of the greatest shifts, we will see is how we define wealth and success. We will also develop new approaches to consumption. Things that have always signified wealth and security – home ownership, new cars, luxury goods – have become a burden for many people and will be replaced by more experiential consumption like travel and recreation, self-improvement and so on. By divesting themselves of certain big-ticket possessions that have been keeping them tied down, people will gain a new freedom to live more meaningful lives. Changes in consumption and lifestyle are key to Great Resets. **BV**

Hear more from Richard Florida at Preview Las Vegas on Thursday, February 9, at the Thomas & Mack Center – Cox Pavilion.

FEDERAL GRANT FUNDING

available for small business research and development

As Southern Nevada continues to look for innovative ways to diversify and strengthen the local economy, there's good news on the horizon for small business owners in the form of reauthorization of the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs.

The SBIR and STTR programs were reauthorized for six years in December as part of the National Defense Authorization Act. The program awards research and development grants to small for-profit businesses and entrepreneurs in Nevada to help them grow, become more innovative and put more Nevadans back to work. In particular, the grants look to fund operations devoted to high-tech products and services and provide assistance in commercializing innovative new concepts.

Over the last 30 years, Nevada has received more than \$76 million in SBIR and STTR grants, making it one of the top recipients in the country. While the program is competitive, grant funding gives small businesses the opportunity to explore the technological potential of its operations and examine ways to commercialize and profit from marketable endeavors. Funding evens the playing field for small businesses, giving them the chance to compete in the national research and development arena by providing critical startup and development funding.

PROGRAM GOALS:

- Stimulate technological innovation
- Meet Federal research and development needs
- Foster and encourage participation in innovation and entrepreneurship
- Increase private-sector commercialization of innovations derived from Federal research and development funding

Eleven federal agencies currently fund this program, providing opportunities for a wide range of industries to participate. Small business owners apply for funding from the federal agency that best represents their industry. Funds are typically awarded in phases, providing financing for research and business performance evaluation, research and development and finally, commercialization efforts.

PROGRAM ELIGIBILITY:

- Must be a U.S.-based for-profit business
- Must be a business at least 51 percent owned and controlled by one or more individuals who are citizens of or permanent resident aliens in the U.S.
- Must employ no more than 500 people

The U.S. Small Business Administration is the coordinating agency for the SBIR program. For more information, or to apply for funding, visit sbir.gov. 

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The Chamber's CenturyLink™ Conference Center is designed to comfortably accommodate as many as 140 people in an upscale business environment overlooking the heart of Town Square. The center is available to rent for meetings, board retreats and seminars, and professional event planning assistance is available for your convenience. The conference center offers many high-tech features. A focus group viewing room is also available for

small group sessions. Space rental comes complete with use of tables and chairs with different set-up options, podium and microphone, as well as a wide range of additional audio-visual equipment, including plasma screens, available on an à la carte basis. Other services, including catering, can be supplied by your choice of Chamber members, providing you with a full range of options including boxed lunches, buffet meals and sit-down dinners.

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- WiFi and wired high-speed T1 Internet
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- Full-service catering

Conference center rentals are available Monday – Friday, 8:00 a.m.- 5:00 p.m. Weekend and after-hours rates are also available. Special reduced pricing is offered exclusively to Chamber members. For more information or to schedule a tour, call 702.641.5822. 



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{ executive level }

{ president's club }



GENE GALLOWAY
President
Plaza Bank

- Q What do you see ahead for your company in 5 years? *Continued double-digit growth in the markets we serve.*
- Q What distinguishes your company from its competitors? *Our focused approach to banking and our responsiveness.*
- Q Who do you follow on Twitter? *Not on Twitter; I have enough to do without that.*
- Q What is your favorite quote? *"Your life can be 100% worse before it can be 10% better. It keeps things in perspective."*

- Q What distinguishes your company from its competitors? *We are sized for growth with significant embedded opportunities to "move the needle."*
- Q What is your company's value proposition? *At the Boulevard, we see an opportunity to deliver a mall experience that's more tailored, engaging, relevant and rewarding to our shopper.*
- Q What is your hometown? *I was born in North Hollywood, California. However, I moved here when I was seven. I consider Las Vegas my "hometown."*
- Q What are your hobbies? *I've been playing guitar and songwriting since I was eleven and still enjoy it. I also like to go trail hiking with my kids.*



RIC JIMENEZ
General Manager
Boulevard Mall

- Q What distinguishes your company from its competitors? *Verizon Wireless offers our customers the nation's premier wireless network. Our 4G LTE network, which is available today throughout Southern Nevada and in 190 markets nationally, allows our customers to be more productive and efficient than ever before.*
- Q What is your definition of customer service? *Understanding our customers' business needs and being their trusted advisor for innovative technology solutions.*
- Q What was your first job? *When I was 14 years old I worked at a nursing home preparing meals and washing dishes. This was an extremely rewarding and fulfilling experience.*
- Q What is your favorite quote? *"Experience is a hard teacher because she gives the test first, the lesson afterwards." - Vernon Law*



PAUL SNOW
Associate Director
of Business Sales
Verizon Wireless

- Q What distinguishes your company from its competitors? *We have a greater depth and diversity of talent than our competitors. Regardless of a client's legal needs, BHFS has a team of legal professionals experienced and ready to advise and represent the client's position.*
- Q What do you see ahead for BHFS in 5 years? *BHFS will continue to grow its reputation as the go-to law firm in Nevada. In addition to our first line and well-recognized senior lawyers, BHFS has its next generation ready to meet the challenges of the new Las Vegas economy.*
- Q What is the most interesting trip you've ever taken? *My most interesting trip was to China in 1996. Many of the people I met demonstrated the intellectual curiosity and entrepreneurial spirit which most American associate only with our own countrymen.*
- Q What is your favorite thing about Las Vegas? *I love the great secret that is the lifestyle of Las Vegas.*



JEFFREY RUGG
Shareholder
Brownstein Hyatt
Farber Schreck



BRET HOLMES
President
Advanced Management
Group Nevada, LLC

- Q What is the best piece of business advice you've ever been given? *"Don't have a plan B." If you're only option is success, then the chances of failure reduce dramatically.*
- Q What distinguishes your company from its competitors? *Personal service. We make our upper management team available to our clients any time they need us.*
- Q What is your favorite escape? *If I am staying home, it's going to be my garage and working on one of my project cars. If I'm going out of town, it's Napa, CA!*



TIM CROWLEY
President
Nevada Mining
Association

- Q What is your management philosophy? *I believe in inclusivity. The more brains, the better. That's one reason I like working for a trade association. We bring environmental, safety and operations experts together to collaborate and solve problems.*
- Q What was the last book you read? *The Fall of Giants. Ken Follett is good escape reading.*
- Q What is your favorite thing about Vegas? *The endless list of great restaurants.*



WILLIAM M. NELSON
Shareholder
Piercy Bowler
Taylor & Kern

- Q What do you see ahead for your company in 5 years? *We are starting 2012 with five new employees in January. I see continued steady growth in this and other markets.*
- Q What is your favorite thing about Vegas? *Raising three sons in Las Vegas, I discovered the seemingly endless number of positive activities from baseball to ice hockey to scouting.*
- Q What are your hobbies? *Running and scuba diving.*



BRIAN CASSELS
Financial Advisor
Brian Cassels at
Merrill Lynch

- Q What is the best piece of business advice you have been given? *Success is a long-term journey, not a short sprint. Don't be discouraged if success isn't immediate; nothing worth achieving comes overnight.*
- Q What is your definition of customer service? *Do what you say you're going to do. Put clients first. It sounds simple, but too often doesn't occur.*
- Q What was your first job? *I delivered the Newark Star-Ledger newspaper in my hometown of Hampton, NJ. I was 11 years old. Sunday was a tough delivery day for sure.*



JIM BROCK
President
Mysalestracker.com

- Q What is your management philosophy? *Hire the right people, make sure they know what to do, then get out of their way.*
- Q Who are your heroes? *Sam Walton, Ray Kroc and Herb Kelleher.*
- Q What is your favorite quote? *"What the mind can conceive, it can achieve." - Napoleon Hill*

new members

president's club

- Americans for Prosperity
Adam Stryker
- Aristocrat Technologies
Seamus McGill
- Breguet Boutique
Kimberlie Shea
- Radio City Pizzeria
Elias Ghanem

executive level

- BP Energy Company
Kevin Topdjian
- Brown Hand Center
Dr. Nitin Engineer

**1 WEDNESDAY
CHAMBER CONNECTIONS**

This networking club is an established dedicated leads group made up of professionals from a variety of industries to help members connect to new customers. 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

**3 FRIDAY
HEALTH CARE POLICY COMMITTEE MEETING**

The Health Care Policy Committee addresses the issues facing the industry, including Federal health care reform, health care delivery systems and providers, local and state legislative and regulatory mandates, and opportunities and challenges related to the industry.
2:00 - 4:00 p.m.
Las Vegas Chamber of Commerce*
Complimentary, Chamber members only. 702.641.5822 or online

**8 WEDNESDAY
CHAMBER VOICES TOASTMASTERS**

Be a better speaker and more effective presenter. Chamber Voices Toastmasters is open to all members who want to improve their speaking, presentation and leadership skills.
10:45 a.m. - Noon
Las Vegas Chamber of Commerce*
\$54 every six months. Guests always complimentary.



◀ **EVENTS** ▶

FEBRUARY

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

Preview 2012

9 THURSDAY

Get the information you need to know to grow your business in 2012.

7:00 a.m. - 1:30 p.m.

Thomas & Mack Center - Cox Pavilion (Tropicana & Swenson)

\$60 Chamber Member

\$80 Non-Member

\$80 At the door

702.641.5822 or online

Platinum Sponsors:



**15 WEDNESDAY
CHAMBER CONNECTIONS**

See February 1 for details.

**16 THURSDAY
MORNING MINGLE**

This breakfast meeting is open to all members in their first two years of membership. Meet successful, experienced Chamber members and learn how they used the Chamber to grow their business.

7:00 - 7:30 a.m. Registration & networking

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

By invitation only. Complimentary. Hosted by the Las Vegas Chamber of Commerce Prospectors 702.641.5822 or online

Sponsor:



**22 WEDNESDAY
CHAMBER VOICES TOASTMASTERS**

See February 8 for details.

TO RSVP FOR EVENTS:



**24 FRIDAY
EGGS & ISSUES FEATURING
U.S. SENATOR DEAN HELLER**



Engage one of Nevada's key legislators in a town hall-style setting. Senator Heller will provide remarks and then hold an exclusive Q&A with Chamber members.

7:30 - 8:00 a.m. Registration
8:00 - 9:00 a.m. Program
Palms Casino Resort
4321 W. Flamingo Rd. 89103

\$40 Chamber members
\$400 table of ten, plus two VIP meet and greet tickets
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Build high-level business relationships at the exclusive Club Tussaud's, featuring new artists and an interactive audience experience. Enjoy cocktails and appetizers, and make new connections with unique access to this iconic museum.

5:30 - 7:30 p.m.

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Complimentary. President's Club & Executive Level Members Only. 702.641.5822 or online

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**7 TUESDAY
MORNING BUZZ**

Are you interested in joining VYP or just joined but want to know what VYP can do for you? Then come check out our monthly Morning Buzz. Morning Buzz is a great opportunity for you to enjoy a FREE light breakfast and learn more about what VYP has to offer. You'll also get a chance to meet VYP Ambassadors as well as members of the Advisory Council for a small, informal Q & A session.

7:30 - 9:30 a.m.

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CHAMBER ADVOCATES FOR FAIRNESS IN WATER RATE INCREASE

Water rates are going up. The question is by how much and will the increase be fair for everyone.

The Southern Nevada Water Authority (SNWA) needs to raise water rates in order to finish building the third intake “straw” at Lake Mead that is vital to ensure that the lake can continue to be a reliable source of water. Originally, funding for the third straw project was through connection fees to new housing; because of the recession and collapse of the housing construction market, this funding source has nearly dried up.

Availability and sustainability of quality water for both residents and the business community is paramount to economic development and diversification. Having a dedicated water source ties into our future economic viability and is a major factor to consider while courting new businesses to form roots in the Las Vegas community.

Historically, the Chamber has supported reasonable planning in water infrastructure and delivery systems. It has advocated for conservation programs, development of sustainable delivery systems and allowing water transfer agreements.

Three different rate increase options are currently under consideration by the SNWA, which will vote on a final option at its next meeting in February. The three options are

- A three-year, commodity charge (consumption/volume-based)
- A three-year infrastructure surcharge (fixed rate, based on meter capacity)
- A three-year blended commodity/infrastructure surcharge (based on consumption and meter capacity)

Each of these options has a residential rate increase, however, the brunt of this new rate increase will be placed on business. Under these current scenarios, residents – who make up more than 450,000 of the nearly 515,000 water meters in Southern Nevada – will only pay on average \$5 to \$8 more per month. Businesses, on the other hand, may see their bills go up as much as 300 percent. In some cases, based on analysis by Hobbs, Ong, a firm contracted by SNWA to analyze the rate increase options, water bills on small businesses could go up hundreds or even thousands of dollars each year.

The Chamber is advocating for a fair approach between residents and businesses. Currently, residential water bills are some of the lowest in comparison to other Western cities, including Phoenix and Los Angeles. Even with the increase, Southern Nevada residential water costs will be markedly lower than major cities in other Western states, such as Arizona and California.

“The Chamber has advocated for a fair and balanced approach for residential consumers and large and small businesses,” says Brian McAnallen, vice president of Government Affairs for the Las Vegas Chamber of Commerce. “We are concerned that small businesses with lower water consumption will disproportionately bear the cost. The impact on paying for the rate increases frankly means jobs.”

A series of community outreach meetings will be held over the next month throughout Southern Nevada. For more information, to find a meeting location or access a water bill estimator, visit snwa.com. The Chamber will continue to advocate on behalf of the business community for a balanced division of the increase, and will keep its members apprised of developments, including timing of the rate increase.

To contact the Chamber’s Government Affairs team, call **702.641.5822**. 



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Chamber members eligible for deep discounts through Office Depot

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All members of the Las Vegas Chamber of Commerce are eligible to participate in the free Office Depot

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Sign up online by visiting lvchamber.com/member-benefits/office-depot to complete an application. An Office Depot account manager will contact you to enroll your company and work with you to create a customized pricing program that fits your business. For more information, call 702.641.5822. **BV**

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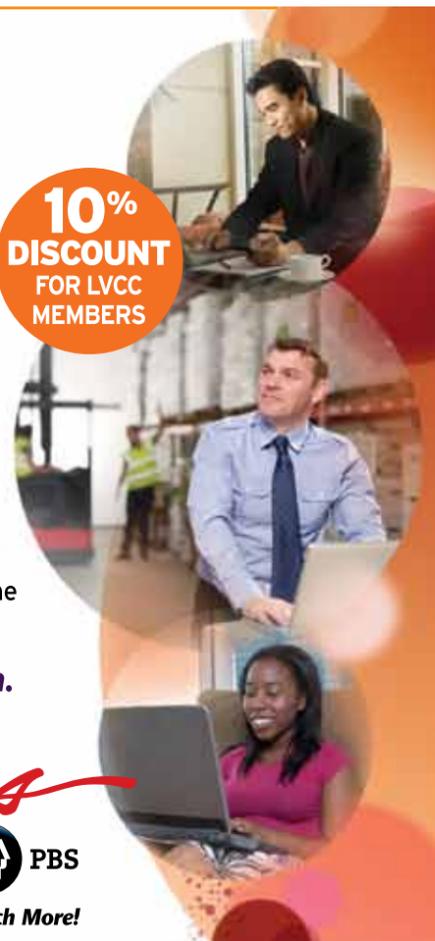
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The Las Vegas Chamber of Commerce is proud to provide members with a place to publish their current announcements. Email news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.

Upcoming Events

The 4th annual Evening of Hope, Strength, and Joy to benefit Make-A-Wish Foundation of Southern Nevada and **Opportunity Village** will be on Thursday, February 2, and Friday, February 3, from 6:00 – 8:00 p.m. at Centennial High School Theatre, 10200 Centennial Parkway. A \$10 donation is requested.

Dex One will host a free local leaders forum for small business owners in Las Vegas. This event will feature business author and entrepreneur Barry Moltz. For more information, visit dexone.com/lasvegasleaders or call 1.877.462.7736.

Community Service

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

City National Bank contributed monetary and in-kind support of nearly \$150,000 to more than 100 Nevada non-profit and community organizations in 2011.

Nevada Health Centers, Inc. launched a "Buy a Brick" campaign to raise money to support its new 31,000-square-foot health facility dedicated to providing access to quality health care as well as sliding fee scales for the underinsured.

NV Energy and its employees presented the **United Way of Southern Nevada**, United Way of Northern Nevada and Rivers Cities

United Way with a \$1.2 million check as a result of the company's 2011 "Live United for Nevada" campaign.

Congratulations

MountainView Hospital received designation as a NICHE (Nurses Improving Care for Health-system Elders) site, a national designation for elder care excellence.

Balance Your Books, LLC was selected for the 2011 Best of Henderson Award in the Bookkeeping Services category by the U.S. Commerce Association.

Alexia Vernon, owner of coaching and training company **Catalyst for Action**, has been appointed to the Young Entrepreneurs Council, an invite-only community of the world's top young entrepreneurs.

Diane Fearon, president & CEO of **Bank of George**, has been appointed vice-chair of the Las Vegas Host Committee, a project of the Las Vegas Convention and Visitors Authority.

Merlin Contracting & Developing, llc was awarded for building a custom home in MacDonald Highlands that meets the ENERGY STAR Qualified Home Energy Plus program.

Announcements

Larry S. Harrison, local broker and owner of **Harrison Insurance Agency**, represented Nevada at the 22nd annual National Association of Health Underwriters Capitol Conference in Washington D.C.

The Glenn Group hired Janine Marshall as an account coordinator in the account services division of the agency's Las Vegas office.

Stewart, Archibald & Barney, LLP has merged with the practice of Brett K. Sellers, CPA.

Lied Discovery Children's Museum hired Brenda Hengel as grant writer and Marian Gilmore as director of learning experiences.

Textbroker International LLC hired Ruby Vargeson as director of operations, and promoted Christina Zila to Director of Communications.

Candice Cockrell joined **The Ferraro Group** as intern coordinator, and will be responsible for writing press releases and monitoring media coverage.

The hospitals of the **Sunrise Health System** is the first hospital system in Nevada to use a new, secure software solution, AirStrip CARDIOLOGY, to read electrocardiographs.

Scott Cook joined **Kolesar & Leatham** as a shareholder focusing on civil litigation, including catastrophic injury and the representation of medical professionals and institutions. Daniel Cereghino joined the firm as an associate attorney focusing on general commercial litigation.

Continued on Page 30 ▶

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

+50 years

GES, Global Experience Specialists 56
KNUU Radio 970 50

+20 years

HAJOCA/Kelly's Pipe & Supply 48
The Molasky Group of Companies 35
Opportunity Village, ARC Inc. 34
Las Vegas Convention and Visitors Authority 31
Saks Fifth Avenue 31
Academy of Hair Design 28
Fair, Anderson & Langerman 27
Holiday Royale Suites 27
Nevada Development Authority 27
Plant-it Earth 27
Morrissey Insurance 26
Orgill/Singer & Associates, Inc. 26
McDonald Carano Wilson LLP 25
Bruno Mark Financial, Inc. 22
DEX 22
The Fremont Street Experience, LLC 21
A Flamingo Glass & Engraving, LLC 20
Newkirk Realty/Sun City Retirement Sales-Hugh Newkirk 20

15 years

American Cancer Society
Everest College
Kirsh Media Group
ODS Chauffeured Transportation
The Coca-Cola Store
Western Association of Chamber Executives

10 years

Angione's In The Woods
Arville Body & Paint
Canyon Ridge Christian Church
Community Lutheran Church
Destination Salon Spa
Dr. Ellen P. Merkin
Innovative Access LLC

Laspaluto Financial Planners
Leavitt Group Benefits Services Inc.
Template Consulting Group LLC
Vegas Valley Fire Protection
Vegas Weddings

5 years

Action Sweeping Service
Annie Bananie's Wild West Tour, LLC
Bargain Pawn, Inc.
Caricature Entertainment Co. & Art Enterprises, Inc.
Connectionpower.com
Construction Sealants & Supply
Cooper Levenson Attorneys at Law
Double Down Saloon
El Paso Market
Eureka Enterprises Inc.
First Church of Religious Science
Gerald S Earl, DMD
Heartland Payment Systems
Holland & Hart LLP
Hyatt Enterprises, LLC
Installation Specialists, Inc.
John Hall Howard, Jr.,LTD.
Ken Gallacher – American National Insurance Company
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Sport Clips NV105
 President's Club

Sport Clips celebrated the opening of store 105, located at 6475 N. Decatur Blvd., with a ribbon cutting. Call 702.395.0382 or visit sportclips.com.



Woodworker's Emporium

Woodworker's Emporium celebrated more than 30 years' experience serving in Las Vegas' woodworking and woodturning needs. Woodworker's Emporium is located at 5461 Arville St. and stocks all major machinery brands along with power tools and hardware. Call 702.871.0722 or visit woodworkersemporium.com.



oogoo productions

oogoo productions, a creative agency with strong roots in visual story-telling, celebrated its grand opening. Located at 6253 Dean Martin Dr., oogoo productions enjoys being creative while having fun in producing commercials, corporate branding, music videos and films. Call 702.227.6641 or will@oogoo.com.



Standard Register Commercial

Standard Register commemorated 100 years in business with the grand opening of its commercial business unit in Las Vegas. Standard Register offers direct mail, integrated marketing and much more. Call 702.331.5431 or visit standardregister.com.



School of Rock - Summerlin

School of Rock-Summerlin celebrated its grand opening with a ribbon cutting. School of Rock is a unique, nationwide music school focusing on private lessons, group rehearsals and seasonal live rock performances. It is located at 9340 W. Flamingo Rd. Call 702.778.9382 or visit summerlin.schoolofrock.com.



SOS

SOS commemorated its 19th anniversary and the opening of its Las Vegas location. SOS helps organizations leverage advanced communications technology to better serve their customers. Call 702.866.9775 or visit team-sos.com.

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



Ana Zepol Inc.

Ana Zepol Inc. celebrated its grand opening at 6405 S. Tenaya Way, #110. Ana Zepol specializes in custom, handcrafted handbags constructed from high quality Italian and exotic materials. Call 800.982.0696 or visit anazepol.com.



Fogo de Chao
 Executive

Fogo de Chao, a traditional Brazilian Steakhouse founded in 1979 in Porto Alegre, Brazil, celebrated the grand opening of its Las Vegas location at 360 E. Flamingo Rd. The authentic churrascaria continues the traditions of the centuries-old gaúcho ways of preparing meals and serving guests. Call 702.431.4500 or visit fogo.com.



The Outside Las Vegas Foundation

The Outside Las Vegas Foundation observed its new Chamber membership with a ribbon cutting. It focuses on trails and open space as a means to build community, promote health and wellness and educational opportunities. Visit outsidelasvegas.org.



Papa Murphy's Take 'n' Bake Pizza

Papa Murphy's Take 'n' Bake Pizza commemorated its grand opening with a ribbon cutting. They offer fresh and high quality ingredients and dough that is prepared in-house daily. Call 702.641.6100 or visit papamurphys.com.



Meramak Bankcard

Meramak Bankcard, a recognized nationwide merchant service provider, celebrated its expansion into Southern Nevada. Meramak's goal is customer satisfaction. Call 800.505.3010 or visit meracard.com.



Norm's Eggs Café

Norm's Eggs Café commemorated the grand opening of its breakfast and lunch establishment located at 3655 S. Durango Dr. Norm's serves healthy and tasty meals that are wholesome, satisfying and affordable. Call 702.431.EGGS (3447) or visit normseggscafe.com.

Preview 2012

FEBRUARY 9 PreviewLasVegas.com 702.641.5822



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We are delighted to be a major sponsor of Preview Las Vegas. Preview complements Wells Fargo's mission of helping people succeed financially, businesses thrive and investing in our communities. In fact, we gave \$1.7 million to nonprofits in Southern Nevada last year alone. We appreciate the caliber of information Preview provides as we welcome 2012.



DUFFY LEONE
SENIOR VICE PRESIDENT AND GENERAL MANAGER
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At Cox Communications and Cox Business, we understand how important it is for the business community in these economic times to stay positive and to keep perspective. Preview Las Vegas is a great venue for business leaders to network and collaborate with their market partners. We're proud to be a Platinum sponsor.



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Preview Las Vegas is one of the premier events in the valley and no other gathering brings such a diverse group of business leaders together to share ideas about the future of Southern Nevada. There are few events more valuable and informative for our business community.



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SAINT MARY'S HEALTH PLANS

Saint Mary's Health Plans supports business growth and economic vitality in Nevada and is proud to be a sponsor of Preview 2012. As a statewide organization dedicated to providing local businesses with affordable health insurance options, our goals are to help Nevada thrive and to see our communities live and work healthier.



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NV ENERGY

Our goal is to continue to improve our relationship with all of our customers. One way we will accomplish that this year is through NV Energize, which will provide the tools and information you need to make choices about your energy use. Stop by our booth at Preview to see how NV Energy is creating an energy smart future.



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UnitedHealthcare is proud to continue with its long standing support of Preview Las Vegas, the Las Vegas Chamber of Commerce's marquee business forum. This event provides hundreds of business leaders and executives with a unique networking opportunity in addition to dynamic presentations on directions and trends that are vital to our business community.



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Chamber Insurance & Benefits is proud to be a platinum sponsor of Preview Las Vegas. CIB provides chamber members with affordable and comprehensive employee benefit plans. We also offer workers' compensation, business owners and business vehicle coverage through our network of Chamber member insurance agents and brokers. Other benefits available include Individual Health plans and a pet insurance program.

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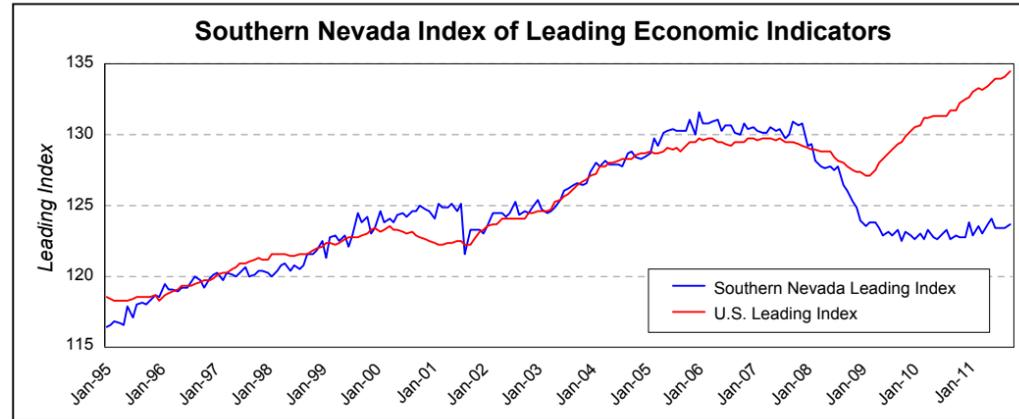
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ECONOMIC INDICATORS UP FOR Q1 2012



CLARK COUNTY SERIES	DATE	UNITS	LATEST PERIOD	CHANGE PREVIOUS PERIOD	CHANGE YEAR AGO	CONTRIBUTION TO INDEX*
Residential Building Units Permitted	Oct-11	# Units Permitted	220	-31.89%	-44.72%	-0.043%
Residential Building Permit Valuation	Oct-11	Dollars	\$28,971,111	-22.38%	-32.59%	-0.015%
Commercial Building Permits	Oct-11	# Units Permitted	18	38.46%	-10.00%	-0.029%
Commercial Building Permit Valuation	Oct-11	Dollars	\$20,325,078	131.02%	29.21%	-0.011%
Taxable Sales	Oct-11	Dollars	\$2,524,421,329	-1.71%	9.34%	0.014%
McCarran Airport	Oct-11	Passengers Enplaned/Deplaned	3,744,609	5.38%	4.46%	-0.063%
Gallons of Gasoline	Oct-11	Gallons	61,576,159	0.94%	-2.31%	-0.041%
Gross Gaming Revenue	Oct-11	Dollars	\$836,511,394	14.02%	10.43%	0.425%
Visitor Volume	Oct-11	People	3,422,074	3.88%	2.68%	-0.015%
Conventions Held Attendance	Oct-11	People	457,686	5.37%	9.21%	0.020%
Overall Change in Leading Indicator**	Dec-11		123.67	0.24%	0.64%	0.24%

*The contribution to the Index is a net-weighted average of each series after adjustment for seasonal variation.
 **The Index is a six-month forecast (04/01/2012) from the month of the data (10/01/2011) and four months from the month of the series (12/01/2011).
 Sources: Local Building Permitting Agencies; Nevada Department of Taxation; McCarran International Airport; Nevada State Gaming Control Board; Las Vegas Convention and Visitors Authority.

CBER's Southern Nevada Index of Leading Economic Indicators for December is signaling that Southern Nevada's employment is likely to improve in 2012. The index grew by 0.24 percent, mostly as the result of strong gains in gaming revenue. The other components of the index contributed little positive or negative influence on the overall direction of the index. As the national economy continues to gain strength, we can expect further improvement in our local economy. Uncertainty remains, but it appears the Southern Nevada economy has turned the corner.

"Southern Nevada Index of Leading Economic Indicators," published 28 December 2011
 Copyright: The Center for Business and Economic Research, University of Nevada, Las Vegas

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Preview has been very powerful in letting me know at "ONE" glance what was happening at the Chamber.

Mark Edison, Owner, Adventure in Angling

Preview Las Vegas has been extremely profitable for our business. The direct access to decision-makers and businesses has proven to be invaluable and has provided us with relationships and sales opportunities that we would not have access to without this format. The presentations are insightful and practical and the event itself is very well-organized.

Grady Jones, Service Center Manager, Western Exterminators

BannerView.com has found Preview to be an important annual tradition which sets the economic stage for the Las Vegas business community. The event brings together the best of the best in business and in our community.

Pamela Joy Ring, Chief Marketing Officer BannerView.com

The participation and attendance is always great. The facility and accommodations for exhibitors make it easy to display our services, giving us excellent visibility. Preview is incredibly interactive and gives us an opportunity to tell the community what we do.

Laura D'Amore, Director of Sales Opportunity Village

Wheeling & Dealing Continued from Page 22

Pico Madama Salon announces the acquisition of Moxie Hair Studios in Summerlin. Proceeds from the merged salons will help benefit **Shade Tree Shelter** through March 2012.

First Choice Business Brokers, Inc. announced that 2011 showed a dramatic increase over 2010 in the number of buyers looking to purchase a Las Vegas business. Also, average purchase price and the number of closed transactions also increased.

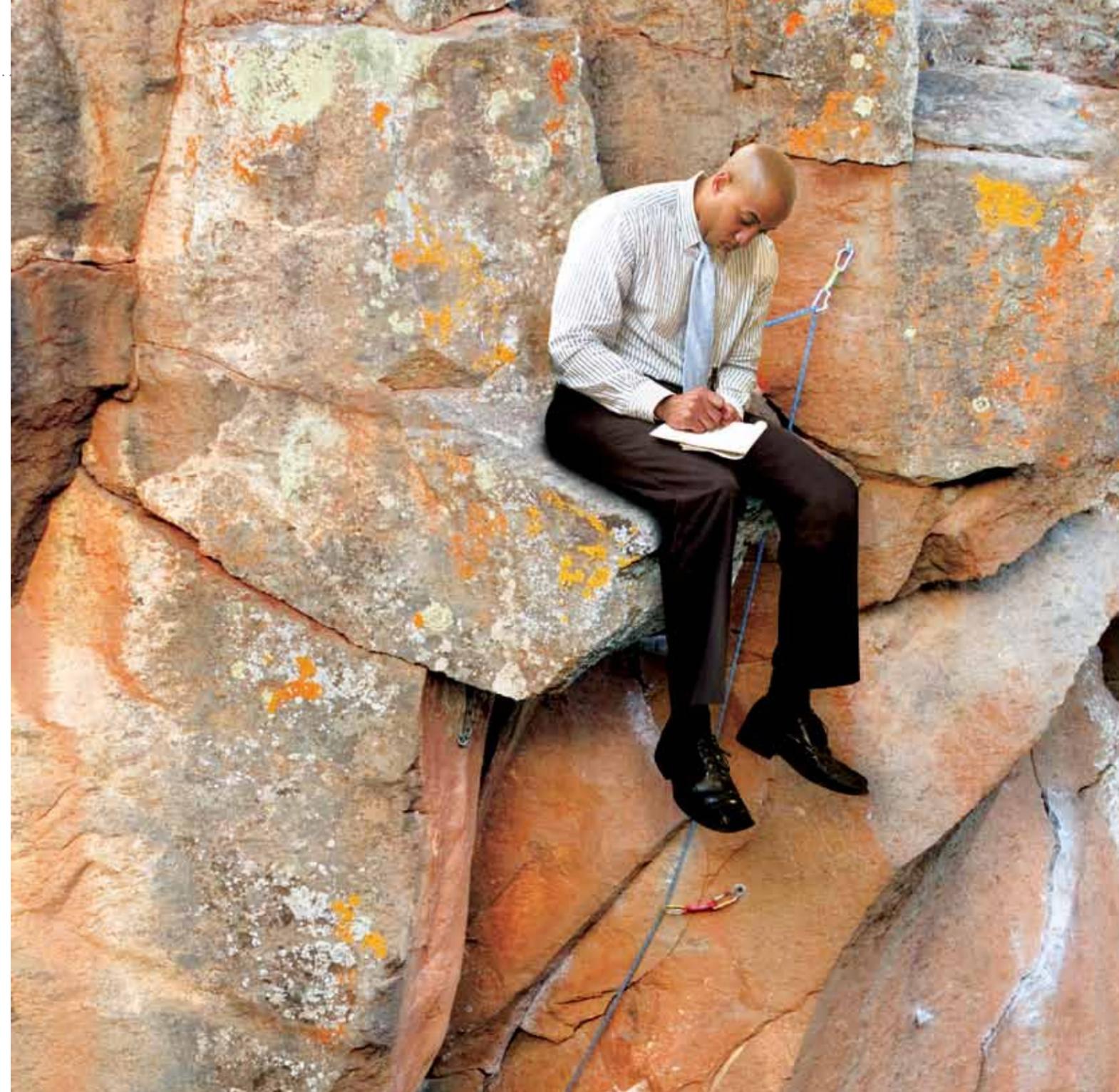
Dr. Carlos H. Letelier, owner of **The Center for Oral Surgery of Las Vegas**, announces the launch of a new microsite focused on dental implants, dentalimplantsnevada.com.

Commercial Executives represented the ownership of Phoenix Plaza III in the lease renewals for six tenants valued at \$333,400.

Applied Analysis moved its offices to 6385 S. Rainbow Blvd., Ste. 105 in Las Vegas. The company's phone and fax numbers remain the same.

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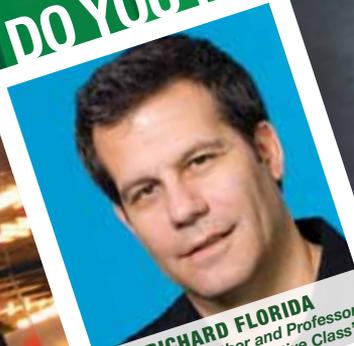
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Las Vegas Chamber of Commerce



FEBRUARY 2012

EGGS & ISSUES



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