

business voice

LAS VEGAS METRO CHAMBER OF COMMERCE

lvchamber.com

JANUARY 2013



The world knows his name. He is a major figure in corporate America and a recognizable name in business. His work has been featured in countless publications, and his work and his work have inspired others to "deliver WOW through service" and studied and mimicked by organizations around the world.

To Las Vegas, Tony Hsieh is more than just a recognizable name. He is a bestselling author (his book "Delivering WOW" is number one and remained on the list for over a year). His vision for Downtown Las Vegas is a model for innovative entrepreneurs, investors, and small, as well as economists. The Downtown Project, a \$3 billion initiative from Hsieh, is a residential development, small businesses, and startups to create a diverse and vibrant community of serendipitous interactions and experiences.

At Preview Las Vegas later this month, Hsieh will share his vision of how values, innovation, and mobility are attracting the community within a city and providing a glimpse into his vision for Downtown Las Vegas Valley. Hsieh will discuss the business community and what the business community and reinvention of Downtown Las Vegas are.

BV: You have often said, "Delivering WOW through service." What are the major challenges in Las Vegas, and what do you envision as a reality?

TH: I think what's interesting about Las Vegas is that it's not just a city as well as moving forward. It's a city of possibilities. There's anything is possible, and you can find anything anywhere else in the world. Las Vegas is that are parts of the world that don't know about that are exciting.

BV: Las Vegas, especially Downtown Las Vegas, is a major hotspot for start-ups. What can the Las Vegas business community do to nurture the start-up community?

TH: There are more and more things anyone local can do to support the start-up community.



“My company saved thousands of dollars this year with the Chamber Health Plan.”

CRAIG GALATI - LGA

See how the Chamber can save your company money on health insurance, too.

Get a quote today.

ChamberIB.com | 702.586.3889



raise the curtain for 2013

JAY BARRETT
2013 CHAIRMAN OF THE BOARD

A

s the 2013 Chairman of the Las Vegas Metro Chamber of Commerce Board of Trustees, I could not be more excited about the many opportunities and exciting developments that are happening in our great city. The Chamber and the business community play an integral role in Las Vegas' next act, and 2013 is set to be a year of collaboration and action, building upon 2012's foundations and new partnerships.

change the way we live, work and do business. Las Vegas has become a hub for these individuals, due in large part to the support of Tony Hsieh of Zappos.com (who you'll hear from in this issue and later this month at Preview Las Vegas) and Rob Roy of Switch. JumpStart Vegas will enhance the support structure for these entrepreneurs and work collaboratively with other entrepreneur support organizations and the start-up community to ensure that we attract these individuals and burgeoning businesses

2013 is set to be a year of collaboration and action

At the annual Installation Luncheon, I announced some of the new initiatives of the Chamber - one being the rebranding of the Chamber into the Las Vegas Metro Chamber. This is an important step in recognizing the evolution of Southern Nevada as a vital urban center in America. The name demonstrates how our community is growing from a one-dimension city into a true, globally recognized metropolis. And as the Chamber's role has always been to support and grow our city and advance the interests of the business community, we have embraced this commitment and move forward supporting the entire metropolitan area and the exciting endeavors in which its key players have been cast.

Also in the script for 2013 for the Chamber is JumpStart Vegas, a support system initiative for high-growth, tech start-ups. One of the major opportunities we have for globalizing our city is attracting entrepreneurs and those individuals who are developing new technology that will

to our region. And once they arrive, nurture and support them. We will give them the tools, connections and resources they need to be successful and carve out their niche in the marketplace. Tech start-ups are not just a prop; they are a major set piece in diversifying our economy. They are here to stay, and we need to ensure that their business calls Las Vegas home.

The scenes have been written, but one thing is certain as we enter into this new year of opportunities, ideas and action. 2013 is not a one-man show. Rather, it is a cast of many, a diverse group of players, each bringing their own experiences, insight and expertise to the scene. And there is a spot for you! Only by working collaboratively can we achieve our collective goals of making Las Vegas' next act truly one of rave reviews.

So, raise the curtain on 2013. It's show time, and the Chamber is ready. Join in with us!

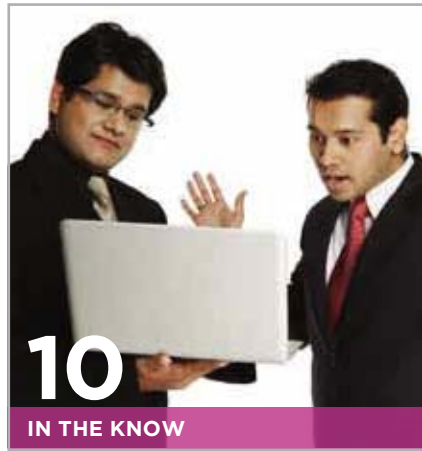
table of contents

JANUARY 2013

- 06 Chamber News
- 08 News You Need
- 09 For Your Benefit
- 10 In the Know
- 12 Working For Your
- 14 **Preview Las Vegas**
- 16 **The Wow of "What's Next"**
- 20 What's Happening
- 22 Insights
- 24 Spotlights
- 26 Your Scene | You're Seen
- 28 Member News
- 30 Look North
- 32 Ribbon Cuttings
- 34 **Exhibiting at Preview**
- 36 Vegas Young Professionals
- 38 The Final Word

preview las vegas: you need to hear this

14



10

IN THE KNOW



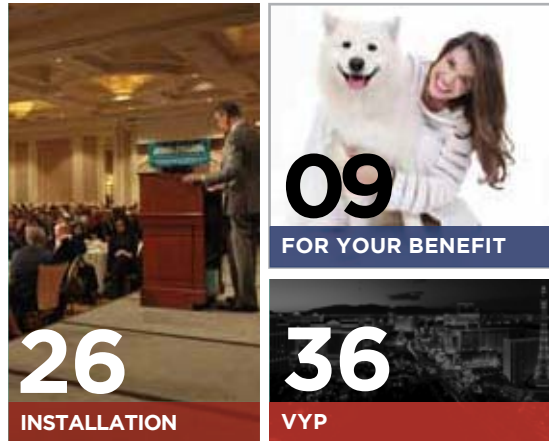
30

LOOK NORTH



12

WORKING FOR YOU



09

FOR YOUR BENEFIT



16
PREVIEW: WHAT'S NEXT



VOLUME 34 NUMBER 1

Las Vegas Metro Chamber of Commerce
6671 Las Vegas Blvd. South, Ste. 300
Las Vegas, NV 89119-3290
702.641.5822 • LVChamber.com

Kristin McMillan
President & CEO
Las Vegas Metro Chamber of Commerce

2013 Board of Trustees Executive Committee

Jay Barrett
Chairman of the Board
The JABarrett Company

Kevin Orrick
Immediate Past Chairman
The Howard Hughes Corporation

Hugh Anderson
HighTower Las Vegas

Michael Bonner
Greenberg Traurig, LLP

Bob Brown
Las Vegas Review-Journal

Jonathan Halkyard
NV Energy

Russ Joyner
Miracle Mile Shops

Bruce Spotleson
Greenspun Corporation

Nancy Wong
Arcata Associates, Inc.

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

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

Printed locally
by Creel Printing

Production Team

John Osborn
Publisher

Greta Seidman
Managing Editor

MJ Dennis
Production Coordinator

Cara Roberts
Executive Editor

Ben Myhre
Graphic Designer

Advertising Inquiries
702.383.0337

Trustees

Bob Ansara
Ricardo's of Las Vegas, Inc.

Lisa Beckley
The Beckley Group

Senator Richard Bryan
Lionel Sawyer & Collins

Kevin Burke
Burke Construction Group, Inc.

Tim Cashman
Las Vegas Harley-Davidson

Alexandra Epstein
El Cortez Hotel & Casino

Jeff Grace
NetEffect

John Guedry
Bank of Nevada

Dallas Haun
Nevada State Bank

Bart Jones
Merlin Contracting & Developing

Greg Lee
Eureka Casino Resort

Lesley McVay
Switch

Bill Nelson
Piercy Bowler Taylor & Kern

Jeff Oberschelp
CenturyLink

Karla Perez
Valley Health System

Gina Polovina
Boyd Gaming Corporation

Steve Schorr
Cox Communications

Jonathan Schwartz
Miltson Consulting, Inc.

Larry Singer
Newmark Grubb Knight Frank

Michael Small
IGT

Neal Smatresk
University of Nevada, Las Vegas

Vicky VanMeetren
St. Rose Dominican Hospitals,
San Martin Campus

EDITORIAL POLICY:

The Business Voice is a member newsletter of the Las Vegas Metro Chamber of Commerce. The Las Vegas Metro 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 Metro Chamber of Commerce, 6671 Las Vegas Blvd. South, Suite 300, Las Vegas, NV 89119.

GT GreenbergTraurig

1750 ATTORNEYS IN 35 LOCATIONS[®]
WWW.GTLAW.COM

Whether your business needs are local, regional, national or international, Greenberg Traurig is here to serve you.



Mexico City, Tel Aviv and Warsaw opened in 2012

Greenberg Traurig's Las Vegas office provides the resources of an international law firm for our international city. We want to thank our clients, the community and our friends for the opportunity to serve you — for decades as Nevada lawyers and as Greenberg Traurig since 2005.

Our Las Vegas attorneys advise clients on a wide range of legal issues encompassing:

- Advertising Law
- Appellate
- Art Law
- Commercial Litigation
- Construction
- Corporate & Securities
- Entertainment
- Gaming
- Hotels, Resorts & Casinos
- Intellectual Property & Technology
- Media & Internet
- Real Estate
- Tax

Greenberg Traurig, LLP
3773 Howard Hughes Parkway | Suite 400 North
Las Vegas, NV 89169 | 702.792.3773

The hiring of a lawyer is an important decision and should not be based solely upon advertisements. Before you decide, ask us to send you free written information about our qualifications and our experience. Prior results do not guarantee a similar outcome. Greenberg Traurig is a service mark and trade name of Greenberg Traurig, LLP and Greenberg Traurig, P.A. ©2012 Greenberg Traurig, LLP. Attorneys at Law. All rights reserved. Contact: Michael J. Bonner in Las Vegas at 702.792.3773. *These numbers are subject to fluctuation. **Operates as Greenberg Traurig Maher LLP. ***Operates as Greenberg Traurig, S.C. ****Operates as a branch of Greenberg Traurig, P.A., Florida, USA. Greenberg Traurig's Warsaw office is operated by Greenberg Traurig Gzestak sp.k., an affiliate of Greenberg Traurig, P.A. and Greenberg Traurig, LLP. Images in this advertisement do not depict Greenberg Traurig attorneys, clients, staff or facilities.

chamber news

preview las vegas: you can't afford to miss this

What do you need to know to do business in Las Vegas in 2013? Find out at Preview Las Vegas 2013, when industry experts and national-level speakers address the business community about the information you need to be an informed and engaged business professional in Las Vegas. This year's dynamic cast of speakers are Tony Hsieh, CEO of Zappos.com; Tom Skancke, president and CEO of the newly-formed Las Vegas Regional Economic Development Council; Kristin McMillan, president and CEO of the Las Vegas Metro Chamber of Commerce; Rossi Ralenkotter, president/CEO of the Las Vegas Convention and Visitors Authority; and Jeremy Agüero, principal analyst at Applied Analysis.

This is an event packed with information, insights, numbers and the answers to, "What's next?" in regards to Downtown Las Vegas, economic development, tourism and visitation, the economy and the business community. Be sure to arrive early to visit with the exhibitors, and stay after the conference for Preview the Taste, where you can sample food from some of Las Vegas' most popular eateries.

Preview Las Vegas will be on Thursday, January 24, from 7:00 a.m. - 1:30 p.m. Tickets are \$60 for Chamber members, and \$80 for non-members. For more information on tickets and exhibitor opportunities, visit PreviewLasVegas.com or call 702.641.5822.



las vegas metro chamber of commerce focuses on businesses valley-wide

At the annual Installation Luncheon, 2013 Chairman Jay Barrett of The JA Barrett Company introduced the Las Vegas Metro Chamber of Commerce name to a packed house. This new branding for the Chamber includes a series of concentric circles indicating the Metro Chamber's collaborations and partnerships throughout the Las Vegas community. This new logo illustrates how the Chamber will continue to play an integral role in the development of Las Vegas as a global city, and how it encompasses all sectors of the business community in the entire metropolitan area. We look forward to sharing our new brand with our members and the Las Vegas community.

jumpstart vegas provides resources to start-ups

JumpStart Vegas, a new initiative of the Las Vegas Metro Chamber, is designed to help high-tech start-up businesses with the potential for high growth to access the resources and expertise they need to build and grow their businesses. With the national media attention on Las Vegas as a hub for start-ups, JumpStart Vegas will work in cooperation with other start-up resources in Las Vegas to build and coordinate a sustainable start-up ecosystem. Stay tuned for more information on JumpStart Vegas.



kristin mcmillan honored at 9th annual ATHENA awards

Chamber President and CEO Kristin McMillan was honored as the recipient of the ATHENA Leadership Award® at the 9th Annual ATHENA International Leadership Awards. The event, presented by the Women's Chamber of Commerce of Nevada, recognized and celebrated women leaders in the community who inspire other professional women to achieve their full potential. ATHENA International was founded in 1982 to support, develop and honor women leaders. For more information on the organization, visit ATHENAIInternational.org.



2013



New Year, New Print Resolution

The Digital Lizard Difference:

24 Hour Turnaround
High Quality
Low Minimums
Affordable Pricing

Products:


Business Cards
Flyers
Postcards
Brochures
Much More

Get Creative in 2013!

Go to: WWW.DIGITALLIZARDPRINT.COM/LASVEGAS
Use Code: **NEWYEAR2013** and Recieve 15% Off
Your First Order of the New Year!



Digital Lizard is a
CREEL Printing Company

 [digitallizardprint](http://digitallizardprint.com)

news you need

don't miss your state of the city

The State of the City addresses have been scheduled for the cities of Las Vegas, North Las Vegas and Henderson. For more information on each address, including times, tickets and cost, visit the city's website.

- **City of Las Vegas** -

Thursday, January 10
Las Vegas City Hall,
City Council Chambers
LasVegasNevada.gov

- **City of North Las Vegas** -

Tuesday, January 15
Texas Station Gambling
Hall & Hotel
CityofNorthLasVegas.com

- **City of Henderson** -

Thursday, January 31
Green Valley Ranch Resort
CityofHenderson.com



standard mileage rates for 2013 issued by irs

The Internal Revenue Service (IRS) has announced the 2013 optional standard mileage rates used to calculate the deductible costs of operating an automobile, van, pick-up or panel truck for business, charitable, medical or moving purposes. Beginning on January 1, 2013, the rate for business, medical and moving miles driven increases one cent from the 2012 rate. The new rates are:

- 56.5 cents per mile for business miles driven
- 24 cents per mile driven for medical or moving purposes
- 14 cents per mile driven in service of charitable organizations

For details on mileage rates, requirements and exceptions, visit IRS.gov.

STEP grant awarded to nevada

The SBA has awarded a second STEP (State Trade and Export Promotion Program) grant to Nevada to help exporting by small businesses. Administered by the Governor's Office of Economic Development, the grant will serve as an important push for small businesses to enter the international marketplace. "Exporting by small businesses is extremely important to Nevada's economy," says Ed Cadena, Nevada SBA District Director. "This partnership between the federal government and Nevada will help small businesses enter and expand into the global market." For more information on the STEP grant, visit SBA.gov/step-grants/by-state/NV or nitro.nv.gov.

for your benefit

G

ive your employees a new benefit for the new year without adding any additional out-of-pocket expense to you. Chamber members - and their

employees - receive discounted pricing on pet insurance from VPI Pet Insurance. In most instances, domestic animals up to nine years of age, including dogs, cats, birds, rabbits, snakes and rodents, may qualify for basic health care coverage. Animals of all ages and health status are eligible for accident coverage. Plans are flexible, affordable and give you plenty of options to choose veterinarians, specialists and even emergency providers. Pet care can be costly, and this voluntary employee benefit gives you and your employees peace of mind in regards to caring for their non-traditional family members. For more information on this benefit, visit ChamberIB.com or call 702.586.3850.

pet insurance:
an employee benefit that protects your furry (and not so furry) family members



sba launches new online learning center

As a small business owner, getting ongoing training and education isn't always easy or convenient with the hours you keep. The Small Business Administration (SBA) recently unveiled its new Small Business Learning Center, a comprehensive resource for small business owners and entrepreneurs to grow and develop their business. This portal includes self-paced courses, web sessions, online training and different analysis tools, covering topics from government contracts to social media marketing. The portal will also give you recommendations on next steps to continue training once you have completed courses and sessions. To see what you can glean from the Small Business Learning Center, visit SBA.gov/sba-learning-center.

THIS IS SUMMERLIN.
THIS IS HOME.
NEW HOMES FROM THE LOW \$200s TO OVER \$1 MILLION | SUMMERLIN.COM | 702.791.4500

Woodside Homes | William Lyon Homes | Toll Brothers | Ryland Homes | Lennar
Richmond American Homes | Pulte Homes | KB Home | Condo Capital Solutions
Christopher Homes ©2012 Howard Hughes Corporation. All rights reserved.

Howard Hughes
THE HOWARD HUGHES CORPORATION
SUMMERLIN

in the know

GETTING OUT OF THE PROFESSIONAL HEADLOCK:
HOW TO AVOID CONFLICT IN NEW BUSINESS RELATIONSHIPS



Y

our business is based on maintaining positive relationships with new business partners, suppliers, customers and employees. When those relationships don't work, your business will suffer.

Business partners usually start with great ideas, limited planning and few ground rules for resolutions. You may have signed agreements that outline your business, but do you have the specifics for everyday interaction? Sooner or later, you may discover that what's left unsaid or unplanned leads to unmet expectations, anger and frustration.

addressing issues immediately will go a long way to avoiding conflict

Productive communication is one of the most challenging components for anyone. You may think you are communicating clearly or that the other person should know how to keep up with their part of the agreement or know what needs to be done. In reality, this lack of communication very often becomes an opportunity for contention and misunderstanding.

Partners can disagree over countless things, including conflicting work ethics, financial goals, business roles and leadership styles. Before you start the business relationship:

- Set up written ground rules. They can be very formal or informal but establishing the "Who, What, When and Where" eliminates guessing.
- Don't wait for a problem to escalate; take time to listen to the other person's concerns.
- Verify what you think you understand. For example, "It sounds like you agree to..."
- Communicate regularly. Schedule time to talk or agree on other ways to stay in touch.
- Include a provision to work out conflicts or what to do when an impasse occurs.

When a business is family owned the potential for problems can intensify. Issues may roll over to spouses, parents and children. So, finding ways to communicate when a situation

first starts is important. Business succession is another potential area of contention unless clearly agreed on succession plans are in place and communicated to everyone.

Employees can cause disruption. Conflicts in the workplace are very common. Personality and different communication styles can create issues that can be avoided using planning and ground rules.

Misunderstandings, miscommunication and unrealized expectations between suppliers or customers can result in financial devastation. Addressing issues immediately will go a long way to avoiding conflict.

When you feel your business is suffering because of communication issues, take the time to revisit or revise your expectations. Listen, verify that you understand and discuss the options. Speak openly and honestly and don't let your dreams struggle and die for lack of straightforward discussions.



By Joanna Wares
Mediator,
Las Vegas Mediation

DON'T LET THE FLU GET THE BEST OF YOU!



Let Nevada Drug Card help!



- ✓ FREE for everyone
- ✓ NO eligibility requirements
- ✓ NO Applications
- ✓ NO personal information required to obtain a card
- ✓ Accepted at over 56,000 pharmacies nationwide

Medication	Quantity	Retail	Our card	Savings	Percentage
Tamiflu 30mg	10	\$133.99	\$76.22	\$57.77	43%
Sulfa/Tmz (Generic Bactrim DS)	20	\$13.49	\$8.34	\$5.50	41%
Azithromycin Tab 500mg	20	\$67.36	\$45.65	\$21.71	32%
Ciprofloxacin 500mg	20	\$24.76	\$11.20	\$13.56	55%
Doxycycline HCL 50mg	20	\$11.49	\$8.11	\$3.38	29%

Visit www.nevadadrugcard.com to print customized cards for your patients and their families.

To request hard cards: | Suzanne Domoracki • suzanne@nevadadrugcard.com • 702.510.0100

Thank you to our community partner in this statewide initiative:



working for you

GOVERNMENT AFFAIRS AND PUBLIC POLICY

chamber advocates for las vegas business in washington



During a recent trip to Washington, D.C., members of the Chamber's Board of Trustees and the Government Affairs Committee, led by Government Affairs Committee Chairman Hugh Anderson and Chamber President and CEO Kristin McMillan, met with leaders of Nevada's federal delegation, federal agencies and think tanks to advocate for policies that would enhance economic development and strengthen Southern Nevada's place in the global economy. These discussions provided an integral backdrop for setting the stage for the 2013 Legislative session, as well as gave Chamber leaders an opportunity to continue the dialogue with Congressional leaders about topics that impact the business community, including infrastructure investment, international tourism, health care, sequestration, information technology and workforce development.

During these meetings, the Chamber discussed the challenges and opportunities facing job creators and employees in Southern Nevada. Continuing the tradition of advocating for transportation infrastructure that would have wide

economic benefits in our area, the delegation supported funding opportunities for Interstate 11 and myriad economic diversification opportunities associated with several public lands acts. McMillan also made remarks on the Chamber's support of the XpressWest high-speed rail project, which would serve as an important catalyst for job creation and economic growth.

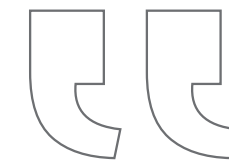
Chamber representatives also advocated the importance of expanding the international tourism and travel sector to create new jobs and more opportunities for Southern Nevada. An integral part of this expansion includes identifying inefficiencies within the current visa processing system and taking steps to remedy them. A more efficient visa policy has the potential to create more than one million jobs in the United States, as well as increase American exports by \$390 million over the next ten years. The Chamber supports legislative efforts to promote job creation by the expansion of international tourism and the business travel sector.

Topics in health care, including accessibility, quality and affordability, also comprised part of the discussions with Nevada's

Congressional leaders. The Chamber supports efforts that focus on increased access to basic health care, as well as affordability and incentives to control costs. The Chamber is committed to providing affordable health insurance to its members. The Chamber delved into how to ensure increased access without sacrificing quality in the system, and how it is a major priority in Nevada's health care agenda.

Workforce development was also a major area of focus, especially in regards to bolstering Nevada's workforce development initiatives to create a more qualified workforce and a more competitive base for new industries and companies looking to relocate to Las Vegas. In Southern Nevada, businesses find themselves spending money on remedial training to ready their employees for the level of work they need to complete on a regular basis. The Chamber supports workforce development efforts that will promote economic diversification and remove limits on the preparedness and overall quality of the Southern Nevada workforce.

This annual trip to Washington, D.C. provided the interaction and engagement to help determine the necessary next steps to make Las Vegas a global city and create more opportunities for the Southern Nevada region to develop and diversify. Stay tuned in the February issue of the *Business Voice* for the state legislative agenda, and how you can engage in the upcoming legislative session, which begins on February 4.



these discussions provided an integral backdrop for setting the stage for the 2013 legislative session



what's next?

FIND OUT AT PREVIEW LAS VEGAS.

preview
LAS VEGAS WHAT'S NEXT



S

Start 2013 off as an informed and engaged member of the business community. Preview Las Vegas gives you the numbers, insight and access to the experts to make better business decisions in 2013. During this information-packed half-day program, you will:

- Visit with more than 100 exhibitors showcasing the latest in products and services in the Las Vegas business community.
- Network with other attendees - there are nearly 2,000 of them for you to engage with and begin building new business relationships!
- Hear from this year's dynamic line-up of speakers, and get the most up-to-date information on Downtown redevelopment and how community, culture, companies and cities can work together; economic development and diversification opportunities for the Las Vegas Valley; tourism and visitation stats, and what's happening in 2013 for Southern Nevada's largest industry; opportunities and challenges for the business community; and recognizing and leveraging Las Vegas' already existing assets to create new opportunities for long-term success.
- Sample cuisines from some of Las Vegas' most prominent eateries during Preview the Taste, just after the speaker program concludes.

Purchasing your tickets early and arriving when the doors open ensures that you receive the most of your Preview experience. This is the place you need to be to get the business information you need to know, and you can't afford to miss it. Don't wonder, "What's next?" Attend Preview Las Vegas 2013, and hear firsthand what's coming up for the Las Vegas community.

preview las vegas

THURSDAY,
JANUARY 24, 2013
7:00 A.M. - 1:30 P.M.

THOMAS & MACK
CENTER -
COX PAVILION

TICKETS:
\$60 CHAMBER MEMBERS
\$80 NON-MEMBERS
\$80 WALK-INS

For tickets and
exhibitor information, visit
PreviewLasVegas.com or
call 702.641.5822.

featuring...

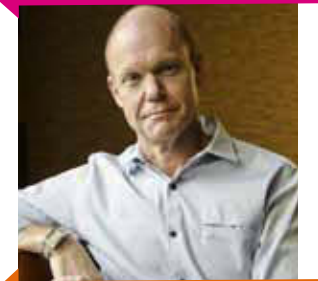
TONY HSIEH,

CEO of Zappos.com and author of the #1 NY Times bestseller *Delivering Happiness*, gives a big picture look at how culture, business, city and community work together in Downtown Las Vegas and how it will propel Las Vegas as a driver of innovation and productivity.



TOM SKANCKE,

president and CEO of the Las Vegas Regional Economic Development Council, shares insights on how the newly-formed Council will attract new businesses, diversify our metropolis and work with other organizations to make Las Vegas a global city.



KRISTIN MCMILLAN,

president and CEO of the Las Vegas Metro Chamber of Commerce, ties it all together and calls for a change in community thinking and action so that metro Las Vegas can better compete and succeed in the next economy.



ROSSI RALENKOTTER,

president/CEO of the Las Vegas Convention and Visitors Authority, recaps 2012 for Las Vegas' most impactful industry, and what 2013 will bring for travel and tourism to drive our core industry.



JEREMY AGUERO,

principal analyst at Applied Analysis, focuses on opportunities in the current economic landscape, and recognizing and leveraging the assets that are around us.





THE WOW OF “WHAT’S NEXT”



The world knows Tony Hsieh as a groundbreaking figure in corporate culture and an engine of creativity in business. His company, Zappos.com, has been featured in countless “Top 10” lists for best places to work and his workplace style, core values (including “deliver WOW through service”) and company philosophy have been studied and mimicked by organizations all over the world.

To Las Vegas, Tony Hsieh is more than the CEO of one of the most recognizable companies in the world, or a #1 *New York Times* bestselling author (his book, *Delivering Happiness*, debuted at number one and remained on the list for 27 consecutive weeks). His vision for Downtown Las Vegas has attracted attention from innovative entrepreneurs, investors and businesses both large and small, as well as economists, sociologists and urban academics. The Downtown Project, a \$350 million revitalization and culture-boosting initiative from Hsieh, allocates funds to real estate, residential development, small businesses, education and tech startups to create a diverse urban core that fosters collaboration, serendipitous interactions and a sense of community.

At Preview Las Vegas on January 24, Hsieh will address his vision of how values, innovation, serendipity, participation, upward mobility and attracting the creative class work together to form community within a city and culture within a company. In this glimpse into his vision for Downtown Las Vegas and its effects on the Las Vegas Valley, Hsieh shares what he’s excited about for 2013 and what the business community can do to engage the energy and reinvigoration of Downtown Las Vegas.

BV: You have often said, “Change cities and you change the world.” What are the major catalysts for change for the city of Las Vegas, and what do you envision for Las Vegas once these are made a reality?

TH: I think what’s interesting about Las Vegas is that both historically as well as moving forward, we have always been and always will be the city of possibilities. There has always been the sense that anything is possible, and you can go from idea to reality faster than anywhere else in the world. The other really interesting thing about Vegas is that there are parts of Downtown Las Vegas that most tourists don’t know about that are actually very community-focused.

BV: Las Vegas, especially Downtown Las Vegas, has become a major hotspot for start-ups, the tech sector and entrepreneurship. What can the Las Vegas business community do to support and nurture the start-up community?

TH: There are more and more events going on, so I think the biggest thing anyone local can do is to simply come out to the

different events and help spread the word. We have regular speakers that come out now, and you can view some of the past talks as well as learn about new ones at the downtownspeakerseries.com web site. The downtownproject.com web site lists upcoming events and simply showing up and meeting people and other start-up companies is a great way to get started.

BV: Where is a good place for a member of the business community to start if they want to become more involved in the Downtown Project?

TH: Take a look at the downtownproject.com web site and sign up to get a tour of the Downtown Project by emailing hi@downtownproject.com.

““
we have
always
been and
always
will be
the city of
possibilities





most innovation actually comes from something outside your industry being applied to your own

BV: As a community, what is Las Vegas not doing that it needs to, in order to cultivate growth, creativity and upward mobility in the global marketplace?

TH: I think there's a huge opportunity for learning outside of the normal classroom environment. Research has shown that most innovation actually comes from something outside your industry being applied to your own, which is why we are focused on projects that help accelerate serendipitous encounters among people from different backgrounds and industries. Our efforts to support coworking spaces such as "Work In Progress" (workinprogress.lv) and the Downtown Speaker Series (downtownspeakerseries.com) are designed to help facilitate idea sharing among members of the community as well as with visitors.

BV: What's on the schedule for 2013 that will help fulfill your vision for the upstart community of Downtown Las Vegas?

TH: We are anticipating completing construction of the Inspire Theater at the corner of Fremont St. and Las Vegas Blvd. The theater will house the Downtown Speaker Series as well as include many spaces designed to facilitate meet ups, classes, and collaboration.

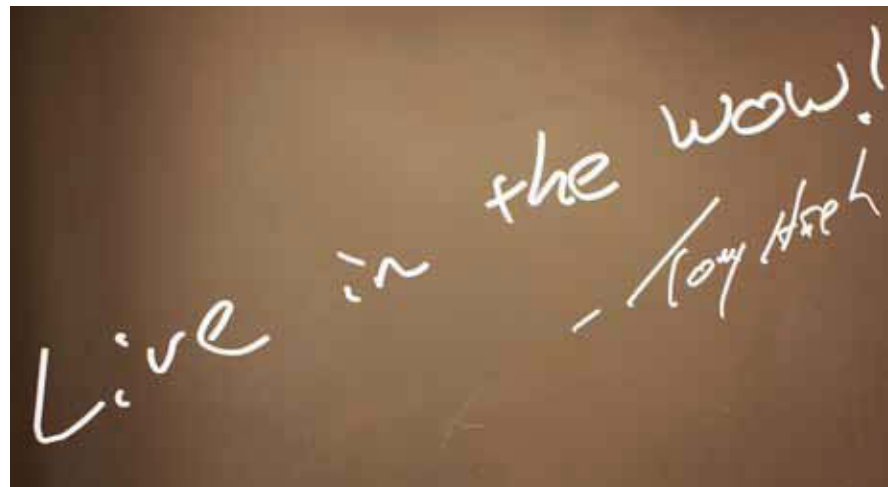
BV: You place great store in serendipitous "collisions." What are some of the great serendipitous interactions you've seen in Downtown Las Vegas, and how have they benefitted the area?

TH: One of the earliest examples of serendipitous collisions was the various encounters with Natalie at and around The Beat coffee shop. One thing led to another, and now Natalie has opened up her own breakfast and lunch restaurant named EAT at 7th and Carson that is surpassing everyone's financial projections and filled with friendly people every day!

BV: Who/what have you collided with that has changed you? What was your most fortuitous collision?

TH: For me, the constant collisions several years ago with Michael Cornthwaite and Jennifer Cornthwaite (who respectively run Downtown Cocktail Room and The Beat

Research on the history of cities has shown that when you get a lot of people together in a relatively small area running into each other, sharing ideas, learning, and collaborating, the magic will just happen on its own



PHOTOS COURTESY OF DELIVERING HAPPINESS

it'll be really exciting to see how things unfold!

Coffeehouse) are what really changed the course of history for Zappos and ultimately resulted in Zappos' relocation of our headquarters to the former City Hall building, which will be completed in 2013.

BV: Preview Las Vegas asks the question, "What's next?" Between the final relocation of the Zappos headquarters to the City Hall building and the continual forward motion of the Downtown Project, you have quite a bit on the horizon for the new year. What are you most excited about for 2013?

TH: There are a lot of projects going on, but the Inspire Theater as well as the Downtown Container Park are both really exciting and slated to launch in 2013. You can find out more information about both of them on the downtownproject.com web site.

BV: One of your goals is to create an urban core of at least 100 people per acre, and provide them with abundant space to live, work and congregate. How will that contribute to your vision of the Downtown area as a fusion of corporation, community, culture and city?

TH: Research on the history of cities has shown that when you get a lot of people together in a relatively small area running into each other, sharing ideas, learning, and collaborating, the magic will just happen on its own. As far as I know, it's never been attempted exactly in the way we're approaching it (focusing of collisions, community, and co-learning), so it'll be really exciting to see how things unfold!

You can hear more from Tony Hsieh at Preview Las Vegas on Thursday, January 24, at the Thomas & Mack Center - Cox Pavilion. For more information on the event or to purchase tickets, visit PreviewLasVegas.com or call 702.641.5822.

engage in downtown las vegas!

- DowntownProject.com
- DowntownLasVegasAlliance.com
- DowntownSpeakerSeries.com
- WorkinProgress.lv

what's happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN JANUARY.

preview
LAS VEGAS WHAT'S NEXT

You can't afford to miss this big picture look at 2013 from the business experts and leaders who are making it happen.

JANUARY 24

how to register:

Visit LVChamber.com and click on the Events Calendar. Call 702.641.5822.

The Las Vegas Metro Chamber of Commerce is located in the Town Square shopping center:

6671 Las Vegas Blvd. South, Suite 300
Las Vegas, NV 89119

00 - CHAMBER EVENT 00 - VYP EVENT

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

new member breakfast
JANUARY 29

january sponsors and hosts:

president's club & executive level reception
JANUARY 30

24

**THURSDAY
PREVIEW LAS VEGAS**

"What's next?" Las Vegas is rebuilding and engaging new opportunities. Find out what's going on for 2013 and how you can be a part of this monumental retooling of the Las Vegas Valley. Don't miss featured speakers Tony Hsieh, CEO of Zappos.com and author of the #1 New York Times bestseller *Delivering Happiness*; Tom Skancke, president and CEO of the Las Vegas Regional Economic Development Council; Kristin McMillan, president and CEO of the Las Vegas Metro Chamber of Commerce; Rossi Ralenkotter, president/CEO of the Las Vegas Convention and Visitors Authority; and Jeremy Aguero, principal analyst at Applied Analysis.

7:00 a.m. - 1:30 p.m.
Thomas & Mack Center - Cox Pavilion
4505 S. Maryland Pkwy.

\$60 Chamber Member, \$80 Non-Chamber Member

Platinum Sponsors: CenturyLink, CIB, Cox, Las Vegas Review Journal, NV Energy, UnitedHealthcare, Wells Fargo

Gold Sponsors: Bank of Nevada, The Glenn Group, Greenberg Traurig, The Howard Hughes Corporation, Miracle Mile Shops at Planet Hollywood, Nevada Drug Card, Nevada Public Radio, Nevada State Bank, Republic Services, Sky High Marketing, Southwest Gas Sunrise Health System, SuperPawn, Vegas PBS

03

**THURSDAY
LOCAL GOVERNMENT
COMMITTEE MEETING**

This policy committee works to enhance a positive business environment in Southern Nevada and study proposed government activities for their impact on businesses.

2:00 - 4:00 p.m.
Las Vegas Metro Chamber of Commerce*
Exclusive to Chamber members and their employees.

08

**TUESDAY
VYP MORNING BUZZ**

Enjoy a FREE light breakfast and meet VYP Ambassadors as well as members of the Advisory Council for a small, informal Q&A session.

7:30 - 8:30 a.m.
Las Vegas Metro Chamber of Commerce*
Complimentary.

08

**TUESDAY
CHAMBER VOICES TOASTMASTERS**

Become a better speaker and a more effective presenter. Open to all members.

10:45 a.m. - Noon
Las Vegas Metro Chamber of Commerce*
\$54 every six months. Guests always complimentary.

08

**TUESDAY
CHAMBER CONNECTIONS**

Join this established dedicated leads group made up of professionals from a variety of industries. Limited openings available; call for space availability.

5:30 - 7:00 p.m.
Las Vegas Metro Chamber of Commerce*
\$120 every six months. Chamber members only.

09

**WEDNESDAY
CHAMBER CONNECTIONS**

See January 8.

14

**MONDAY
VEGAS YOUNG PROFESSIONALS TOASTMASTERS**

The VYP Toastmasters group is for all members to aid in the development of speaking, presentation and leadership skills.

6:30 - 8:00 p.m.
Usr lib, 520 E. Fremont St. (Above The Beat Coffeehouse)
FREE for guests. \$60 to join, \$36 every 6 months.
Sponsored by: usr lib

15

**TUESDAY
CITY OF NORTH LAS VEGAS
STATE OF THE CITY LUNCHEON**

Hear from Mayor Shari L. Buck on what the city will be focusing on for 2013.

11:30 a.m. - 1:00 p.m.
Texas Station Gambling Hall & Hotel
For tickets, please contact Elisa Bradshaw at 702.633.2744.
Tickets: \$40 per person/ \$400 table, must be reserved by January 7

16

**WEDNESDAY
INFRASTRUCTURE COMMITTEE MEETING**

This committee will discuss how to improve the condition and performance of infrastructure to be competitive in the global market.

2:00 - 4:00 p.m.
Las Vegas Metro Chamber of Commerce*
Exclusive to Chamber members and their employees only.

17

**THURSDAY
INSURANCE AND TORT REFORM
COMMITTEE MEETING**

Working with Chamber members who are independent brokers and agents, property & casualty carriers, life insurers and health underwriters, this committee will ensure that Nevada's insurance climate is balanced and fair.

9:00 - 11:00 a.m.
Las Vegas Metro Chamber of Commerce*
Exclusive to Chamber members and their employees only.

22

**TUESDAY
CHAMBER CONNECTIONS**

See January 8.

22

**TUESDAY
CHAMBER VOICES TOASTMASTERS**

See January 8.

23

**WEDNESDAY
CHAMBER CONNECTIONS**

See January 8.

28

**MONDAY
VEGAS YOUNG
PROFESSIONALS TOASTMASTERS**

See January 14.

29

**TUESDAY
NEW MEMBER BREAKFAST**

At this exclusive event for new members of the Chamber, each participant will have the opportunity to introduce themselves and their business in a friendly atmosphere.

7:00 - 7:30 a.m. Registration & Networking
7:30 - 9:00 a.m. Program
Las Vegas Metro Chamber of Commerce*
By invitation only. Complimentary.

Hosted by the Las Vegas Metro Chamber of Commerce Prospectors
Sponsored by: Chamber Insurance & Benefits, Allstate, Office Depot

30

**WEDNESDAY
PRESIDENT'S CLUB &
EXECUTIVE LEVEL RECEPTION**

Join us for the first President's Club & Executive Level Reception of 2013, as you get a behind-the-scenes glimpse at Blue Man Group's new home at Monte Carlo.

5:30 - 7:30 p.m.
Brand Steakhouse and Lounge, Monte Carlo
3770 S. Las Vegas Blvd.
Sponsored by: Chamber Insurance & Benefits

member insights

WHAT ARE YOU MOST EXCITED ABOUT FOR YOUR BUSINESS IN 2013? WHAT ARE YOU LOOKING FORWARD TO EXPANDING OR CHANGING IN YOUR BUSINESS IN THE NEW YEAR?

2013 will be very exciting for me because of Washington Federal's dedication to small businesses in our community. Washington Federal is focused solely on servicing the needs of small businesses through a full range of checking and deposit accounts and a suite of treasury management products.

[Joanne Stetler, Branch Manager, Washington Federal \(A\)](#)

OMG! Elections are over and no matter what side you're on, it's time to get down to business. 2013 is only the beginning of what TheOfficeSquad plans on for an awesome five years. We've begun to market our franchise model and have nibbles for the first one in Beverly Hills, CA. We are looking to launch our second location locally so we can reach out to help small businesses grow in the Southwest Vegas and Henderson areas.

[Dida Clifton, CEO & Founder, TheOfficeSquad \(B\)](#)

2013 for the Hilton Garden Inn Las Vegas Strip South is going to be amazing. We are going through an entire remodel and our Hawaiian Gardens will be hosting many weddings, receptions and corporate events for up to 300 guests. Our team members love to treat our guests like they are coming home. Names are very important, and we encourage them all to use our saying, "I believe business goes where it's invited and stays where it's appreciated."

[Linda Robinson, Director of Sales, Hilton Garden Inn Las Vegas Strip South \(C\)](#)

I am looking forward to a great year ahead representing VPiX4Vegas. We are especially excited to be a new member of the Las Vegas Metro Chamber of Commerce and join other businesses that are equally passionate to make this upcoming year a spectacular one. For 2013, we are focused and committed to push VPiX to the next level. What we have to offer as an industry leader in interactive virtual tours is really unique, and most importantly will help many businesses stand out among their competition.

[Cassandra Noguera, Client Executive, VPiX4Vegas \(D\)](#)

We are launching a redesign of our website. It is more modern, engaging and informative than ever! We're excited to see how our clients and authors react. The new site will allow us to create landing pages and offer white papers and other in-depth information seamlessly, which not only helps our business, but shows that we practice the marketing tactics we preach.

[Christina Zila, Director of Communications, Textbroker International](#)



Steinberg Law Group is excited about growing our business, becoming more ecologically responsible and utilizing new software in 2013. Our family law firm has added an associate attorney and a receptionist and we will be adding more personnel in 2013. We've listened to our clients, adding a live answering service.

[Hillary Torchin, Vice President, Relationship Marketing, Steinberg Law Group \(E\)](#)

We are incredibly excited about our launch! As it stands, we have been waiting for the right moment. For us, it is so important that we establish a strong foundation based on healthy business relationships. Being new in town, we have been primarily working on meeting people, and the Chamber has been a fantastic vehicle for our networking. We have received overwhelmingly positive feedback regarding our company, and we look forward to sharing it with others throughout the year. On a personal level, I am excited at the prospect of flying my fellow board members out to Las Vegas in 2013, as they are generally stuck in London with the rain and snow!

[Ross George, CEO, UK to Vegas](#)

I am so excited for 2013 because my business will be improving in our client services, equipment and staff.

[Charles Islas, Owner, Green Is Good Lawn Services](#)

In 2012, Gaming Laboratories International expanded rapidly to accommodate for ever-increasing demand for our land-based and iGaming testing services. In 2013, we will continue expanding, across our global operation and in Las Vegas, adding even more permanent employees. We will also expand the trainings we conduct through GLI University.

[Christie Eickelman, Sr. Director Worldwide Marketing \(F\) Gaming Laboratories International](#)



"The Chamber is connecting my business to the people I need to know. The relationships I have developed have enabled me to build a thriving law practice."

[Gina Bongiovi, JD/MBA, Bongiovi Law Firm](#)

See how the Chamber can help you connect to other businesses, too. Call today for more information.

LVChamber.com | 702.641.5822

spotlights

(B) Bruce Manchion - CEO, Universal Training Concept, Inc.: Bruce Manchion is CEO of Universal Training Concepts, Inc. (UTC), an international training and consulting company based in Las Vegas, NV. UTC specializes in building productivity and organizational capacity by enhancing the people skills at all levels. Originally from Brooklyn, New York, Bruce graduated from Emporia State University in Emporia, Kansas. He is a sought-after keynote speaker, as well as a skilled trainer and consultant, having trained thousands of professionals worldwide.

(A) Joey Marlow - President, Strategic Telecom Solutions: Joey Marlow is founder and CEO of Strategic Telecom Solutions, a company that bridges the gap between technological innovation and the very human need for wireless solutions that help companies and organizations achieve objectives. The company has grown in capacity, resources and expertise to accommodate the wireless needs of enterprises of all sizes, from small businesses to Fortune 1000 companies. Marlow is an active Board Member of Nevada Highway Patrol's K-9 unit and sponsor of other great causes.



(D) Florence Rogers - President & General Manager, Nevada Public Radio: Nevada Public Radio is the public media company that is comprised of six FM stations including flagship News 88.9 KNPR home of KNPR's State of Nevada weekday public affairs program, and the monthly city regional magazine *Desert Companion*. Rogers holds a Masters Degree in Communications from SDSU and is an award-winning radio producer with many national network credits. She is a 2004 graduate of Leadership Las Vegas.



(C) Eric Lloyd - MHA, Chief Operating Officer, Amerigroup Nevada: Eric Lloyd is chief operating officer of Amerigroup Nevada. In this position, he is responsible for all aspects of the company's health plan operations in the state. Joining Amerigroup in 2008, he held the positions of vice president, government markets, and transition officer before he became chief operating officer. With more than 19 years of experience in the field, Lloyd also held leadership positions with several insurers, including Humana and PacifiCare Health Systems, now UnitedHealthcare. His expertise includes business development, sales, new program start-ups, operations and network development.

president's club

Nami Oneda
Founder/Owner, Barre Definitions
 After retiring from a professional dance career, Nami Oneda studied all styles of fitness, and in 2007, she was introduced to the barre-based fitness method in New York City, where she was trained. With the most extensive teaching experience in barre in all of Las Vegas, she opened Barre Definitions in 2012 to inspire her clients to achieve their best fitness level.

Denise C. Mora
Regional Market Manager, America First Credit Union
 With more than 25 years of experience in the financial industry, Denise Mora is responsible for the executive oversight of the Southern Nevada operation for America First Credit Union. Mora earned a degree in business from National American University and is also a graduate of the University of New Mexico Anderson School of Management. She was awarded the prestigious Rising Star Award from *Las Vegas Business Press*.

Robert M. (Bob) Brown
Publisher, Las Vegas Review-Journal/Stephens Media
 A 30-year newspaper industry veteran, Bob Brown is the publisher of several local publications, including the *Las Vegas Review-Journal*, *Las Vegas Business Press*, and *Las Vegas Health*. Brown is currently on the board of directors of Opportunity Village, the Better Business Bureau and Special Olympics of Nevada. He also serves on the Executive Committee of the Board of Trustees for the Las Vegas Metro Chamber of Commerce.



executive level

Stephen Johnson
Branch Manager, Raymond James Financial Services, Inc.
 Steve Johnson has more than 30 years of experience in the financial services industry. Johnson is a member of three retirement plan consulting associations, is an Accredited Investment Fiduciary (AIFA) and a member of the Retirement Plan Advisory Council for Raymond James. Johnson was inducted into the Research Magazine Advisor Hall of Fame in December 2010.

Gregory Twedt
Business Counselor - the SCORE Association - Chapter 243
 Greg Twedt is past chapter chairman of SCORE in Southern Nevada and is currently the chapter's marketing team leader and assistant district director. Twedt was a co-founder of Highjump Software, where he held positions as VP of Product Development, CFO, and general manager. Twedt also held executive positions at Hutchinson Technology and served as a management consultant with Deloitte & Touche.

Richard Worthington
President, The Molasky Group of Companies
 The Molasky Group of Companies has conceived, designed and constructed a diverse portfolio of regional, community and neighborhood retail projects, class-A office, high-rise residential and industrial spaces, and has an extensive multi-family portfolio of properties. Prior to his association with the Molasky family, Richard Worthington was a Senior Real Estate Advisor with the international accounting and consulting firm of KPMG Peat Marwick in Los Angeles.

your scene | you're seen

WELLS FARGO



board of trustees installation luncheon

More than 500 attendees received a sneak peek into 2013 from Jay Barrett, president of The JA Barrett Company and Chairman of the 2013 Board of Trustees. With a special introduction to the new Las Vegas Metro Chamber of Commerce logo and the announcement of JumpStart Vegas, the Installation Luncheon kicks off a year of exciting new ventures, collaborations and partnerships.



New ideas to strengthen my business are always welcome

Financial solutions for small businesses

If you're looking for more efficient ways to manage your business, look no further than Wells Fargo. From business checking accounts to credit cards or loans, Wells Fargo offers solutions to help you succeed. As proof of our commitment, Wells Fargo has loaned more money to small businesses than any other bank for ten consecutive years.* Yet another reason why millions of business owners choose us as the bank for their business. Call us at 1-800-359-3557, visit wellsfargo.com/biz, or stop by a store to start a conversation about your business needs.

Together we'll go far



member news

PRESIDENT'S CLUB MEMBER | EXECUTIVE LEVEL

The Las Vegas Metro 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.

announcements



Kolesar & Leatham announced Ryan Petersen has joined the law firm and will practice primarily in Insurance Defense and Insurance Law, as well as Complex Litigation in tort and product liability.



Piercy Bowler Taylor & Kern announced Howard B. Levy, director of technical services, has been appointed to the Smaller Firm Task Force of the AICPA's Center for Audit Quality.



City National Bank announced that Mariana Bengochea-Johnson, senior vice president and Nevada regional sales adviser, has been elected to a two-year term to the Latin Chamber of Commerce Board of Directors.

upcoming events

NV Energy is co-sponsoring Nevada Volunteers' Volunteer and Corporate Engagement Summit on Friday, January 18 from 9 a.m. to 5 p.m. at Bellagio in Las Vegas. For more information on the program, speakers, or the luncheon, visit www.nevadavolunteers.org.

congratulations



The Nevada Association of Realtors recently presented the Nevada Distinguished Realtor Award to **Sharon Exarhos, Realty Executives of Nevada**, for her commitment to and knowledge of the profession.



Nathan Adelson Hospice President and Chief Executive Officer Carole Fisher received an honorable mention and was named one of the top five finalists nationwide for Modern Healthcare's "Community Leadership Award" for 2012.



The Legal Aid Center of Southern Nevada (LACSN) inducted Robert Caldwell, a shareholder at **Kolesar & Leatham**, into the 100 Hours Club for his many pro bono hours representing abused and neglected children in the community.



wheeling and dealing

Cigarette Pollution Solutions, in cooperation with the Las Vegas Parks and Recreation Department, recently launched a pilot cigarette butt collection program called Butts Only Boxes in Las Vegas public parks.

R&R Partners announced the acquisition of Weeks&Co, a national political and corporate positioning firm based in Austin, Texas. This is the third new market entry for the firm since 2010, following new offices in Los Angeles and Denver, and makes Austin the company's eighth office overall.

community service

The **Verizon** Foundation donated \$10,000 to Jewish Women International's National Library Initiative to build a library for children who call **The Shade Tree** their temporary home.

Centennial Toyota and the Toyota Dealer Match Program recently donated at total of \$10,000 to After-School All-Stars Las Vegas.

Gordon Silver received the Access to Justice Award from the LACSN for its continued commitment to the Pro Bono Project, and service to those who otherwise don't have access to legal representation.

PC-Mann.com, a web-development company that offers nonprofits a way to raise funds for specific causes at no cost, celebrated its 10-year anniversary.

Eugene Burger Management Corporation announced Misty Dane, resident manager for Walker House Apartments, and Lucy Green, assistant manager for Rose Garden Townhouses, were awarded the certification of Accredited Residential Manager by the Institute of Real Estate Management.

Nevada Governor Brian Sandoval awarded **Gaming Laboratories International** a State of Nevada Certificate of Recognition for its innovation and entrepreneurship, which has helped drive economic growth and job creation in Nevada.

GET THE DOWNLOAD
WITH OUR NEW MOBILE AND DIGITAL PACKAGES

NOW YOU CAN GET YOUR R-J YOUR WAY!



PRINT HOME DELIVERY
+ ALL ACCESS DIGITAL

DIGITAL ON-THE-GO

À LA CARTE

WHICH DEAL ARE YOU?

GET IT HERE

myRJnewsstand.com | 702 383 0400

north las vegas

staff spotlight

Meet the staff of the North Las Vegas office of the Las Vegas Metro Chamber of Commerce. Here to help serve the membership based in the North Valley and coordinate programming, these staff members work with various committees, staff and members and create valuable and beneficial membership experiences for the North Valley membership.



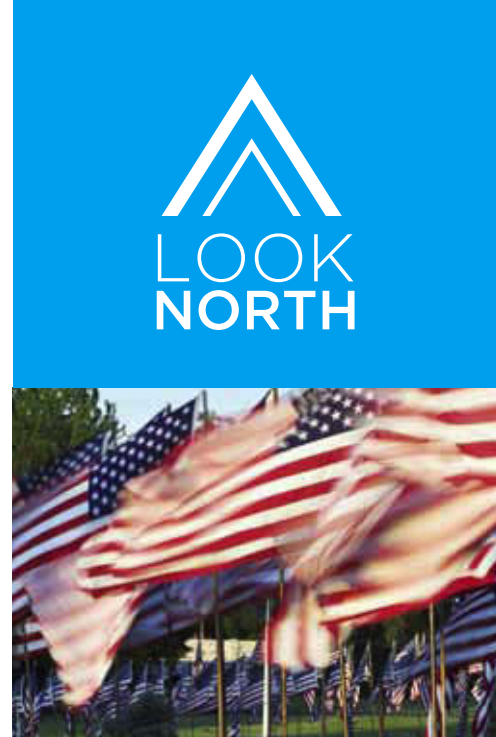
FRANKIE MOORE, Office Manager

As office manager, Frankie Moore heads operations of the North Las Vegas office of the Las Vegas Metro Chamber of Commerce. She plays an integral role within the Chamber's Membership department cultivating member relations in the North Valley. Her knowledge and familiarity with the North Valley members has helped guide both chambers through the transition.

To contact Frankie and Kristen, please call the North Las Vegas office at 702.642.9595. You can email Frankie at fmoore@lvchamber.org, and Kristen at klarsen@lvchamber.com.

KRISTEN LARSEN, Events & Leadership Coordinator

Kristen Larsen is responsible for planning and executing all of the Chamber's Look North events, as well as coordinating the Leadership North Las Vegas program from recruitment to graduation and alumni activities. She also serves as staff liaison to the Military Affairs Committee.



save the date for military appreciation day at cashman field!

Mark your calendars for Friday, May 24, 2013, for Military Appreciation Day at the Las Vegas 51's game at Cashman Field. The 51's will face the Salt Lake City Bees as the community gives its appreciation to the men and women in the armed forces. Stay tuned for an update on ticket purchases in upcoming issues of the *Business Voice*.

city of north las vegas 17th annual state of the city luncheon 2013

Don't miss the City of North Las Vegas Annual State of the City Luncheon. Join Master of Ceremonies Mitch Fox of Channel 10 KLVX, and hear from featured speaker Mayor Shari L. Buck on what the city will focus on for 2013. To purchase tickets, please contact Elisa Bradshaw at 702.633.2744. Please note that you must reserve tickets and tables no later than January 7, 2013.

DATE: Tuesday, January 15

TIME: 11:30 a.m. - 1:00 p.m.

PLACE: Texas Station Gambling Hall & Hotel,
Dallas Ballroom Conference Center

PRICE: \$40 per person or \$400 for a table



Recruitment season for the incoming Leadership North Las Vegas class will officially kick off at Preview Las Vegas on January 24. This dynamic leadership development program introduces current and emerging leaders to an in-depth look into the systems of the city, the players and the "behind the scenes" look at the different social, political, civic and business structures that drive the community.

For more information on applying for the Class of 2014, visit the Leadership North Las Vegas booth at Preview Las Vegas on January 24, or visit LVChamber.com after the event to get information on the application process and tuition, review the upcoming class calendar and download your application.

#OhBLEEP

"Oh BLEEP!!!" happens.
Are you covered?

**VEGAS YOUNG PROFESSIONALS
HEALTH + LIFE INSURANCE**

LAS VEGAS METRO
CHAMBER OF COMMERCE

HEALTH PLAN OF NEVADA
A UnitedHealthcare Company

702.586.3889 | VYPinsurance.com

ribbon cuttings

CELEBRATING BUSINESS GROWTH

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

PC - President's Club EL - Executive Level \$ - Chamber Member Discount



APPLEROCK ADVERTISING & PROMOTIONS, INC.

AppleRock Advertising & Promotions, Inc., located at 5175 W. Diablo Dr., is one of the fastest growing live event marketing companies, with multiple locations in the country. It was established in 1988 and recently celebrated its Chamber membership. Call 702.269.8400 or visit applerock.com.



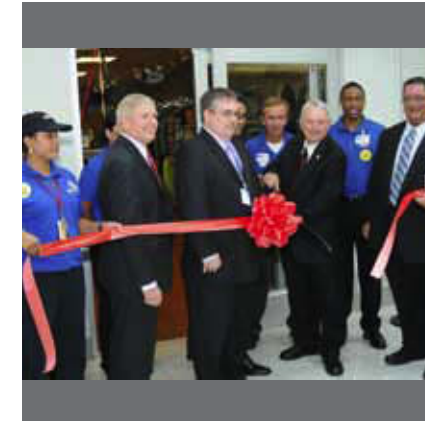
SENIOR MEDICARE PATROL AND SHIP (STATE HEALTH INSURANCE ASSISTANCE PROGRAM)

Senior Medicare Patrol and SHIP (State Health Insurance Assistance Program) celebrated its volunteers at its 1860 E. Sahara Ave. location. It empowers and educates Nevada's Medicare beneficiaries. Call 800.307.4444, 888.838.7305 or visit nevadaadrc.com.



PAUL'S NEON SIGNS

Paul's Neon Signs celebrated its Chamber membership at 3230 E. Charleston Blvd. It has been a family-owned and operated business since 1985. Call 702.388.SIGN (7446) or visit paulsneonsigns.com.



VA MEDICAL CENTER

Veterans and dignitaries gathered for the dedication ceremony of the new one-million-square-foot VA Medical Center in N. Las Vegas. Senior VA leaders attended the ribbon cutting ceremony of the new canteen which opened August 6, 2012. Visit lasvegas.va.gov.



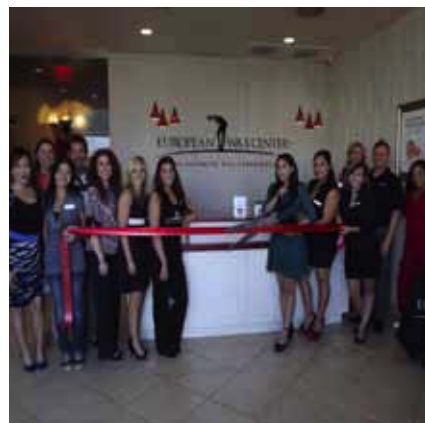
SMILES TODAY DENTAL GROUP

\$ Smiles Today Dental Group celebrated its Chamber membership at 1580 E. Desert Inn Rd. Since 2007, it has offered full dental services, free transportation and accommodates eight languages for your convenience. Call 702.655.6777 or visit smilestodaydental.com.



LAS VEGAS SKIN & CANCER CLINICS

Las Vegas Skin & Cancer Clinics commemorated the grand opening of its new location at 2650 N. Tenaya Way. It provides patients with quality dermatological care in a professional and compassionate environment. Call 702.933.0225 or visit lvsc.com.



EUROPEAN WAX CENTER

European Wax Center Henderson commemorated its Chamber membership at 10271 S. Eastern Ave. It offers waxing and skin and eyebrow care. Call 702.675.7700 or visit waxcenter.com.



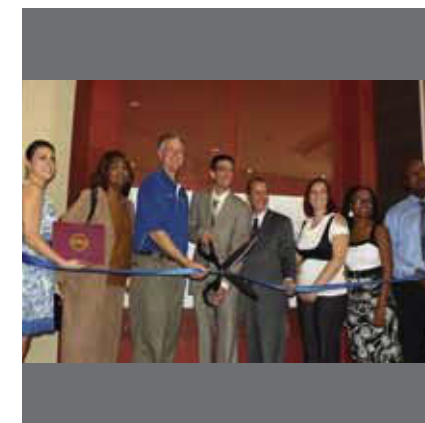
DOCTORS EXPRESS URGENT CARE

PC \$ Doctors Express Urgent Care celebrated its grand opening at 655 S. Green Valley Pkwy. by bringing the community a new standard in health care. It is open seven days a week. Call 702.431.7337 or visit doctorexpressgreenvalley.com.



AT YOUR SERVICE, HB, LLC

At Your Service, HB, LLC commemorated its Chamber membership as a luxury concierge service company. Call 866.854.2489 or visit atyourservicevegas.com.



SUPERIOR HEALTH SOLUTIONS

Superior Health Solutions announced the grand opening of its new name and location at 1661 W. Horizon Ridge Pkwy. It offers a comprehensive care plan by combining multiple types of medical personnel. Call 702.643.9900 or visit shs.com.



BURKHART DENTAL SUPPLY

Burkhart Dental Supply celebrated the opening of its new branch location at 7060 W. Warm Springs Rd. Its mission is to provide the best dental products and service in Las Vegas, and has been serving dentists since 1988. Call 702.454.3599 or visit burkhartdental.com.



EASTERN CANYON DENTAL

Eastern Canyon Dental commemorated serving the Las Vegas community for 30 years at 8605 S. Eastern Ave. Dr. Joel Stokes features the latest in restorative and preventative dentistry with a unique personal approach to family dental care. Call 702.699.9876 or visit easterncanyondental.com.

exhibit at preview las vegas



BUILD YOUR BRAND & INCREASE YOUR EXPOSURE AT PREVIEW LAS VEGAS

W

hat better way to kick off 2013 than by giving your business the spotlight? Exhibiting at Preview Las Vegas gives your company instant brand recognition with nearly 2,000 attendees, most of whom have purchasing power within their company. This is an opportunity exclusively available to

Chamber members in good standing and can be an effective, high-profile way to grow your customer base, help obtain new leads and clients and build instant brand recognition.

exhibiting at preview las vegas
gives your company instant
brand recognition

When exhibiting at any trade show, there are always some best practices for making the most of your exhibiting experience.

- Have a plan for messaging, including talking points for your staff, and discuss them prior to the show. Make sure the individuals manning your booth can answer questions about your products and services – even the tough ones you may not be expecting at a trade show.
- Be creative and thoughtful about your booth. It should reflect your overall marketing strategy and not be a stand-alone piece. You should have a clear goal for your exhibiting experience, whether it is increasing market share with existing users, introducing a new product or service or simply making new prospects and contacts. Remember, your booth is a major first impression piece. Make it a good one.
- Infuse your booth with color, graphics, and bold calls to action. Don't have your staff hide behind huge displays, and entice attendees to your booth using useful giveaways, interactive activities and demos and enticing drawings or raffles.
- Organize your materials in a thoughtful, uncluttered display at your booth. Use height and try not to crowd the area with too many papers or giveaway items. Restock when necessary, and don't put everything out all at once.
- Make sure you have adequate staffing throughout the day. You may want to consider scheduling booth staffing in shifts. This ensures that your booth's personnel are always bright, fresh and cheerful to

attendees. Have your staff engage your visitors, ask them questions and offer them specialized products and services that are relevant to their needs.

- Have a memorable giveaway item. There are thousands of different promotional items for your business to use during a trade show. Think about usefulness, relevance to your business or industry and prominence of your logo/branding on the item as you decide on a giveaway piece.
- Make it easy for prospects to reach you after the show. Capture contact information, and use multiple channels for immediately contacting them after the show. Send thank you notes, make follow-up calls that reference the conversations you've had and have a plan for tracking your prospect activity.
- Invite your clients, customers and new business prospects to the show. Use it as a tool to demonstrate new products and services, and reacquaint them with your brand.

Exhibiting at any trade show can be overwhelming. With careful planning, organization and the right people helping to project your message, trade shows can have far-reaching effects on your business' brand recognition.

Interested in exhibiting at Preview Las Vegas? Exhibitor opportunities are available exclusively to Chamber members in good standing. For more information or to register for your booth, visit PreviewLasVegas.com or call MJ Dennis at 702.586.3827.

preview LAS VEGAS WHAT'S NEXT platinum sponsors

CENTURYLINK Jeff Oberschelp, Vice President and General Manager

"The business climate in Las Vegas is continually improving and we at CenturyLink are looking forward to expanding and improving alongside the city we love. As companies invest more capital and look for growth opportunities we will be there every step of the way connecting people and information."



CHAMBER INSURANCE AND BENEFITS William Wright, President

"Chamber Insurance & Benefits is proud to be a platinum sponsor of Preview Las Vegas. CIB provides affordable and comprehensive small group and individual health plans and price advantaged workers' compensation coverage exclusively to Las Vegas Metro Chamber of Commerce members through our network of Chamber member insurance agents and brokers. Please visit ChamberIB.com or call (702) 586-3889 for more details."



COX COMMUNICATIONS-LAS VEGAS Mike Bolognini, Market Vice President

"At Cox Communications and Cox Business, we connect our residential and commercial business customers through exceptional video, voice and data technologies. We also connect with our many communities by supporting education, family, diversity and the arts. That's why we're so optimistic about Southern Nevada, as well as the power of Preview and our platinum sponsorship."



LAS VEGAS REVIEW-JOURNAL Bob Brown, Publisher

"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."



NV ENERGY Michael W. Yackira, President and Chief Executive Officer

"NV Energy has served Nevada for more than a century and we are proud to rank among the nation's best in service reliability. After all, knowing you can count on safe, reliable service makes it easier to focus on the success of your business. Visit our booth to learn more about how NV Energy is creating an energy smart future."



UNITEDHEALTHCARE Donald J. Giancursio, Chief Executive Officer

"UnitedHealthcare is proud to continue with its long standing support of Preview Las Vegas, the Las Vegas Metro 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."



WELLS FARGO Doris Charles, Southern Nevada Area President

"On behalf of the more than 3,600 Wells Fargo team members across the State of Nevada, welcome to Preview 2013. We are proud to be Southern Nevada's true community bank."



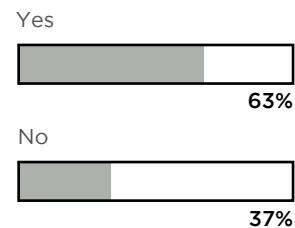
vegas young professionals

presenting sponsors



monthly poll

Does your business have a New Year's Resolution?



Not a scientific poll
Source: VYP.com



I love goals. I love challenges. The New Year is one of my favorite times of year because I get tons of magazines out along with scissors, glue and poster board or a big journal book and I start vision-boarding my next year. I love having a clear vision of where I want to be, but I so many times forget to look back at my accomplishments. This year I am adopting a practice for assessing my year and clearing a pathway to head into an even more successful 12-month term.

One of my favorite monthly columnists, Mel Robbins at SUCCESS magazine shares her practice of evaluating your life and all that came with it in the last year as a way to powerfully end your year. I see this practice as closure, as recognition of a job well done and a willingness to move forward. You close this chapter and you acknowledge that you are ready to move into the next.

Mel encourages you to grab a sheet of paper and on the left side you write these items down the page:

- Career
- Health (I like to refer to this one as Overall Wellness)
- Financial
- Relationships
- Spiritual

She also encourages you to write on the left the names of the following people - your partner, each of your children and your parents. At the top of the page you write Accomplishments and Incomplete. These are two columns. You assess your year and what you accomplished in each of these five areas. At our office we call them the 5 Pillars. You can jog your memory by looking at your earlier journal entries and calendar. What commitments did you make to yourself?

I wanted to lose weight this year and I did, but I found it again. Despite the setback I know I made accomplishments in my wellness. I ran my first and second 5k races this year. I did an entire 90 days' worth of P90X workouts and I even did them with my husband, strengthening our own relationship by sharing this experience together. We took a big family vacation this summer and took part in a family reunion where our kids got to see all 11 of their immediate cousins. We played wiffle ball in their front yard with horses across the gravel road and corn fields to the left and right of us. More fun family time is something I wanted to accomplish - and I did!

Keep this exercise in mind. Take some time out for yourself to reflect. Did you accomplish a major career goal, maybe you had some losses you want to recognize? The purpose of this activity is to look at all that you did this year and recognize the hurdles that came along with it. Set yourself up for success in the coming year by powerfully ending this year! I look forward to adopting this new tradition and making it an activity my family can do together.

Best wishes to you in the New Year!

By Jasmine Freeman,
Chief Executive Assistant to the CEO,
Office Dynamics

VYP is the largest Young Professionals Organization in Nevada. It is the ideal organization to make new business contacts, to gain a unique perspective on the Southern Nevada business community and to further your professional development. For more information visit VegasYP.com.



VYP Fusion Mixer at Gold Boutique Nightclub & Lounge. December's Fusion Mixer combined the giving of the holiday season with the sparkle of Gold Boutique Nightclub & Lounge. Guests donated school uniforms for Halle Hewetson Elementary School and built their professional networks during the event.



Big Wig Lunch Time with Renee West. Renee West, president and chief operating officer of Luxor and Excalibur Hotels and Casinos, presented the final Big Wig Lunch Time session of 2012 to a sold-out audience. The popular series returns with a new line-up of speakers in 2013.

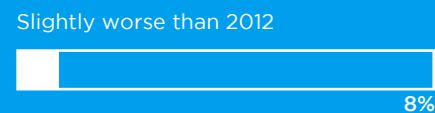
the final word

HighTower Announces the Opening of Their Las Vegas Office



your thoughts

What is your outlook for businesses in 2013?



Not a scientific poll
Source: LVChamber.com



get your nominations in for customer service excellence!

Does your barista always remember your order? Did your dry cleaner's give you a heads-up about a missing button? Reward those individuals who make your day a little easier by nominating them for a Customer Service Excellence Award. This free program, managed in partnership between the Chamber and the Las Vegas Convention and Visitors Authority, rewards those individuals who provide extraordinary customer care throughout the Valley. The deadline to nominate for inclusion in the February recognition program is January 18. Nominating is easy and quick, and can be done online at LVChamber.com/cse or by emailing in guest comments and notes of commendation to cse@lvchamber.com. For more information on the program, call Kelly Martinez at 702.641.5822.

Let us show you
an independent,
unobstructed view of
your financial landscape...



871 Coronado Center Dr.
Suite 200
Henderson, NV 89052
888.561.1705
hightoweradvisors.com

Meet our team:

Ned Evans, CRPC

Hugh Anderson, CFP®

Sheila Delutri

Mike PeQueen, CFA, CFP®

Adam Thurgood, CFA

add these to your queue

BOOK



SMART MONEY
"Winner Takes All: Steve Wynn, Kirk Kerkorian, Gary Loveman, and the Race to Own Las Vegas" by Christina Binkley
Ross George,
UK to Vegas

WEBSITE



LINKEDIN
I am making good networking contacts there daily.
Cassandra Noguera,
VPiX4Vegas

APP



EXPENSIFY
This app allows you to take a picture of all receipts and uploads them for easy accounting and reporting.
Marisol Pareja,
Auto Transporters
Nationwide

YOU NEED TO HEAR THIS

preview

LAS VEGAS WHAT'S NEXT



TONY HSIEH

CEO, Zappos.com,
author of #1 New
York Times bestseller
Delivering Happiness

TOM SKANCKE

President & CEO,
Las Vegas
Regional Economic
Development Council



KRISTIN MCMILLAN

President & CEO,
Las Vegas Metro
Chamber of
Commerce



ROSSI RALENKOTTER

President/CEO,
Las Vegas Convention
and Visitors Authority



JEREMY AGUERO

Principal Analyst,
Applied Analysis



January 24, 2013 • 7:00 a.m. – 1:30 p.m.

Thomas & Mack Center • Cox Pavilion

\$60 for Members • \$80 for Non-Members

For tickets and more information, visit
PreviewLasVegas.com or call 702.641.5822.

JANUARY 2013

PRESIDENT'S CLUB
& EXECUTIVE
LEVEL RECEPTION



**BLUE
MAN
GROUP**

WEDNESDAY, JANUARY 30

5:30 – 7:30 P.M.

BRAND STEAKHOUSE & LOUNGE,
MONTE CARLO

TO REGISTER, CALL 702.641.5822

PLATINUM SPONSORS



GOLD SPONSORS

Bank of Nevada • The Glenn Group • Greenberg Traurig
The Howard Hughes Corporation • Miracle Mile Shops at Planet Hollywood
Nevada Drug Card • Nevada Public Radio • Nevada State Bank
Republic Services • Sky High Marketing • Southwest Gas
Sunrise Health System • SuperPawn • Vegas PBS