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LAS VEGAS METRO CHAMBER OF COMMERCE | Chamber.com | FEBRUARY 2013



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priorities & action

KRISTIN MCMILLAN
PRESIDENT & CEO



In February 4, the 2013 legislative session begins in Carson City. The Las Vegas Metro Chamber will be involved in literally hundreds of bills on behalf of the business community. Among the myriad of issues, the Chamber has defined several areas of major focus for the session. The fundamental priorities – K-12 education, higher education, government transparency and reform, infrastructure and economic development – are each aimed towards improving the business climate and making Southern Nevada a more globally competitive, connected and diversified metropolitan region.

But that's not all. The success of our agenda will depend upon you, our members, to help drive these priorities home. At Preview Las Vegas, I urged that "what's next for business?" be considered more of a call to action than a question. I talked about the collective business community engaging in partnership on the issues that will lead to the overall betterment of our region. I implored our business, community and government leaders to work together to embrace and fight for the opportunities that will build a brighter future in the region where our employers and employees live and work. We all have a significant stake in our future. Working cooperatively and collectively, we can drive our region's future forward.

we cannot move forward without actively
engaging in the issues and legislation that so dramatically
will impact our future economic health.

They are not separate issues, however. They are each piece parts of a large puzzle, intersecting with each other – and, if approached strategically, will materialize into the big picture that Southern Nevada needs to keep squarely within its sights.

As you will read in this issue, what's needed is action and engagement. We cannot move forward without actively engaging in the issues and legislation that so dramatically will impact our future economic health.

The Las Vegas Metro Chamber's Government Affairs in-house team will have a constant presence in Carson City throughout the session. Periodically, members of its Government Affairs Committee will meet with legislators and testify on legislation as well.

So what is your role? Keep informed and be engaged throughout the process. We will keep you apprised of the developments at the State Capitol through email bulletins and LVChamber.com, as well as in upcoming issues of the *Business Voice*. We also may ask you to get personally involved in specific bills. Through "call to action" emails, the Chamber will ask that you contact your legislators and support the Chamber's efforts to build a stronger and more competitive Southern Nevada. Additionally, we will ask you to re-tweet, and to use specific hash tags and other social media channels to help the Chamber's advocacy efforts. The combination of all of these efforts will help create meaningful reform and change for Southern Nevada.

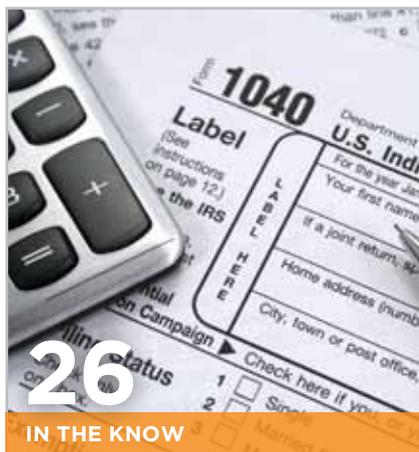
The potential for *our* metropolis is immense. Now is the time to act upon it.

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chamber news

chamber power luncheon celebrates nellis air force base

The Chamber will celebrate the partnership and community impact of Nellis Air Force Base on Southern Nevada at the first Business Power Luncheon of 2013 on Tuesday, March 19. Nellis Air Force Base will showcase some of its machinery during check-in and networking, and during the program, the Chamber will welcome keynote speaker Major General Jeffrey G. Lofgren. General Lofgren serves as the Commander of the U.S. Air Force Warfare Center at Nellis Air Force Base and has an impressive military career spanning nearly 30 years. Hear his insights and experience on Nellis' impact on the Southern Nevada community at this special Business Power Luncheon.

Tuesday, March 19

**Texas Station
Gambling Hall & Hotel
2101 Texas Star Lane
North Las Vegas**

**11:30 a.m. - Noon:
Check-in & Networking**

Noon - 1:00 p.m.: Program

\$50 - Members

\$60 - Non-members

\$500 - table of ten, table of ten, includes two passes to meet-and-greet reception with Major General Lofgren

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new look north breakfast helps small businesses



Join the Chamber for the Look North Breakfast on Wednesday, February 20, at Santa Fe Station. During this informative event, you will learn about business opportunities available with Nellis Air Force Base, Creech Air Force Base and the Nevada National Security Site. The all-new Look North Breakfast series will give you access to a panel of experts discussing a topic relevant to small businesses in the Las Vegas community. For more information on the program, visit LVChamber.com or call 702.641.5822.



chamber connections adds second business-building group

Chamber Connections, the popular program that gives Chamber members the opportunity to meet potential new customers, make business-to-business connections, learn effective ways to network and incorporate new business-building techniques, has expanded to another club on Tuesday evenings. Groups are filled on a first-come, first-served basis and only one member from each business classification will be admitted to a group. If you are interested in joining, email ChamberConnections@lvchamber.com and include your name, your company name and the business/industry you represent.



earlybird booths offer savings & brand exposure at business expo 2013

Earlybird booths are now available for Business Expo 2013! This annual trade show is one of the Chamber's most popular signature events, and gives your business an affordable, high-profile and high-traffic way to boost your brand, gain leads and customers and put your company front and center to the business community!

Business Expo will be held on Wednesday, June 12. Earlybird booths are \$425 for a standard, 10' x 10' booth space. The earlybird booth special ends Friday, March 29. Don't wait! Reserve your booth today by visiting LVChamber.com.

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news you need

library district offers new free business development resource

The Las Vegas-Clark County Library District (LVCCCLD) recently unveiled BusinessDecision, a free web-based service that gives local small businesses access to the same consumer and demographic data used by large companies nationwide to help find prospective customers, analyze trade areas, evaluate competitors, identify new store locations, and target media buys and direct mail campaigns. BusinessDecision features powerful mapping technology known as geographic information systems (GIS) that can typically be an expensive undertaking for a small or medium-sized business.

LVCCCLD cardholders can access BusinessDecision at the library or remotely through LVCCCLD.org under the "Find Information" link. Library cards can be obtained online through LVCCCLD.org or at any library branch.



protect your small business data

A recent study by accounting software company Sage found that while many small businesses are backing up their financial data, only 38 percent of the surveyed businesses have a disaster preparedness plan that includes data protection. The U.S. Small Business Administration (SBA) recommends automating back-up procedures, especially to a third party or off-site service, in the instance your business property is destroyed in a disaster. The SBA also suggests considering server virtualization, which may have cost benefits in addition to recovery benefits, and running a full-service security suite to protect your business against computer viruses, malware and hacking attempts. For more information, visit SBA.gov.

sba releases tips to hiring your first employee in 2013

The economy is recovering and many "solopreneurs" are contemplating hiring their first employee in 2013. The U.S. Small Business Administration (SBA) has released a series of tips for these individuals to navigate the hiring process, including determining if full or part-time/seasonal employment is necessary, determining workload and affordability with wages, workers' compensation insurance, employment taxes, equipment costs and benefits. For more information on these tips and determining your employment needs in 2013, visit SBA.gov.

irs seeking community volunteers to provide tax help

The Internal Revenue Service (IRS) is looking for volunteers for its programs, Volunteer Income Tax Assistance (VITA) and Tax Counseling for the Elderly (TCE), which provide free tax help to qualified individuals, including low-to-moderate income taxpayers, seniors, individuals with disabilities and those with limited English language skills. The IRS provides training and materials to all volunteers for these programs. For more information on these programs or to complete a VITA/TCE Volunteer Sign Up form (Form 14310), visit IRS.gov.

for your benefit

T

he Chamber has a full and diversified events calendar, encompassing large membership functions and small business-focused programs. With

nearly 6,000 members representing about 200,000 employees, sponsorship of a Chamber event is a cost-efficient and high-profile way to boost your business' brand recognition to a wide audience. Sponsorship is an affordable marketing tool exclusively available to Chamber members and gives your company increased brand exposure, exclusive associations with high-profile business events, targeted advertising placement across web and print media and access to new business relationships and potential customers. For more information on how you can grow your business through sponsoring a Chamber program, call 702.641.5822.

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preview

LAS VEGAS WHAT'S NEXT

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from “what’s next?” to “what’s now!”

A RECAP OF PREVIEW LAS VEGAS 2013

preview
LAS VEGAS WHAT'S NEXT



“W

hat’s next?” turned from a question into a call to action at Preview Las Vegas 2013. About 2,000 attendees crowded the Thomas & Mack Center and the Cox Pavilion on January 24, to hear from the dynamic line-up of speakers

and check out the latest products and services on the Las Vegas market from more than 120 exhibitors. For the first time, Preview Las Vegas featured “Resource Row,” a section of the exhibitor concourse dedicated to government agencies and entities with small business resources and programming.

Attendees also were the first to hear what’s next for the Las Vegas community. With such a pivotal legislative session

underway in February, Preview Las Vegas provided both a backdrop and a roadmap for Las Vegas’ next steps in both leveraging and creating new opportunities, capitalizing on resources and working collaboratively to achieve a collective, community-wide success.

It was a day of energy, business-building and big ideas, and a call for “what’s next” to be an action item to engage the entire business community, not a question to be idly pondered. For more information on each of the speakers, visit PreviewLasVegas.com, and for a photo recap of this year’s program, visit LVChamber.com.

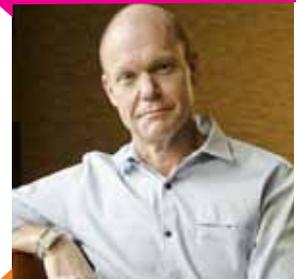
TONY HSIEH,

CEO of Zappos.com and author of the #1 NY Times bestseller *Delivering Happiness*, spoke about the beginning of Zappos and his now world-famous company culture model, and how he used it to apply to the Downtown Project, his \$350 million revitalization and reboot of the Downtown Las Vegas area. Developing an environment where creativity is valued, serendipitous interactions give way to important collaborations and people can dynamically live, work and play has given Downtown Las Vegas new life, both locally and globally, as the international community has noticed the migration of startups and the creative class to the area.



TOM SKANCKE,

president and CEO of the Las Vegas Regional Economic Development Council, explained his vision for Las Vegas as a major player in the global economy, and stressed the importance of thinking globally as a major metropolitan area. To connect Southern Nevada to other globally-minded cities in the United States and beyond, he emphasized the importance of investing in infrastructure, including a high-speed rail network that spans across the Western United States, and Interstate 11. Skancke also commended the spirit of partnership and collaboration that has occurred in the business and community leaders of Southern Nevada as he assumed the position of president and CEO last year.



KRISTIN MCMILLAN,

president and CEO of the Las Vegas Metro Chamber of Commerce, stressed the importance of partnership, resources and advocacy in advancing the future of Las Vegas as a global city. McMillan emphasized that we are no longer a region of “silos,” and that we can no longer operate in isolation of one another. She highlighted opportunities in the start-up community and the importance of supporting these entrepreneurs, as well as the Chamber’s new JumpStart Vegas initiative to provide these high-tech, high-growth startups with the resources they need to succeed and grow. Her challenge to the audience was to create bold action and inspire change, and to engage businesses Metro-wide through partnerships to transform the community into a global city.



JEREMY AGUERO,

principal analyst at Applied Analysis, detailed some of the opportunities already existing in Las Vegas, and how to recognize and leverage those opportunities. Despite a still high unemployment rate, Aguero posed that there are plenty of reasons to be optimistic, including the Switch data center and the myriad of major corporations that currently house information here in the Las Vegas Valley; the expansion of McCarran International Airport and the entry that it provided to the international travel community; current projects on the Strip that have already begun reinvigorating the economy, such as MGM Resorts International’s \$420 million property renovations and Caesars Entertainment’s \$550 million Project Linq; and the resurgence of energy and investment in Downtown Las Vegas.



ROSSI RALENKOTTER,

president/CEO of the Las Vegas Convention and Visitors Authority, gave a glimpse of the development plans for the Las Vegas Convention Center, and gave attendees a sneak peek at renderings of the new look, as well as revealed the new campaign for lasvegas.com, which has already enjoyed early success. Ralenkotter predicted 40.1 million visitors in 2013 during his presentation, and announced a record 39.7 million visitors in 2012. For the Las Vegas Convention and Visitors Authority, “what’s next” is about leveraging our status as a world-class meetings and tourism destination and investing in that position to build upon new opportunities.



your scene | you're seen



preview
las vegas



More than 120 exhibitors and 2,000 attendees turned up to hear, "What's next?" at Preview Las Vegas, held on January 24 at the Thomas & Mack Center. Speakers Tony Hsieh, Tom Skancke, Kristin McMillan, Rossi Ralenkotter and Jeremy Aguero gave their insights on what's next for Las Vegas and the changing shape of our region, while attendees browsed the exhibitor floor for what's next in the Las Vegas marketplace and sampled cuisines from this year's Preview the Taste sponsors. For more photos from Preview Las Vegas 2013, visit LVChamber.com.

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WHY PRIORITIES MATTER

A

s the legislative session convenes in Carson City, we have an opportunity to unite as a Southern Nevada community to help direct the course of our state. It is the responsibility of all of us, employers and employees, to advocate together for a bolder vision for our state, for meaningful conversations to occur and for courageous actions to be taken. Like many other states, we, too, are at a critical crossroad in our state's history. It will be incumbent upon us to choose the right path that will lead to a strong future. To do this, we must build on the reforms that were passed during the legislative session in 2011. Nevada cannot afford to stagnate; we cannot just accept the status quo. Our future — our children's future — depends on the actions that we take in the state legislature in the coming months.

Crucial reforms must continue, spending priorities need to be determined and a path for our future must be set by our elected state leaders. We will need to wisely spend the limited state dollars and resources that we have. We cannot defer these tough decisions to the next generation of legislators.

Priorities matter. Choices matter. The decisions made by the legislature will have long-term implications not only for our state's economic recovery, but for the long-term stability of our community. We owe it to ourselves, to our fellow Nevadans and to our children, and their children, to get this right.

This is our home. The Chamber is committed to building a stronger, better, and bolder Nevada. We will work together as employers and employees and as one community. Together, we will achieve a Nevada that is stronger, more globally competitive and growing. It's *our* future. Let's make it happen.

- Hugh Anderson



a message
from hugh
anderson,
chairman,
government
affairs
committee

The legislative session begins February 4, and much differently than in years past, Southern Nevada business leaders, lawmakers and government officials have convened to discuss meaningful reform, resources that the region needs to become a globally competitive city and how to work collaboratively to achieve the desired results for our metropolitan area. The Las Vegas Metro Chamber of Commerce has been part of these conversations, and has identified six areas of priority for the legislative session. Throughout the session, the Chamber will aggressively pursue legislation that advances these priorities.

PRIORITY: K-12 EDUCATION REFORM

Reforming the K-12 education experience is paramount to Southern Nevada's long-term economic stability and success. It also has an immense role to play in economic development and diversification, and attracting a broad range of talent and new businesses to the Southern Nevada area. In 2012, graduation rates inched up from 2011, but there is still a tremendous amount of work that needs to be done to truly improve the chances of post-graduation success, career readiness and college preparation – necessary next steps to ensure a bright future for the youth of the area and Southern Nevada's future as a player in the global economy.

The Chamber will advocate on a number of issues regarding education during the legislative session, all of which have the potential to impact the quality of education received in Clark County. One of the major topics up for discussion is the K-12 funding formula, and ensuring that Southern Nevada receives its fair share of the state's education dollars. This includes the possibility of implementing a Weighted Pupil Funding formula, which addresses the additional needs of specific student demographics, such as children living in poverty, special needs-designated students and English Language Learners, and provides additional per-student dollars to those individuals and the schools that educate them.

More than 15 percent of Nevada's students are English Language Learners, with Clark County School District (CCSD) alone responsible for more than 50,000 English Language Learners who represent more than 150 languages. This shift in demographic represents a new challenge to not only the students and their families, but CCSD as they navigate the best way to provide additional resources to prepare these students for a bright future. The Chamber supports additional investment for English Language Learners to increase their chances for post-graduation success.

Our children need and deserve the best teachers, and we have those great teachers within CCSD. Those effective teachers should be rewarded for their efforts and commitment for the success they have in the classroom. The Chamber continues to advocate for these teachers to be compensated through a fully implemented Pay for Performance program. The Teachers and Leaders Council, along with concerned stakeholders, are working on developing the evaluation system pertaining to this program.

The Digital Learning Act carries a number of provisions that have the potential to impact the education experience and offer more "virtual"

learning options to Nevada students. Among the issues in digital learning to be discussed is concurrent enrollment, and amending current law to allow a student to be enrolled in a school they physically attend while participating in a program of online or distance education (referred to as blended learning). Also to be discussed is whether or not students should be required to obtain written permission to participate in a program of distance education.

Among the other education issues on the legislative agenda to be considered in Carson City is amending the Common Core State Standards to provide higher standards for students, including a focus on college and career readiness. Lowering the Minimum Age for School Requirement to age five, an initiative that supports early childhood progress (including full-day kindergarten and earlier social engagement), will also be discussed during the session. The Chamber will continue to advocate for ending social promotion and helping to ensure that children can read by the third grade (74 percent of students who fail to read proficiently by the third grade tend to be less successful in later grades and are more likely to drop out before graduation).

The Chamber will identify areas of opportunity to help Southern Nevada improve graduation rates, create an environment more conducive to support different learning approaches and methodologies and support new career readiness and engagement initiatives.

“there is still a tremendous amount of work that needs to be done to truly improve the chances of post-graduation success”

“higher education in southern nevada needs to begin taking its fair share”

PRIORITY: HIGHER EDUCATION FUNDING & GOVERNANCE REFORM

Proposed legislation would align higher education curriculum with economic development organizations to develop relevant and necessary programming to fulfill workforce needs. Such a shift has far-reaching effects, including possibly increasing the number of skilled workers in the community, creating a more competitive workforce for existing businesses, as well as businesses and industries looking to relocate to the Southern Nevada area, and decreasing unemployment.

Higher education in Southern Nevada needs to get its fair share. The Chamber will be advocating for amending the current higher education funding model used by the Nevada System of Higher Education (NSHE). Such reform measures would ensure more equity and that University of Nevada, Las Vegas (UNLV), would keep more of its own tuition and registration fee dollars.

In regards to the current community college system, reform measures to remove the existing community college funding formula, which places the community college system under the same funding formula as the state universities, must be considered. Community colleges in all states other than Nevada, Montana and North Dakota operate under different funding and programming standards than those of state universities, and have a stronger focus on local workforce requirements. Revising the community college governance and funding structure could also give Nevada more of an opportunity to increase its eligibility for federal grant dollars.

PRIORITY: IMPROVING THE BUSINESS CLIMATE

The Chamber will pay close attention to several bills that could impact improvements to existing business processes. The Chamber will advocate for continuing to streamline the business licensing process, which has made strides since the last legislative session. The Nevada Secretary of State oversees the State Business Portal, which creates a “one stop shop” to form new business entities, pay annual state business license renewals and conduct other business-related transactions online. There have been significant challenges in the implementation of the Business Portal. This needs to change. This process needs to work for businesses and make it easier for them to do business in Nevada.



“creating a friendly and actionable business climate in southern nevada is paramount to improving the economy”



In the 2011 Legislature, AB 449 created a “Catalyst Fund” to provide grants to new and expanding businesses, as well as a “Knowledge Fund” to guide academic money towards university research that could potentially yield commercialization (also referred to as tech transfer). The Chamber will support the proposed appropriations to the Catalyst Fund and the Knowledge Fund.

The Chamber will also advocate for support to the newly-formed Las Vegas Regional Economic Development Council (LVREDC), an important tenet to the overall economic well-being and future globalization of the Las Vegas metropolitan area. Formed in 2012, the LVREDC should be given the appropriate level of resources and support in the legislative session to realize more community partnerships and create real change for the Las Vegas area.

Also under review during the legislative session are several small business programs, which have the potential to provide additional resources for businesses to grow and thrive. The Chamber will also be advocating for greater transparency in business impact statements, which communicate how local government ordinances and state regulations impact small business. These statements provide small businesses with the opportunity to weigh in on the potential consequences government action could have on their business operations.

The Chamber will also advocate other issues relating to improvements to Nevada’s business climate, including legislation on prevailing wage, workers’ compensation, tort reform and bidders preference. Creating a friendly and actionable business climate in Southern Nevada is paramount to improving the economy and creating more opportunities for the Las Vegas metropolitan area.

**PRIORITY:
ECONOMIC DEVELOPMENT**

Several bills have been introduced by the Governor’s Office of Economic Development (GOED) to help advance Nevada’s economic state and reduce future vulnerabilities. The Chamber will stand with GOED to ensure that the agency can continue to compete for business interests, including supporting bills to attract new businesses and industries to Nevada.





PRIORITY: GOVERNMENT REFORM & TRANSPARENCY

In the 2011 Legislature, the Chamber strongly advocated for reforming the collective bargaining process and adjusting local government pay, as well as fixing the Public Employees' Retirement System (PERS) and Public Employees' Benefits Program (PEBP). Nevada continues to have one of the most generous public employee retirement and pay systems in the nation, with the PERS system having an unfunded liability of billions of dollars, most of which is passed along to taxpayers. The Chamber will continue to advocate for reforming this process and aligning Nevada's public employee pay with other states, and reducing the burden of the PERS unfunded liability to taxpayers moving forward.

Nevada's state and local government employees' earnings equated to just over 115 percent of the national average in 2010, up from 113.3 percent in the prior year. Average annual salaries for Nevada's state and local government workers rose 3.1 percent in 2010, compared to the average salary for state and local government workers nationwide, which rose 1.5 in 2010 (less than half of the increase reported in Nevada). These high salaries have resulted in Nevada having the least public employees per person in the country, so there are fewer employees to provide valuable and necessary services to the people of Nevada.

In the 2013 Legislature, the Chamber will advocate for continuing to reform PERS and PEBP, as well as the structure of collective bargaining for state and local government employees to allow for flexibility in navigating and managing fiscal challenges while continuing to deliver public services to Nevada residents and businesses.

PRIORITY: INFRASTRUCTURE INVESTMENT

The Chamber will be aggressively pursuing improvements in the condition and performance of its infrastructure to be more competitive in the global market. Throughout the legislative session, the Chamber will promote and support understanding, development, funding and implementation of infrastructure in the area, including highway, road and rail measures to facilitate passenger and goods movement in and out of Nevada. One of the crucial elements to improving infrastructure in Nevada is the funding and construction of Interstate 11.

The Chamber is also supporting Project Neon, which will help alleviate Southern Nevada's traffic congestion and safety issues. It is one of the largest public works projects in the history of the state, and stands to modernize Southern Nevada's transportation network to create more economic activity and growth, as well as keep Southern Nevada citizens safer and more efficiently moving for decades to come.

The Chamber supports public-private partnerships because all funding and financing options need to be considered for these important projects, including but not limited to, transportation grants, financing and user fees. Investment in infrastructure isn't just for creating jobs or benefits today; it encompasses long-term sustainability and growth for generations to come.

WHY DO THESE PRIORITIES MATTER?

All of these priority issues impact the way we do business, educate our children and how we will define our quality of life, our workforce and our future as a metropolitan area and key player in the global economy.

Our future is at stake. Help us make a difference. How can you engage? Read the legislative updates that will begin to appear in your inbox and in upcoming issues of the *Business Voice*, and be responsive to "calls to action" that the Chamber will deploy. Updates will also be posted regularly on LVChamber.com for you to keep up with the latest developments from Carson City.

The Chamber will have a constant presence in the hall of our state capitol in Carson City throughout the session, and will be periodically calling on you - our members - to call your legislators and vocalize your position on certain legislation. This is also a great time to attend one of the Chamber's policy committees and engage in the conversation on issues that are important to you. Join the Chamber in its efforts and be a part of moving our region forward, once and for all, past the Great Recession and into a new period of investment into our collective future, fruitful community partnerships and a new global mentality. That is why these priorities matter.

what's happening

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



business blend

Join the Las Vegas Metro Chamber of Commerce for the Business Blend as our Chamber members and VYP members join together for a unique networking opportunity.

FEBRUARY **07**

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

05

TUESDAY VYP MORNING BUZZ

Enjoy a FREE light breakfast and learn how Vegas Young Professionals can help you. Meet VYP Ambassadors as well as members of the Advisory Council for a small, informal question and answer session.

7:30 - 8:30 a.m.

Las Vegas Metro Chamber of Commerce*
Complimentary.

05

TUESDAY CHAMBER CONNECTIONS - NEW GROUP

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.

06

WEDNESDAY CHAMBER CONNECTIONS

See February 5 for details.

07

THURSDAY BUSINESS BLEND

Join the Las Vegas Metro Chamber of Commerce for Business Blend as our Metro Chamber members and VYP members join together for a unique networking opportunity.

Hyde Bellagio

3600 Las Vegas Blvd S.

Las Vegas, NV 89109

5:30 - 7:30 p.m.

Complimentary for Chamber and VYP members.

Sponsored by: Chamber Insurance & Benefits

11

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



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



february sponsors and hosts:

19

**TUESDAY
CHAMBER CONNECTIONS**
See February 5 for details.

20



**WEDNESDAY
LOOK NORTH BREAKFAST**
Join the Metro Chamber's Military Affairs Committee to hear about opportunities for local businesses to do business with Nellis Air Force Base and Creech Air Force Base.
7:30 - 8:00 a.m. Check-in & Networking
8:00 - 9:30 a.m. Program
Sante Fe Station Casino
4949 N. Rancho Dr.
N. Las Vegas, NV 89032
Members \$25, Non-Members \$35
Sponsored by: Chamber Insurance & Benefits
Hosted by: Military Affairs Committee

20

**WEDNESDAY
CHAMBER CONNECTIONS**
See February 5 for details.

22

**FRIDAY
HEALTH CARE POLICY COMMITTEE MEETING**
This committee will address the issues facing the health care industry.
2:00 - 4:00 p.m.
Las Vegas Metro Chamber of Commerce*
Exclusive to Chamber members and their employees.

25

**MONDAY
VEGAS YOUNG PROFESSIONAL
TOASTMASTERS**
See February 11 for details.

26

**TUESDAY
MORNING MINGLE**
Learn how to maximize your Chamber membership by attending this breakfast series hosted by the Chamber Prospectors, who will give firsthand accounts of how they used the Chamber to build their business.
7:30 - 8:00 a.m. Check-in & Networking
8:00 - 9:30 a.m. Program
Las Vegas Metro Chamber of Commerce*
Sponsored by: Chamber Insurance & Benefits

26

**TUESDAY
CHAMBER VOICES TOASTMASTERS**
See February 12 for details

12

**TUESDAY
VYP BUSINESS 101**
At this Business 101 session, you will learn how to become an evangelist for your business with three people who have mastered the art. Get empowered with the tools you need to be the voice of your brand! Panelists:
Sarah Evans - Chief Evangelist, Tracky
Jon Gray - Vice President and General Manager, The Linq
Kristi Overgaard - Executive Vice President of Awesomeness, Switch
7:30 - 9:00 a.m.
Las Vegas Metro Chamber of Commerce*
\$15 - online, \$20 - at the door. Exclusively for VYP members.
Sponsored by: UNLV Executive MBA Program

12

**TUESDAY
CHAMBER VOICES TOASTMASTERS**
Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.
10:45 a.m. - Noon
Las Vegas Metro Chamber of Commerce*
\$54 every six months. Guests always complimentary.

19

**TUESDAY
EDUCATION POLICY COMMITTEE MEETING**
This committee convenes business people and educators to collaboratively address the issues facing the K-12 and higher education systems in Las Vegas.
2:00 - 4:00 p.m.
Las Vegas Metro Chamber of Commerce*
Exclusive to Chamber members and their employees only.

member insights

WHAT IS YOUR BEST TIP FOR A GREAT MEETING?

I find that the most productive meetings are guided by an atmosphere where diverse points of view are encouraged and actively listened to. People will know you have really heard them if your follow-up questions are thoughtful and serve to expand the conversation.

[Julie Murray, Chief Executive Officer/Principal, Moonridge Group Philanthropy Advisors \(A\)](#)

For a good meeting, have an agenda, stay on topic, control side conversations and keep it less than an hour, if possible.

[Jackie Roeder, Owner, Balance Your Books, LLC \(B\)](#)

My best tip for a great meeting is to PREPARE! Whether you're leading or participating, you have some idea about what the meeting is regarding so come ready with your comments, concerns, ideas, compliments, critiques, etc. This is a business and everyone should have some input.

[Ferrari Cruz, Owner, The Weave Scene \(C\)](#)

Always do a weekly meeting! Be positive and direct with topics. Always end the meeting with, "Keep up the good work; let's have a terrific week."

[Jacki Kiss, Owner/Operator, Desert Oasis European Auto Repair](#)

My best tip for a great meeting is to be prepared. Know what you are going to talk about, what questions you are going to ask, what information you are trying to obtain and ask the appropriate questions. Know as much about the person/business you are meeting with and try to get a "unique" piece of information about them.

[Steve Orrico, Sales Supervisor, Coverall Health-Based Cleaning System](#)

Great meetings are driven by a concise purpose, and require a leader willing to listen as much as speak, and who can gently guide the discussion back to point when necessary while assuring participants their ideas are valued.

[Linda Nowell, General Manager, Ace Game, LLC](#)

Have an agenda and a time schedule for the same - then stick to it.

[Kate Grothem, CEO, Kate & Co.](#)

Two ways to ensure a great meeting are to prepare and to involve your staff. By involving your staff, it breaks up the monotony of one person talking and it makes your staff better at speaking and leading meetings.

[Grady Jones, Service Center Manager, Western Exterminator Co.](#)

I have monthly health workshops for the community and my patients, and my very best tip for a great meeting is to always have food and drinks. Although I serve dinner at my workshop, healthy snacks are okay, too. It's a great way to show your appreciation for their time.

[Dr. Julie Quan, Doctor of Chiropractic, Quan Chiropractic](#)



For a great meeting, always have a clear understanding of what you are trying to achieve in the meeting before you start the meeting. Understanding the desired outcome of the meeting before starting will allow for better preparation and facilitation and it is more likely that the outcome will be fulfilling.

[Michael Ruckman, President & CEO, Senteo Incorporated](#)

Best tip for a great business meeting is really the 5 P's: Proper Planning Prevents Poor Performance. Proper planning and preparation result in a great meeting achieving desired goals.

[Tim Canale, President, AVA Coffee & Distribution \(D\)](#)

I've found that by circulating an accurate agenda a day or two before a meeting that the participants will come prepared to deal with the matters at hand.

[Jeff Bills, Agent, Keller Williams Real Estate](#)

Time is valuable to everyone, so keep your meetings to one hour by including all reports with the agenda and send out to the attendees prior to the meeting. That way the meeting can be used to create more with brainstorming and move your organization forward.

[Barbara Wood, Director of University Relations, Roseman University of Health Sciences](#)

Every meeting should have an agenda and it should be shared in advance. An agenda sets an expectation, tells everyone when to arrive, helps people prepare, keeps the group focused, and (hopefully) makes sure the meeting ends on time.

[Brian Rice, Partner, Acuity Solutions, LLC](#)

My best tip for a great meeting is to start on time and end on time. That shows respect for the people attending.

[Dawn L. Walker, Independent Sr. Sales Director, Mary Kay \(E\)](#)

A strong first impression that is not forced and contains a natural connection.

[Brendan Brown, Director, Uncover Discover Coaching, LLC](#)

For a great meeting, is it essential to come prepared! This means knowing your customer or client, gathering research and asking questions in advance to understand their needs and how you can best work together. I also find that giving yourself a pep talk or listening to something motivational is a great way to get in the right mindset for success.

[Heather Doane, Commercial Fitness Consultant, Advanced Exercise Equipment \(F\)](#)

Tips that ensure a great meeting are to be relevant and brief. In business, time is money. If after you've determined that a meeting is necessary, know that great meetings start on time and materials are relevant to the agenda.

[Brian Maddox, Director of Nevada Operations, Clearinghouse CDFI \(G\)](#)

Provide an agenda and time-line in advance to attendees. Start and end the meeting on time and stick to your agenda. Be sure to follow up by sending minutes or notes to the attendees within 48 hours; include ACTION items, with deadlines, directed to individual attendees. Follow up is key!

[Kathy Carrico, Statewide Training Director & NxLevelL State Administrator, Nevada Small Business Development Center \(H\)](#)

As a business leader, I look for my team to be solving problems as much as possible without my direct intervention. If I'm being a facilitator rather than solving problems, it makes for a much more engaging meeting and usually a far superior outcome.

[Jeff Grace, President/CEO, NetEffect](#)

Keep meetings short and productive.

[Willy Janssens, General Manager, Quartz Carpet](#)

Create a way for everyone who attends each meeting to receive a list of contact information for everyone who attends that particular meeting. I believe this will aid in creating a real network which adds value to the meeting.

[Matthew Gucu, Creative Director, 24 Seven Production \(I\)](#)

Do less talking, and more listening!

[Sallie Doebler, Director of Business Development, Jaynes Corporation \(J\)](#)

Dress the part! The last thing you want to do is feel uncomfortable or underdressed/overdressed for a meeting. Remember, you are a representative of your brand and you should look professional and poised.

[Janet Lee, CEO, TheLivingPages.com \(K\)](#)

The best tip for a great meeting in my opinion is to have a comfortable atmosphere and setting. By doing so, you are allowing everyone to feel at ease and able to participate and give their best, honest and truthful opinions or answers on whatever needs to be addressed in the meeting. If the atmosphere is uneasy people may be nervous or not want to participate and join in.

[Jon Goldberg, Owner, CJ's Italian Ice and Custard \(L\)](#)

FORWARD TOGETHER

- Comprehensive Financing Capabilities
- Local Decision Making
- A Single Relationship Manager
- Treasury Management Services



Bruce Hendricks
Chief Executive
Officer



John Guedry
President and Chief
Operating Officer



spotlights

(B) Christopher M. Jones - CFP®, Founder & President, Sparrow Wealth

Management.: Christopher Jones is the founder and president of Sparrow Wealth Management, a registered investment advisor in Nevada and Pennsylvania. Jones provides asset management and fee-only financial planning services for a select clientele nationwide. He also developed sophisticated retirement planning software that continues to be used by firms today. Jones is a Certified Financial Planner™ practitioner. He graduated from Brigham Young University with a B.S. in Economics and a minor in Business Management.

(A) Brian Cruden - Chief Executive Officer, Brown & Brown Insurance of Nevada, Inc.:

Over a three decade career, Brian Cruden has dedicated himself to the employee benefits industry while pioneering many of the philosophies used in the large group sector today. He served as vice president of Nevada's largest insurance company and founded Insurcorp, which later merged to become Brown & Brown Insurance of Nevada, Inc. Cruden has served on a variety of boards including Nevada's largest community bank, the Nevada Community Foundation and the North Las Vegas Chamber of Commerce Foundation. He was the founder and past president of Las Vegas West Rotary.



A



B



C



D

(D) Joseph J. Mugan, Esq. - Attorney at Law, Kolesar & Leatham, Chtd.:

Joseph J. Mugan is a shareholder of the firm, practicing primarily in the areas of corporate and commercial transactions, franchise law, banking, and real estate matters. He assists businesses in their formation and corporate governance. He counsels businesses in structuring mergers & acquisitions and assists financial institutions in regulatory compliance matters. Mugan received a B.S. in Accounting from Creighton University and received his Juris Doctor from UNLV. He sits on the Advisory Board for the Salvation Army.

(C) Herb Hunter - General Sales Manager, Sprint: Herb Hunter joined Sprint in 2008 as Sales Manager and now manages all direct business groups for Sprint Business Marketing Group. He is responsible for wireless communication sales throughout Las Vegas and Nevada. Hunter earned his B.A. degree in Business Administration from Belmont (NC) Abbey College. Hunter is past president and current member of the Chamber's Business Council and serves on the Community Board for St. Rose Hospital. He is a graduate of the Leadership Las Vegas program.

president's
club

Dr. Nitin J. Engineer

Hand & Microvascular Surgeon, Brown Medical Center

Dr. Nitin Engineer is a Board Certified Diplomate of the American Board of Surgery. His education includes a Doctorate of Medicine from Vanderbilt University, a General Surgery internship at University of Washington and a General Surgery residency at Southern Illinois University. He has also co-authored published research articles in the field of hand and microsurgery.

Louie Cellona

Chief Operations Officer/ Co-Founder, Liaison Behavioral Health & Community Outreach, LLC

Louie Cellona is a Certified Anger Management Facilitator and affiliated with the American Association of Anger Management Providers, as well as a Certified Recovery Peer Specialist with a concentration on veterans. Previously, he was a Medical Specialist with the U.S. Army and worked in the mental/behavioral health industry as a rehabilitative mental health provider and a clinical director.

Isabell Yssassi Godinez

Owner, Renu Oil of America, Inc.

The birth of Renu Oil of America's "green" movement began in 1998 with owner Isabell Yssassi Godinez's late husband and company founder, Todd House. Following his death in 2008, Godinez and her children stepped in to help operate and manage the business. Since that time, Renu Oil of America, Inc. has tripled in size and has expanded to include a number of recycling programs. Godinez is proud to know that her company's primary goal is improving the quality of life for society.



executive level

Randy Char

Vice President, Sales & Marketing, Ryland Homes Nevada, LLC

Randy Char currently oversees all sales, marketing and merchandising operations for the Las Vegas division of Ryland Homes. He has worked in the private and public homebuilding sector throughout the Southwest region for the past 15 years. Char holds a bachelor's degree from the University of California at San Diego and an executive MBA from Pepperdine University.

Mark Scott

Managing Partner, Sahara Coins, LLC

Mark Scott has been a respected industry professional for more than 34 years. Scott and his staff of numismatists provide discreet and attentive service to collectors and investors, ensuring the highest value for their collections and financial portfolios. Scott's goal is to educate each client and patiently guide them to financial strength, growth and sustainability through tangible asset investments.

Kelly Young

Divisional Vice President, AppleOne Employment Services

Kelly Young serves as the Mid-Southwest Divisional Vice President for AppleOne, a division of The Act 1 Group, the nation's largest privately-held, women-owned business organization. Young has been in the employment services industry for more than 15 years. She is known and respected for her expertise in employment and market trends in Nevada, Arizona, Colorado and Utah. Through her leadership, Young has developed the number one region within AppleOne.

in the know

BE PREPARED FOR NEW TAX RATES AND CREDITS IN 2013



A

t the beginning of the year, the United States Senate and House of Representatives passed legislation to give individuals and business owners some hard numbers for tax rates and credits, many of which were set to expire in 2013. The new laws significantly impact taxes paid by individuals with income over \$450,000/\$400,000 (Joint/Single), with a new additional higher marginal income tax rate of 39.6% and a 20% maximum capital gains tax added as new and permanent law.

Most individual taxpayers will notice on their first payroll check the decision to not extend the payroll tax holiday of 2% starting in 2013. Americans earning wages less than \$113,700 will see the effect immediately, whereas self-employed taxpayers will likely not realize the change until they file their 2013 tax returns in 2014.

businesses should also be prepared for provisions in the affordable care act

Many temporary tax incentives that were set to expire were extended. The business provisions that will most impact individuals and small to medium sized businesses in Southern Nevada include:

- Extending marriage penalty relief by doubling the 15% marginal bracket from single to married
- Extending 15% long-term capital gain and qualified dividend rates up to \$450,000/\$400,000
- Making permanent the Alternative Minimum Tax patch for exemptions
- Extending the availability of an additional 50% first-year bonus depreciation for 2013
- Reviving the itemized deduction and personal exemption phase-outs as adjusted for inflation
- Adjusted estate provisions to include 40% maximum rate and \$5 million exclusion
- Making permanent the “portability” estate allowance of unused exclusion for surviving spouse
- Extending the allowance of general sales tax deduction in lieu of state income tax deductions through 2013
- Making permanent the \$1,000 child tax credit and child and dependent care credits
- Extending earned income tax credit provisions through 2017

Other than the increased higher marginal rates, the most referenced provision is the allowance of retirement plan conversions to qualifying Roth retirement accounts. This provision basically trades

future retirement income to current tax rates in exchange for non-taxable Roth accounts in the future.

Businesses should also be prepared for provisions in the Affordable Care Act, including a .9% Medicare tax on wages over \$250,000/\$200,000 (Joint/Single) that businesses will be required to withhold and pay. This can be a little tricky since employers don't typically have joint income information. The other provision is the 3.8% Medicare tax related to “net investment income” with specific definitions and requirements over the same \$250,000/\$200,000 modified income totals.

It's important to note that the IRS will not accept filed returns for most basic returns until after January 30, 2013. Most returns that use the newly enacted or extended provisions may not be able to file until the IRS forms are appropriately adjusted.

If you typically prepare and file your individual and business taxes yourself, this may be the year to consult with a Certified Public Accountant so you can be sure to get the best information and consider all of the new provisions and legislation as you prepare your tax returns.



By Scott Taylor,
Shareholder/CPA,
Piercy Bowler Taylor & Kern

IT'S TIME

TO CREATE SOLUTIONS

**TO RECOGNIZE
NEVADA BUSINESSES**

TO FOCUS ON UNIQUE NEEDS

TO HAVE AFFORDABLE PLANS

TO GIVE MORE CHOICES

UnitedHealthcare salutes the businesses – and their owners – that make good things happen, every day.

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member news

PRESIDENT'S CLUB MEMBER | EXECUTIVE LEVEL

wheeling and dealing

MountainView Hospital recently dedicated its new three-story patient tower, the first phase of which includes a new Emergency Room, Intensive Care Unit and Medical/Surgical unit – all with private suites.

R&R Partners announced a joint venture with Hannegan Landau Poersch Advocacy, a fast-growing national lobbying firm based in Washington D.C. The two firms will share offices in R&R Partners' existing D.C. office.

congratulations

Kathleen Paustian, senior counsel in the Las Vegas office of **Gordon & Rees**, was recently selected as a 2013 "Lawyer of the Year" for Employment Law, Las Vegas Metro Area by *The Best Lawyers in America*®.

For the second year in a row, **Snell & Wilmer** received the Lied Award as law firm of the year from the Legal Aid Center of Southern Nevada for contributing the most pro bono hours of any firm in 2012.

The Glenn Group recently received the "Special Events and Observances, under \$25,000" award from the 2012 *Tri-State Pinnacle Awards Competition*.

Bank of Nevada has been ranked No. 1 in SBA 504 dollar lending volume out of 24 lending institutions in the state of Nevada for the fiscal year Oct. 1, 2011 through Sept. 30, 2012, according to recently released U.S. Small Business Administration statistics.



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.

community service



Employees of **Park Place Infiniti** recently filled a G convertible in the dealership's showroom with gifts

for two local families, each with three children. The donation drive collected more than \$2,000 in merchandise, as well as four gift cards to local grocery stores for each family.

As part of **The Cosmopolitan of Las Vegas's** second anniversary celebration, more than 360 employees elected to make a donation of \$25 in lieu of receiving an anniversary gift. In total, \$9,000 was donated to 10 local charities.

City National Bank contributed more \$150,000 in monetary and in-kind support to more than 80 nonprofit and community organizations in Nevada last year. Bank colleagues also donated more than 1,800 hours of volunteer service to numerous community groups and schools.



The **Associated General Contractors** of Las Vegas's Young Constructors Forum recently presented the Women's

Development Center with a check for more than \$8,500 to help build a children's play area for the center's Las Vegas facility.



As the result of a gift by an anonymous donor, **Three Square Food Bank** brought holiday cheer to Edwards Elementary

School students and distributed pre-packed shelf stable bags of food and pallets of produce to more than 400 students. In return, the generous students of an Edwards Elementary class started a penny collection and donated approximately \$40 back to Three Square.

announcements

The **Perkins Company** announced that Sara Partida has joined the company as client services manager.



The Glenn Group recently promoted Kelly Glenn to vice president/account management, leading the statewide division for the agency.

Nevada Public Radio announced that Robyn Mathis and Carol Skerlich have both been hired as underwriting account executives.



Vincent Schettler has joined **Colliers International - Las Vegas** as a senior vice president within the company's land division.

City National Bank announced it has hired Gabrielle McGhie as a relationship manager for its branch located at the corner of Twain and Jones.



Vegas PBS announced that Sandi Wachtel has been appointed Ready To Learn project facilitator for the television station.



The Las Vegas chapter of the **Associated General Contractors** and the Nevada Contractors Association recently named Andrea Lautner director of membership services.

Kathleen Nylen, principal at **Piercy Bowler Taylor & Kern's** sister company, PBTK Consulting, has been appointed as Chairman of the Clark County Board of Equalization for a second four-year term.



Joseph T. Kozlowski, Esq. and Talitha Gray Kozlowski, Esq. were recently named shareholders at the **Gordon Silver** Las Vegas office.

Lionel Sawyer & Collins announced that Kendal L. Davis has joined its Las Vegas office as a new associate.



Salvatore Gugino has joined the law firm of **Kolesar & Leatham** as a shareholder, focusing his law practice in the areas of Complex Civil Litigation, Insurance Defense and Insurance Law, and Labor and Employment Law.

Jason Bruckman was recently named regional vice president of **The Eastridge Group of Staffing Companies**, Las Vegas.

Tompkins & Peters CPAs, P.C., a full-service certified public accounting and advisory firm that has served the Las Vegas and Henderson areas since 1987, announced the addition of Thomas (T.J.) Milner, CPA to its professional team.



First Security Bank of Nevada announced that Diane F. Fearon has joined the bank as executive vice president/senior banking officer. Fearon is a 25-year veteran of the banking industry in the Las Vegas banking market.

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Coupon Code: Voice13

north las vegas

LOOK NORTH TRANSITION PROVIDING ADDITIONAL BENEFITS & PROGRAMMING TO MEMBERS

S

ince combining the Las Vegas and North Las Vegas chambers of commerce and forming the Las Vegas Metro Chamber of Commerce, the transition team has made major strides with developing and integrating the Look North platform into the Chamber's events and programs. Here are just a few of the transition updates from the last few months:

- With North Las Vegas city leaders, helped to promote the annual North Las Vegas State of the City Luncheon in January
- Staffed the North Las Vegas office and appointed Kristen Larsen as the new Leadership and Events Coordinator for Look North events and programs
- Combined the Chamber's existing Navigator committee with the North Las Vegas Ambassador committee to help new members acclimate to their membership. The new Ambassador committee has incorporated members from the North Las Vegas and Las Vegas chambers to better serve new members across the entire Las Vegas metropolitan area.
- Worked with the City of North Las Vegas to keep the North Las Vegas City Walks an important tenet of relations between business and local government in the North Valley
- Kicked off the Leadership North Las Vegas recruitment season at Preview Las Vegas, with a dedicated booth on the exhibitor floor to increase not only program awareness but the applicant pool for the incoming class
- Currently working with the Military Affairs Committee to increase its presence throughout the Valley and continue its work with the local military community at Nellis and Creech Air Force Bases, as well as the Nevada National Security Site

Stay tuned for exciting updates as Look North programming continues to develop and help members connect with one another and do business. For more information on Look North programs, visit LVChamber.com.



coming up:

Join the Chamber's Military Affairs Committee for the Look North Breakfast on **Wednesday, February 20**, at Sante Fe Station Hotel and Casino to learn more about the business opportunities available with Nellis Air Force Base, Creech Air Force Base and the Nevada National Security Site.

Celebrate Nellis Air Force Base at a special Business Power Luncheon on **Tuesday, March 19**, at Texas Station Hotel & Casino, as the Chamber welcomes keynote speaker Major General Jeffrey G. Lofgren, the Commander of the U.S. Air Force Warfare Center at Nellis Air Force Base.

Applications are now being accepted for Leadership North Las Vegas, class of 2014. Applicants for the 2014 Leadership North Las Vegas class must have their applications submitted no later than the close of business on **Friday, June 21, 2013**.

For more information or to register for an event, visit LVChamber.com or call 702.641.5822. Leadership North Las Vegas applicants can access the application at LVChamber.com/leadership-north-las-vegas.



“The Chamber connects my business to the people I need to know. The relationships I have developed through the Chamber 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

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SUMMERLIN

ribbon cuttings

CELEBRATING BUSINESS GROWTH

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



FIRKIN

Firkin on Paradise celebrated its grand opening at 4503 Paradise Rd. Firkin on Paradise is one of North America's largest growing chain of neighborhood pubs. Call 702.457.3756 or visit firkinpubsusa.com.



KME ARCHITECTS LLC

KME Architects LLC announced the grand opening of its completed project, All Stars Barber Shop, located at 6403 Mountain Vista St. Call 702.888.2088 or visit kmearchitects.com.



GRACE & WELLNESS

Grace & Wellness celebrated its new Chamber membership at 3551 E. Bonanza Rd. Grace & Wellness is committed to assisting individuals to live a healthy and holistic life, emphasizing the healing of mind, body and spirit. Call 702.240.WELL (9355) or visit graceandwellness.net.



HOLIDAY ROYALE RESIDENCES

Holiday Royale Residences commemorated its grand re-opening at 4505 Paradise Rd. Call 702.733.7676 or visit holidayroyale.com.



L'CORE LUXURY COSMETICS

L'Core Luxury Cosmetics celebrated its grand opening at 3930 Las Vegas Blvd. S. at Mandalay. It offers makeovers and hair and skin care. Call 702.632.6560 or visit lcorecosmetics.com.



JOHN ROBERT POWERS

John Robert Powers commemorated its one year anniversary at 1510 W. Horizon Ridge Pkwy. Call 702.818.5577 or visit jrplasvegas.com.

PC - President's Club

EL - Executive Level

\$ - Chamber Member Discount



GLOBAL INVESTIGATIVE & MANAGEMENT SOLUTIONS, LLC

Global Investigative & Management Solutions, LLC celebrated its Chamber membership as seasoned detectives that solve cases using innovative investigative techniques developed over 26 years. Specialties are surveillance, fraud, people locates and equal opportunity investigations, etc. Visit lasvegasprivateinvestigator.org/.



GAMING LABORATORIES INTERNATIONAL

Gaming Laboratories International, and its division GLI Interactive, celebrated its grand opening as global leaders in land-based, iGaming testing and certification at 7160 Amigo St. GLI has 750 employees working in 20 laboratories on six continents. Call 702.914.2220 or visit gaminglabs.com.



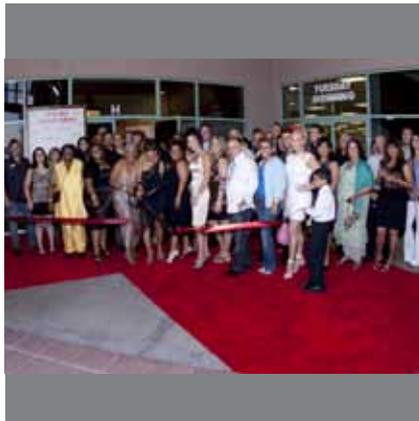
LILI CLAIRE FOUNDATION

The Lili Claire Foundation celebrated almost 10 years in Las Vegas as a private medical center dedicated to helping special needs children and adults with neurogenetic disorders. Visit liliclairefoundation.org and nevadawildfest.com.



CREDIT UNION 1

Credit Union 1 celebrated its recent move to its new location at 9004 W. Sahara Ave. Call 800-252-6950 or visit creditunion1.org.



L MARIE'S BARE ELEGANCE, LLC

L Marie's Bare Elegance, LLC launched its red carpet event of L Marie's exclusive skin care line, customized to each customer. It is located at 10624 S. Eastern Ave., Ste. H in Henderson. Call 702.510.8940 or visit lmaries.net or thelivingpages.com/lmarie.



SOLUTIONS RECOVERY, INC.

Solutions Recovery, Inc. celebrated its expansion at 2975 S. Rainbow Blvd. Solutions Recovery, Inc. has provided alcohol and drug detox and treatment for seven years at its wellness campus. Call 702.228.8520 or visit solutions-recovery.com.

make an impact

METRO CHAMBER LEADERSHIP PROGRAMS NOW ACCEPTING APPLICATIONS FOR CLASS OF 2014

T

wo of the Las Vegas Metro Chamber's signature programs are now accepting applications for the incoming Class of 2014.

Whether you (or a member of your staff) are an emerging leader or an executive looking to delve into the intricacies of living and working in the Las Vegas Valley, the Chamber's leadership programs give class participants access to the people, ideas and systems that make Southern Nevada a vibrant and exceptional place to live and work, and through the knowledge and relationships made during the program year, the ability to impact the community.

participants are equipped with in-depth information and exclusive access to some of las vegas' most prolific personalities and impactful individuals

LEADERSHIP LAS VEGAS is the premier executive development program in Southern Nevada, and one of the most prestigious in the country. Open to just 48 participants, Leadership Las Vegas is a 10-month deep dive into the inner-workings of Las Vegas, its strengths, challenges and opportunities. Participants are equipped with in-depth information and exclusive access to some of Las Vegas' most prolific personalities and impactful individuals.

Leadership Las Vegas begins with an intensive three-day opening retreat known

as Gateway, where you will get to know your fellow classmates and begin your Leadership Las Vegas experience. After your Gateway experience, your class will meet once a month for 10 months, with each session day dedicated to a different topic. The culmination of your class year is the Graduation Gala in June.

LEADERSHIP NORTH LAS VEGAS is a game-changing program for emerging executives and leaders in the community. Through ten carefully planned and executed session days, participants are given an up-close "behind the scenes" look at the opportunities and challenges in the Valley.

The second half of each session day is uniquely dedicated to developing leadership skills and attributes and maximizing each participant's leadership potential.

Leadership North Las Vegas begins with a two-day Advance Session, where you will form relationships with your classmates and begin your Leadership North Las Vegas experience. After your Advance session, your class will meet once a month for nine additional months, with each session day dedicated to a different topic that impacts living and working in the North Las Vegas area and Las Vegas Valley.

LEADERSHIP
LAS VEGAS



LEADERSHIP
NORTH LAS VEGAS



engage the
community



Both Leadership programs also have dynamic and diverse Alumni groups that maintain an active calendar of mixers, volunteer opportunities and activities to keep and expand the relationships you make during your class year. Alumni activities include serving on committees to plan session days and other Alumni events and initiatives, as well as helping to recruit for future classes.

For more information on program dates, session topics, tuition fees and application due dates, or to download an application, visit LVChamber.com. Engage the community, build lifelong relationships and make an impact on the Las Vegas Valley – apply today for the Class of 2014!

#OhBLEEP

“Oh BLEEP!!!” happens.
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business 101

At this Business 101 session, you will learn how to become an evangelist for your business with three people who have mastered the art. Get empowered with the tools you need to be the voice of your brand! Panelists:

Sarah Evans - Chief Evangelist, Tracky

Jon Gray - Vice President and General Manager, The Linq

Kristi Overgaard - Executive Vice President of Awesomeness, Switch

Tuesday, February 12
7:30 - 9:00 a.m.

\$15 - online,
\$20 - at the door.

Exclusively for VYP members.
Held at the Las Vegas Metro Chamber of Commerce.



If you're a sole proprietor who is wondering whether it's a good idea to incorporate, read on. Ninety-nine percent of the time, I'd tell you to incorporate. Here's why:

Let's clear this up at the beginning: when I use the term "incorporate," I don't necessarily mean forming a corporation. I use the term "incorporate" to describe the process of forming some entity so you aren't operating as a sole proprietor. There are several entity choices in Nevada - domestic corporation, limited liability company (LLC), professional limited liability company (PLLC), limited partnership, (LP), limited liability partnership (LLP), limited liability limited partnership (LLLLP) and any other entities we can come up with that overuse the letter "L." I mostly deal with the LLC and the corporation.

For either a corporation or an LLC, you start the formation process by filing with the Secretary of State's office. An LLC uses Articles of Organization while a corporation uses Articles of Incorporation. Then you'll file the Initial List (Initial List of Members or Managers for an LLC and Initial List of Officers for a corporation). You'll also need to name a Registered Agent, which is a physical address, not a PO Box, at which a human being can accept service of a lawsuit during normal business hours. You can act as your own, hire a commercial service, or have a law firm do it. Acting as your own registered agent doesn't mean you have to tie yourself to that address

Monday through Friday, 9 - 5; it just means someone looking to sue you needs to be able to find you. You'll have to renew your entity every year to keep it in good standing, which involves filing an Annual List of Officers/Members and paying the associated filing fees.

After I finish explaining all of this, many people say it sounds like too much trouble. Let me explain the benefits of incorporating. When you operate your business using an entity like an LLC or corporation, that entity places a corporate "veil" between your business and personal assets. Because your business is the likely target of a lawsuit, you don't want someone winning a lawsuit and coming after your personal bank account to satisfy their judgment. If you are operating your business using an entity, someone winning a lawsuit against the business can only satisfy that judgment out of business assets; they can't touch your personal assets. The trick here is to ensure you are truly operating the business as a separate entity and you haven't signed any personal guarantees. Contrast this with what would happen if you were sued as a sole proprietor - all of your personal assets could be used to satisfy a judgment.

In only rare instances and only reluctantly, do I ever tell someone they are better off as a sole proprietor. In nearly all cases, it's well worth the few hundred dollars in annual fees to maintain an entity and keep that corporate veil in place.

So which do you form? A corporation or an LLC? To make this decision, you must consider the type of business you have, how you'll fund it, grow it, manage it, and ultimately get out of it. Yes, your exit strategy comes into play this early on in the process.

To conclude, in the vast majority of situations, it's best to incorporate. The question then becomes what type of entity to form and then how to manage it so that you keep that corporate veil securely in place.

By: Gina Bongiovi, Attorney/MBA,
Bongiovi Law Firm

Vegas Young Professionals (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.



Vegas Young Professionals kicked off another year of business building and community action at Bagatelle, one of Las Vegas' newest hotspots, located inside the Tropicana Las Vegas. Attendees built their business network and created new networking opportunities during this high-energy, dynamic event.

the final word

boost
your
brand
with the
chamber's
new social
start page



At Preview Las Vegas, the Chamber partnered with Tracky to debut its new social start page. A start page is the first window that opens when you begin a new internet session. If you currently use a search engine as your start page, you probably have to open several other windows to get to your most-used sites. The new social start page (SSP) will enable you to conduct searches through Google, Yahoo or Bing; access your social media networks and news sites, and get the Chamber's shareable news and information.

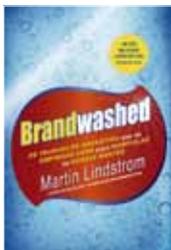
Did you know that your website is still the most trusted and influential part of your web presence? It's true. But, most home pages aren't updated regularly and, therefore, don't incentivize people to visit. Your Start Page changes that. Hosted as part of your website, the Start Page keeps your content in front of the right people, while serving a valuable purpose.

When people set this as their home page, every time they open a new tab, it will register a visit to your website. That means that **your site will gain popularity over time** and become a **more influential site** online! That's good news for everyone.

To get started, visit LVChamber.com/start. You can also visit LVChamber.com for a list of FAQs for maximizing the benefit of your start page.

add these to your queue

BOOK



BRANDWASHED

by Martin Lindstrom
Find out the secret marketing strategies used by the biggest brands to win you over for life.
Janet Lee,
TheLivingPages.com

WEBSITE



SYNC.ME

It syncs all of your telephone contacts with your social media contacts
Brian Maddox,
Clearinghouse CDFI

APP



KICKSTARTER

A funding platform for creative projects.
J.R. Jaramillo,
Cox Communications



READY TO WORK. WILLING TO WORK. ABLE TO WORK.

SOLVE YOUR STAFFING CHALLENGES WITH US.

Meet Paul Gamble. Paul is a hard working professional with a master's degree. He is a former sailing instructor, who met his wife on a blind date and took her sailing. Yes, he's an interesting guy, but what you really should know about Paul is that he is a vocational rehabilitation counselor at the Bureau of Vocational Rehabilitation, who also has cerebral palsy.

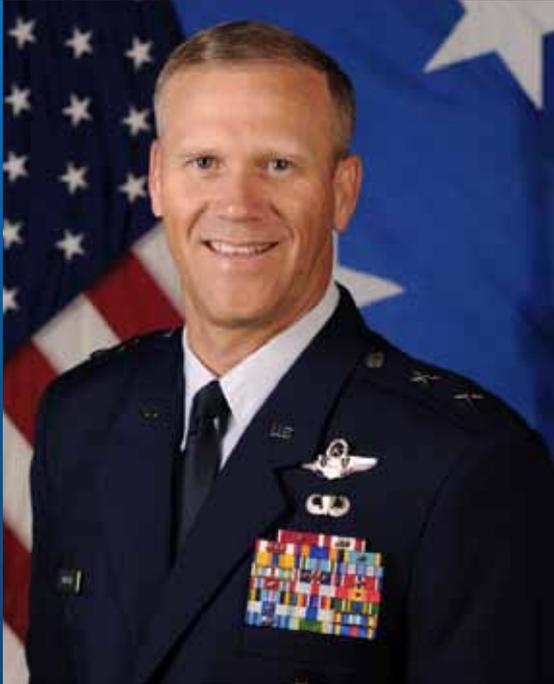
When businesses need qualified talent, Paul and his colleagues can help. They get to know the employer's needs and connect them with hardworking, well-trained employees -- free of charge. The result? Passionate, reliable workers find homes for their skills and talents, and employers may even qualify for tax incentives.



To learn how the Bureau of Vocational Rehabilitation can put able employees like Paul to work for you, call 702-486-5230 or 775-684-4040 or visit WillingAndAbleToWork.com.

business power luncheon

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STATES
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TUESDAY, MARCH 19

Texas Station Gambling Hall & Hotel
2101 Texas Star Lane, North Las Vegas

11:30 a.m. – Noon: Check-In & Networking
Noon – 1:00 p.m.: Program

\$50 – Members
\$60 – Non-members
\$500 – table of ten,
includes two passes to
meet-and-greet reception
with Major General Lofgren

**LVChamber.com
or 702.641.5822**



FEBRUARY 2013



business blend

THURSDAY, FEBRUARY 7

HYDE BELLAGIO

3600 LAS VEGAS BLVD S.

5:30 - 7:30 P.M.

**COMPLIMENTARY FOR CHAMBER
AND VYP MEMBERS**

**TO REGISTER, VISIT LVCHAMBER.COM
OR CALL 702.641.5822**