

business voice

LAS VEGAS METRO CHAMBER OF COMMERCE

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| MAY 2013

# FAILURE IS NOT AN OPTION

**K-12**

EDUCATION +  
THE FUTURE OF  
LAS VEGAS

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For more information please contact:  
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## beyond the cap & gown

KRISTIN MCMILLAN  
PRESIDENT & CEO

**T**his month, we take a look at the challenges and opportunities of our K-12 public education system – including funding, graduation rates and progress that is happening. We discuss the need to work collectively to ensure that the children of this community – our future workforce – will experience the thrill of donning the cap and gown with a sense of pride and achievement and, beyond that, achieve greater personal income, less unemployment and under-employment, and be more likely to make contributions to a thriving, enlightened economy and society.

Progress and change have started to take hold. Nevada's students are improving faster than the national average in reading, with low-income students improving nearly twice as rapidly. The state's alignment with the Common Core Standards puts us on the right track to ensure that the students of Clark County School District (CCSD) are ready for college and the workforce. While there is some good news to report – and we need to celebrate this progress – we are still not close to where we need to be in terms of achievement.

The task of transforming our education system and continuing our progress isn't a quick fix. It is complex, demanding and going to take the support and teamwork of the entire community. The Metro Chamber has been actively working for positive transformations in our K-12 education system on a local and state level. In addition to government advocacy, we have sought out meetings with some of the leading education public policy organizations in the nation, like a recent meeting hosted by the Chamber's education policy committee with Kati Haycock, president of The Education Trust in Washington, D.C. and one of the nation's leading child advocates in the field of education. The idea of convening these informational gatherings for our members is to gain valuable facts regarding the achievement of our students in Southern Nevada. We can compare both our strides and shortcomings to other areas of the country (and world) that are realizing better results, expose our employers and community leaders to new ideas, and generate community discussions centered on data-based results.

In conversations with these key individuals and organizations, we've heard over and over again that effective leadership at all levels of our school system will drive success. Effective principals are achieving higher results, even in low income schools. Effective teachers have more impact, even more so than lower class size, when it comes to improving classroom results. Even the front-line office managers play a key role in the success of teachers, students and administrators – and the outlook of parents. We need to ensure that these administrators and educators are rewarded for their dedication and commitment, and help others become more effective through training and role-modeling.

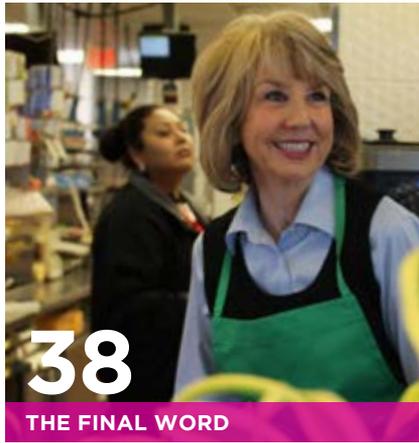
This month, CCSD will vote on whether or not we should invest in a nationwide search for a new superintendent. The Metro Chamber has strongly advocated for a comprehensive and objective national search – fitting, we think, for the fifth largest school district in the country. Whether we end up hiring a local candidate or someone from out of region, we should satisfy ourselves that we have cast a wide enough net to find the right leader – one who can analytically zero in on what it is we are doing right and significantly commit to continuing those things and one who can utilize the experience and best practices of other states that are generating gains to help us do the same. As Kati Haycock advised, the states that continue to improve each and every year, even on an incremental basis, will be the ones to eventually wind up at the top of the lists. (Yes, *those* lists.)

The business community has a major stake in the success of the education system. These are our future employees, our future entrepreneurs and our future workforce. Creating change and celebrating the progress we make is essential as we move forward. Now is a critical time to weigh in on these issues. Become informed and let your voice be heard at one of the CCSD town hall meetings taking place around the Valley between now and May 13. For a complete listing of the meeting dates, times and locations, as well as a link to a survey from CCSD to obtain public input regarding the search, visit [LVChamber.com](http://LVChamber.com).

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President & CEO

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Looking to start a small business  
or grow an existing one?

# Come to the Small Business Expo!



Robin Jay



Ben Casnocha



John Assaraf



Christine Ferguson

- Be inspired by three powerful speakers:

Robin Jay: Keys to a Successful Business – 1 p.m.

Ben Casnocha: Entrepreneurship – 2:15 p.m.

John Assaraf: The Science of Business Growth and Success – 3:45 p.m.

Moderated by Christine Ferguson, author and leadership coach

- Learn valuable information during panel sessions followed by Q and A:

*Turn Your Small Business Dream into a Reality*

*Show Me the Money! Funding Your Small Business*

- Meet vendors and exhibitors with products and resources to help you succeed including:

Financial Guidance Center, Nevada Microenterprise Initiative, local Chambers of Commerce, office of the Secretary of State, SCORE, city and county business licensing departments and more!

- Network with others seeking to start or grow their business.

**Saturday, May 18 from 10 a.m. to 5 p.m.**  
**Sahara West Library, 9600 W. Sahara Ave.**

Free and open to the public. For more information, please call 507-3631.



**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.

# chamber news



## look north breakfast to feature north las vegas councilwoman anita wood

North Las Vegas City Councilwoman Anita Wood will be the keynote speaker at the next Look North Breakfast, taking place on Wednesday, May 15, at the Culinary Academy of Las Vegas, located at 710 W. Lake Mead Blvd. in North Las Vegas. During this informative session, Councilwoman Wood will discuss initiatives impacting the City of North Las Vegas and emerging issues that are important to Metro Chamber members doing business in North Las Vegas.

For more information, pricing or to register, visit [LVChamber.com](http://LVChamber.com) or call 702.641.5822.

## last call for applications for leadership las vegas, class of 2014!

Applications for Leadership Las Vegas, Class of 2014, are due by 4:00 p.m. on Thursday, May 16. Open to just 48 participants annually, Leadership Las Vegas is an intensive ten-month executive development program, and one of the most prestigious in the country. During the program year, participants are given unparalleled access to the individuals and organizations that make the Southern Nevada community a vibrant place to live and work. To learn more, attend the annual Recruitment Mixer on Thursday, May 9, at Silk Road inside Vdara Hotel & Spa from 5:00 - 7:00 p.m. or visit [LVChamber.com/leadership-las-vegas](http://LVChamber.com/leadership-las-vegas). No late applications will be accepted, so be sure to have yours submitted by 4:00 p.m. on Thursday, May 16.

## kristin mcmillan honored with leadership hall of fame award

Congratulations to Metro Chamber President and CEO Kristin McMillan, who was honored by the Women's Chamber of Commerce of Nevada and inducted into its Leadership Hall of Fame at a celebratory program at the Monte Carlo Resort. McMillan joins an impressive roster of professional women in the Hall of Fame, including Renee West, the first president and COO of a major Las Vegas Strip resort; Punam Mathur, president of Punam Mathur, LLC; and Gina Polovina, vice president of government affairs at Boyd Gaming Corporation and Metro Chamber board member.

## EGGS & ISSUES

## u.s. congressman steven horsford on may 29



Eggs & Issues, the Metro Chamber's breakfast series designed to connect members with key policymakers, will return on Wednesday, May 29, with U.S. Congressman Steven Horsford. This breakfast gives attendees the opportunity to participate in a dialogue with Congressman Horsford through a Q & A after his remarks. An affordable way to engage elected officials on the subjects that impact the Southern Nevada business community, Eggs & Issues will be held at the Palms Casino Resort, with registration beginning at 7:30 a.m. and the program beginning at 8:00 a.m. For more information, pricing or to register, visit [LVChamber.com](http://LVChamber.com).

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# news you need

## metro chamber fosters innovation, entrepreneurship at startup weekend

On May 3, the Metro Chamber will sponsor and provide support to Startup Weekend at The inNEVation Center, powered by Switch. Embracing innovation, collaboration and community, Startup Weekends have blossomed in more than 200 cities around the globe. During Startup Weekend, anyone is welcome to pitch their startup idea and receive peer feedback. A popular vote determines which ideas will develop throughout the weekend, and teams form for a 54-hour race to the finish to pitch their business in front of the judges. Business models and strategic plans are created, branding and websites are designed and new businesses emerge by the end of the weekend. For more information, visit [lasvegas.startupweekend.org](http://lasvegas.startupweekend.org).



## fcc online resources help small businesses create cybersecurity plans

Eighty-three percent of small businesses do not have a formal cybersecurity plan to protect them from cyber attacks, which can cost a small company \$200,000 on average, and potentially put them out of business. The Federal Communications Commission (FCC) offers small businesses a custom planning guide for cybersecurity plans, including access to expert advice to address their specific business needs, action plans in case of an attack and an updated tip sheet. To get started, visit [FCC.gov/cyberplanner](http://FCC.gov/cyberplanner).

## tell CCSD what we can do better!

Creating meaningful and lasting reform for Clark County's education system is vital to ensure a bright and stable future for our children and our city. Clark County School District (CCSD) is holding a series of town hall meetings to discuss the superintendent selection process, reforms currently underway and the direction the District is taking. The Metro Chamber strongly urges the community to participate in these discussions, which take place throughout the Valley until May 13. For a complete listing of the dates, times and locations of these town hall meetings, visit [LVChamber.com/news/2013-town-hall-meetings](http://LVChamber.com/news/2013-town-hall-meetings) or [CCSD.net](http://CCSD.net). In addition, CCSD has an online survey for public feedback. It can be found on the Metro Chamber's website at [LVChamber.com](http://LVChamber.com).

## sba announces nevada deputy district director

The U.S. Small Business Association recently announced the appointment of Robert Holguin as the Deputy District Director for Nevada. In this capacity, Holguin will oversee delivery of SBA programs and services throughout the state, as well as the management of the organization's financial and business development programs. He is a former small business owner and a veteran with a strong background in small business lending and entrepreneurship. For more information on Holguin and his role in the SBA, visit [sba.gov/nv](http://sba.gov/nv).

for your  
benefit

chamber  
connections



Chamber Connections, the Metro Chamber's signature leads and referrals group, has grown into a second group! Chamber Connections gives business

professionals a facilitated means of growing their business through sharing ideas, referrals and contacts. During Chamber Connections, participants learn effective networking methods, including personal and professional branding, and establish a group of dedicated peers to help one another grow through business relationships. These groups, open exclusively to Metro Chamber members, are filled on a first-come, first-served basis, and only one member from each business classification will be admitted to a group. For more information on Chamber Connections, including club dues, meeting times and how to join, visit [LVChamber.com](http://LVChamber.com) or email [ChamberConnections@lvchamber.com](mailto:ChamberConnections@lvchamber.com).



# FORWARD TOGETHER

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**Bruce Hendricks**  
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# working for you

## OUR STUDENTS DESERVE THE BEST



and priorities in finding a new superintendent. You can access this important survey by visiting [LVChamber.com](http://LVChamber.com).

Please join the Metro Chamber in encouraging the Board of School Trustees to move forward with a national search. Next to students themselves, the business community is the largest customer of the school district. Businesses depend upon CCSD to produce graduates who are prepared to become productive members of the workforce. And as we grow and diversify our economy, this objective becomes even more critical. A national search will give the community confidence to know that the next superintendent is indeed the best and most qualified person for this very important leadership position.



With the unexpected departure of former Superintendent Dwight Jones, Clark County School District is in the process of hiring a new superintendent. While the Clark County Board of School Trustees originally voted 6 to 1 to conduct a national search, the trustees have since decided to gain more public input before moving forward to either conduct a national search or give the job to interim Superintendent Pat Skorkowsky.

This is an important decision for our children and our community, and we should not limit ourselves by geography. The Metro Chamber believes **a comprehensive, objective and unbiased national search – open to local candidates** – would enable the trustees to evaluate, compare and contrast a cross-section of candidates on the basis of experience, qualifications, leadership and vision, to gain a broader perspective on what is needed.

While some progress has been made to improve results in our schools, reform continues to be important and

necessary. A national search will give school trustees the opportunity to look at a variety of diverse leaders with track records of achievement, and identify who can best determine analytically what we are doing right, continue to build upon those successes and figure out how we can make strides in other areas to generate even more improvements. In other words, finding a superintendent through a national search is not about seeking someone who will completely change how things are done at CCSD – wholesale change for change sake is not the answer. We need a superintendent who can identify programs that are showing results and commit to them, while pragmatically addressing areas of deficiency and lead our students to success.

Several town hall meetings are taking place between now and May 13, to give the public opportunity to participate in this process. **Please get involved;** attend one of these important forums and make your voice heard. A complete list of Town Hall meetings can be found at [LVChamber.com/news](http://LVChamber.com/news). In addition, CCSD is asking the public to fill out a survey about the qualities

“we need a superintendent who can identify programs that are showing results and commit to them...”

We appreciate your engagement. Please contact the Government Affairs department at 586-3816 or [pmoradkhan@lvchamber.com](mailto:pmoradkhan@lvchamber.com) if you have any questions or need additional information.

Regards,

Hugh Anderson  
Chairman,  
Government Affairs Committee

# chamber insurance & benefits

## WORKSITE WELLNESS: WHY WELLNESS?



T

he basic principle of the Worksite Wellness programs is to provide an environment where employees can work to prevent disease as well as manage the health conditions they have. This leads to not only a more affordable health care strategy for employers, but also better quality of life for employees.

Why is it important for employers to invest in Worksite Wellness Programs?

### CURRENT STATE OF EMPLOYEE HEALTH

Many of the most common health risks can be decreased through healthy lifestyle habits, such as healthy nutrition, physical activity and stress reduction. Factors that affect health are behavioral.

50 – 85 percent of all diseases are associated with modifiable health risks – and are therefore preventable.

Statistically, if there are 100 people in your company:

- 44 suffer from stress
- 38 are overweight
- 30 have high cholesterol
- 26 have high blood pressure
- 25 have cardiovascular disease
- 24 do not exercise
- 21 smoke
- 12 have asthma
- 6 have type-1 diabetes

Individuals who are obese have 30 – 50 percent more chronic health problems than those who smoke or drink heavily. Overweight and obese individuals are at increased risk for type-2 diabetes, heart disease, certain cancers, depression and many other conditions.

### COST OF UNHEALTHY EMPLOYEES

According to a study done by Indiana University-Purdue University, Fort Wayne (IPFW), 87.5 percent of health care claims costs are due to an individual's lifestyle.

One of the highest cost conditions is obesity. The total cost of obesity to United States companies is estimated at \$13 billion per year. It has also been shown that 8% of private employer medical claims are due to employees being overweight and obese. Obesity is associated with:

- 39 million lost work days
- 239 million restricted activity days
- 90 million bed days
- 63 million physician visits

**The bottom line is that employees who have the healthiest lifestyles have the lowest medical care costs.**



### REFERENCES

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American Diabetes Association (2003). Economic cost of diabetes in the U.S. in 2002. *Diabetes Care* 26: 917-923.

Wellness Council of America (2010). ROI for worksite wellness: Dr. Ron Goetzel on the value of a healthy workplace.

The information is brought to you by Chamber Insurance & Benefits, administrator of the Chamber Health Plan. For information on insurance coverage options for your business, go to [ChamberIB.com](http://ChamberIB.com). This month's information is provided by Health Plan of Nevada's Health Education and Wellness Division.

# your scene | you're seen



business  
after hours  
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About 200 guests mixed, mingled and built new business connections as the Metro Chamber, in conjunction with the Las Vegas Convention and Visitors Authority, celebrated Cashman Center & Field's 30th anniversary. Over the years, the facilities have served the community as an arts center, meeting space, training facility, sports complex and gathering place for Southern Nevadans, as well as the home to the Las Vegas 51s minor league baseball team.



jumpstart  
vegas:  
start you up  
bootcamp



Entrepreneurs, developers and designers went from startup idea to startup ready during this four-hour power session at Work in Progress, the Downtown coworking facility. During the bootcamp, attendees received valuable insight and tools to begin building their startups from Janice Fraser, globally recognized leader of Lean Startup methodology and founder of LUXr.

  
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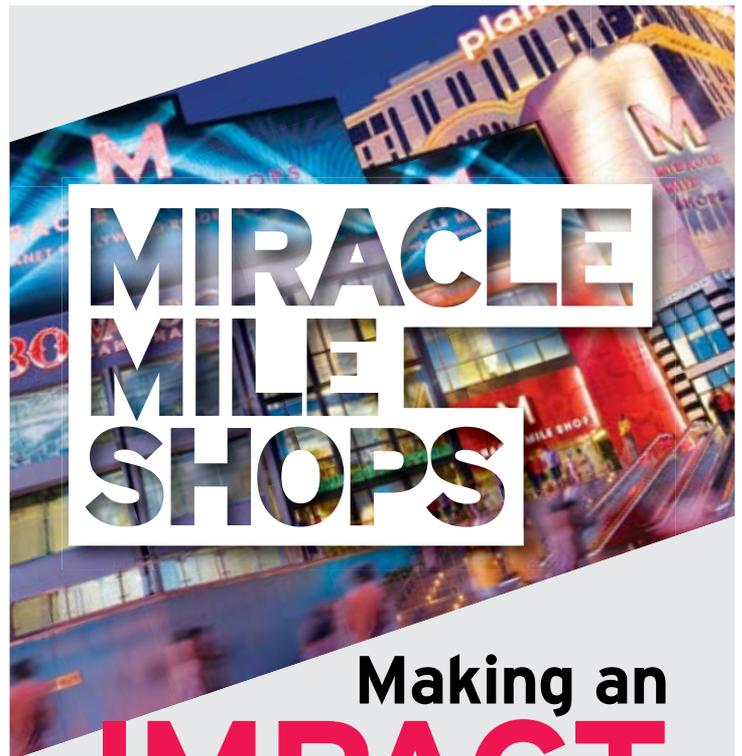
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# FAILURE IS NOT AN OPTION

**A**s a community, we talk about the need to improve K-12 education. We talk about the problems that our students face in the classroom. We talk about the low graduation rate. We talk about how we are leaving behind children and not preparing them for the workforce. The question is what we can do as the employers in Southern Nevada to help transform our education system? The answer is to successfully advocate for change in Carson City this legislative session - not two years from now - but today. Our students cannot wait another two years. Southern Nevada cannot wait another two years. Every legislative biennium that passes is another two years where our children will not have access to more funding, better teachers, adequate ELL funding, alternative curriculum and additional per-student dollars. Every two years is another two years of students who will not pass the critical third grade reading gauge, two years of dismal sophomore math scores, two years of unacceptable graduation rates and two years of widening the gap between opportunity and achievement. We as a community need the transformation to begin today.

**CLARK COUNTY IS THE 5<sup>TH</sup> LARGEST SCHOOL DISTRICT IN THE NATION**  
**311,000 REPORTED IN SCHOOLS**  
**71% OF THE STATE'S OVERALL PUBLIC SCHOOL POPULATION**

Some numbers to digest: Clark County's school district is the fifth largest in the nation, with more than 311,000 students reported in public schools, according to a March 2013 headcount. Clark County's public schools are underfunded. Taking into account that Clark County School District (CCSD) educates about 71 percent of the state's overall public school population, the disparity creates a major hardship in servicing and educating the majority of Nevada's students. In a 2010-2011 public school year expenditure comparison study, CCSD spent \$8,932 per pupil; in the same time period, Esmeralda County School District spent \$38,284 per pupil, with Eureka County School District expending \$31,469 per student. While the difference in per pupil funding is due in part to the state subsidizing low population in rural areas with a smaller tax base, the Metro Chamber, during the legislative session, has been championing and heavily advocating for reforming the funding formula to close the gap and create greater equalization - and therefore, better representation - for the hundreds of thousands of students served by the Clark County School District. Clark County needs to begin taking its fair share of the state's education dollars to provide the necessary programming, support and reform that it needs to create better learning opportunities for children in Clark County. With the 2012 graduation rate at 61 percent and an antiquated funding formula that serves none of the students in the public education system, the time for stagnation has ceased.

Carrying over from the inefficiencies of the K-12 education system, Nevada also has fewer high school graduates attending college in Nevada. Factoring in the drop-out rate, Nevada is last in the country for ninth graders who will attend college after graduating. Nevada's college graduates also tend to leave the area after graduation, leaving us less of our "homegrown" talent and little to no incentive to keep them here, which disserves all of us with a stake in Las Vegas' future. More education leads to a better-rounded, engaged population: more education tends to equal more income, less unemployment, better likelihood of voting, volunteerism and civic engagement, and overall better health and well-being. In short, it benefits the entire community to have better-educated students.

The news, however, isn't all bad. In a recent address to the Metro Chamber, Kati Haycock, president of The Education Trust, reported that Nevada's students are improving faster than the national average in reading (2003-2011), with low-income students improving nearly twice as fast. In addition, after more than a decade of flat achievement and stagnant or growing gaps in K-12, some improvements are beginning to show with regards to elementary school students. Nevada aligns with the Common Core Standards, which advance and foster college and post-high school readiness, and holds students and schools more accountable

## k-12 education legislative update

### **Assembly Bill 205: Charter Schools Accountability**

This bill requires the sponsor of a charter school to develop a written performance framework for the charter school which includes performance indicators, measures and metrics for the academic achievement and proficiency of enrolled pupils. The Metro Chamber supports this bill because it will strengthen accountability and performance measures associated with charter schools.

### **Senate Bill (SB) 59: More Access & Flexibility for Charter Schools**

SB 59 eliminates a restriction on times during which a charter school may use buildings owned by a school district. The Metro Chamber supports this bill because it will allow school boards greater flexibility and will provide more access to charter schools.

### **SB 291, 455 & 503: English Language Learner Reform**

These bills address funding and programs for ELL in Nevada. The Metro Chamber supports these because they will enhance education in Clark County and throughout the state.



for progress and performance. Much still needs to be done, however, as Nevada's performance still trails other states. The business community has a vested involvement to support CCSD, the community and its future employees and employers. We owe it to our community and to the next generation of Southern Nevadans to do better.

Getting into more specific demographics, Clark County's trend of underfunding continues further. English Language Learners (ELL) comprise a significant portion of CCSD's student population—more than 53,000 students in CCSD schools are enrolled in ELL services, but the number of ELL-identified students, including both enrolled and others identified as ELL, but not receiving services, climbs to nearly 95,000. This equivocates to 77 percent of the state's ELLs (for the 2011-2012 school year). ELLs tend to fall behind their peers in academic achievement, according to a recent study by the Lincy Institute. These students, a major demographic within our public school system, require additional resources that simply are not currently available.

Nevada has the highest density of ELLs than any other state in the country, but is one of eight states that does not allocate specific dollars to these students. Through Title III federal funds, Clark County provides \$119 per ELL student for ELL support. On a state level, Nevada

provides no additional funding. This is an extraordinary contrast to comparison districts such as Broward and Miami-Dade in Florida, which give \$4,837 and \$4,677 per ELL student, respectively, and Houston Independent in Texas, which provides \$2,588 per student.

One of the major topics of discussion in the legislature is the possibility of implementing a Weighted Pupil Funding Formula, which would allocate additional dollars to the needs of specific student demographics, such as ELLs, who struggle academically at all levels (elementary, middle and high schools) to meet academic standards. With such a predominant role in the composition of the public school system, ELL students' success rates have a direct bearing on the educational performance of our district and our state. To ignore the needs of this key group is to ignore a potential for improving the performance and reform efforts for the entirety of Southern Nevada's public school system. The Metro Chamber strongly advocates for developing and implementing a plan for ELL funding and programs.

What other impeding factors are contributing to the continued stagnation of Nevada's K-12 education system? The Metro Chamber is advocating for a fully implemented Pay for Performance program. Ensuring

that our students have access to the best teachers, and ensuring that those teachers receive a pay structure that rewards their performance, commitment and efforts to excellence in education, is paramount to increasing a child's engagement and their chances of success. According to a recent policy recommendation from The Education Trust, a student with three effective teachers in a row will thrive, but backslide or stagnate with three ineffective teachers in a row.

During her address, Haycock remarked upon the importance of rewarding effective teachers, and providing teachers with the appropriate training, support and resources to become effective. She stressed the value of celebrating moments of progress – seeing small and steady gains in math and reading scores, graduation rates and critical benchmarks such as the third grade reading litmus test. Other areas in the country have actively engaged the business community to reward these teachers and tangibly thank them for their hard work in improving the overall quality of life within their communities. Studies have shown that effective teachers in the classroom are more important than lower class sizes in regards to improving results.

Money helps. Quality teachers help. But there are several other issues that can factor into the success of K-12 education in Southern Nevada, and several other areas of opportunity. Increasing Southern Nevada's youth to blended learning opportunities that integrate digital learning and technology has the opportunity to engage more students and customize learning experiences for students. Another important tenet to improving the educational experience for our children is ending social promotion. The Metro Chamber has aggressively advocated to end social promotion and ensure that protocols are in place to ensure that children read before the end of the third grade, as 74 percent of students who fail to read proficiently by the third grade tend to be less academically successful throughout their K-12 education...and never catch up.

Haycock also emphasized the need to support early education efforts, and how these early investments have a significant impact on low-income and other demographics at risk of falling behind at school. True gaps in achievement, Haycock pointed out, begin before children even arrive at school. Haycock recommended working on building vocabulary as early as possible in a child's life and minding gaps between opportunity and achievement. Overall, we expect less and spend commensurately less money on children who need the help. We also tend to assign the least experienced teachers to these students, and the results are devastating: children who come to school a little behind tend to leave much further behind. This practice must end.

Early education, and giving our children the opportunities to succeed, isn't something towards which we should strive - it should already be happening. We can no longer accept excuses for why children aren't performing well, and instead concentrate on what we can do as a community, as business leaders and as Southern Nevadans, to inspire progress, move forward an effective and rewards-based educational experience and give the children of Clark County a better chance to succeed. Collectively, as a business community with a solid investment in the success of our education system, we **can** push forward the progress and reforms to create better opportunities for our students and for the future growth and vitality of Southern Nevada's workforce and economy.

**We can do better. By enacting and following through with meaningful reform, we will.**



## k-12 education legislative update

### **SB 407: Statewide Performance Evaluation System for Teachers & Administrators**

SB 407 would temporarily delay the implementation of the statewide performance evaluation system for teachers and administrators currently being developed by the Teachers and Leaders Council. The bill would also require each school district to conduct a validation study on the new statewide evaluation study. The Metro Chamber, a longtime advocate of performance pay and enhanced teacher evaluations, commends the work of the Teachers and Leaders Council and supports efforts to ensure that the Council's recommendations are properly implemented.

### **State Budget Item: K-12 Funding Formula**

The Metro Chamber supports efforts to reform the K-12 funding formula and ensure Southern Nevada receives its fair share of the state's education dollars. This includes the implementation of a Weighted Pupil Funding Formula, which addresses the additional needs of specific student demographics such as ELL, special needs-designated students and children living in poverty.

# member to member

## WHAT HAPPENS IN VEGAS- IMPACTS US ALL!

**A**t times, we can all get a little annoyed at the traffic around town when major tradeshow and special events are taking place, or the long check-out lines at the malls during a great sale (visitors love to shop!). However, let's face it: our visitors are the reason many of us have a paycheck. Every 1,000 visitors in Southern Nevada supports nine local jobs.

The Las Vegas Convention and Visitors Authority (LVCVA) recently released the 2012 year-end statistics and Las Vegas welcomed a record 39.7 million visitors in 2012. This was approximately a half million more visitors than the previous high of 39.2 million set in 2007. The record visitation generated more than \$40 billion in economic impact for the local economy last year.

For those of you who don't work in a hotel or service provider or your place of business never sees visitors, you still benefit. It's thanks to our visitors that we can build new schools and the parks that we enjoy in our neighborhoods. Our visitors also help maintain our roads and highway systems along with other government services. About \$340 million will go back into the community this year.

The Las Vegas Host Committee plays a key role in welcoming visitors to Las Vegas and educating the community on tourism and its importance. It's led by Host Committee Chair and our number one cheerleader - Former Mayor Oscar Goodman.

national travel and tourism  
week is may 4-12

Las Vegas continues to be an exciting place to live. I love that wherever my travels take me and I say I'm from Las Vegas, faces light up and people begin to share their favorite "What Happens Here Stays Here" stories of their visits or how they one day want to come to the city of entertainment, shopping and dining. Most importantly, they always talk about the great hospitality that our community provides.

Let's continue to be ambassadors of our community and WELCOME and THANK our visitors for choosing Las Vegas every day of the year.



Let's also help sell Las Vegas and keep encouraging our friends and family to come and visit whether for leisure or business, because there is always something new and exciting happening in town.

**In addition, National Travel and Tourism Week is May 4-12, 2013. This is an annual salute to travel and tourism in America, a tradition first celebrated in 1984. This year, Las Vegas will be going blue. We are encouraging all of Southern Nevada to wear blue on Tuesday, May 7. You can Tweet us your pictures @LVCVA using hashtags #TourismMatters and #TravelEffect.**

If you would like to find out more about tourism and becoming an official ambassador, you can contact the Las Vegas Host Committee office at [lvhostcommittee@lvcva.com](mailto:lvhostcommittee@lvcva.com) or 702-892-7691.



By: Ericka Aviles, Business Marketing Manager, Las Vegas Convention and Visitors Authority  
Twitter Handle: @erickaaviles

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# what's happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN **MAY**.

## business power luncheon



Hear Elaine Wynn's perspective on education reform and the progress the State Board of Education is making. Jan L. Jones Blackhurst will also be presented with the Free Enterprise Award.

MAY **08**

## how to register:

Visit [LVChamber.com](http://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

**02**

### **THURSDAY LOCAL GOVERNMENT COMMITTEE MEETING**

Mark Vincent, CFO of the City of Las Vegas, will give a presentation and overview of the city budget for 2013-14.

2:00 - 4:00 p.m.

**Las Vegas Metro Chamber of Commerce\***

Exclusive to Chamber members and their employees.

**06**

### **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 (In the Emergency Arts Building)**

520 E Fremont St

FREE for guests

\$60 to join, \$36 every six months.

**07**

### **TUESDAY VYP MORNING BUZZ**

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

7:30 - 8:30 a.m.

**Las Vegas Metro Chamber of Commerce\***

Complimentary.

**07**

### **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

**08**

### **WEDNESDAY BUSINESS POWER LUNCHEON FEATURING ELAINE WYNN**

Hear Elaine Wynn's perspective on education reform and the progress the State Board of Education is making. Jan L. Jones Blackhurst will also be presented with the Free Enterprise Award.

11:30 a.m. - 12:00 p.m. **Registration & Networking**

12:00 - 1:00 p.m. **Program**

**Rio All-Suite Hotel & Casino**

3700 W Flamingo Rd

\$50 Members, \$65 Non-Members, \$500 table of 10

Sponsored by: Chamber Insurance & Benefits,

Wells Fargo, SuperPawn

**08**

### **WEDNESDAY CHAMBER CONNECTIONS**

See May 7 for details.

**09**

### **THURSDAY LEADERSHIP LAS VEGAS RECRUITMENT MIXER**

Leadership Las Vegas Alumni, Class of 2013, and potential candidates for the Class of 2014 are invited to attend a recruitment mixer.

5:00 - 7:00 p.m.

**Silk Road inside Vdara Hotel & Spa, 2600 W Harmon Ave**

Complimentary

00 - CHAMBER EVENT

00 - VYP EVENT

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

leadership  
las vegas  
recruitment  
mixer

MAY 09

eggs &  
issues

MAY 29

may sponsors  
and hosts:

21

**TUESDAY  
CHAMBER CONNECTIONS**  
See website for details.

21

**TUESDAY  
MINORITY AND/OR WOMEN-  
OWNED BUSINESS RECEPTION**  
Join us for an event which facilitates connection and collaboration with minority and/or women-owned businesses.  
**Dom DeMarco's Pizzeria & Bar**  
9785 W Charleston Blvd  
5:30 - 7:30 p.m.  
Complimentary for Chamber members and their guests.

22

**WEDNESDAY  
BUSINESS EXPO EXHIBITOR WORKSHOP**  
Exhibitors will gain valuable trade show and exhibiting tips and logistics for a successful Business Expo 2013.  
3:30 - 4:00 p.m. Food and Beverage Workshop  
4:00 - 5:00 p.m. Exhibitor Workshop  
5:00 - 6:00 p.m. Networking  
See website for location details.  
Exclusive and complimentary to Expo exhibitors and their employees only.

22

**WEDNESDAY, MAY 22  
CHAMBER CONNECTIONS**  
See website for details.

23

**THURSDAY, MAY 23  
VYP FUSION MIXER AT STONEY'S ROCKIN' COUNTRY**  
Join Vegas Young Professionals for a night of networking with Vegas' best young professionals.  
6:00 - 8:00 p.m.  
**Stoney's Rockin' Country**  
6611 Las Vegas Blvd S Ste. 160 (at Town Square)  
Online: \$10 for members, \$15 for non-members  
At the door: \$15 for members, \$20 for non-members  
Presenting Sponsors: Chamber Insurance & Benefits, Cox, Wells Fargo, UnitedHealthcare

28

**TUESDAY  
CHAMBER VOICES TOASTMASTERS**  
See website for details.

29

**WEDNESDAY, MAY 29  
EGGS & ISSUES FEATURING U.S. CONGRESSMAN STEVEN HORSFORD**  
Engage U.S. Congressman Horsford as he makes remarks and participates in a Q & A session.  
**Palms Casino Resort, 4321 W Flamingo Rd**  
7:30 a.m. - 8:00 Registration  
8:00 a.m. - 9:00 a.m. Program  
\$40 for members, \$55 for non-members  
\$400 for table of ten, members, \$550 for table of ten, non-members  
Table purchase includes two VIP Meet & Greet tickets  
Sponsored by: Chamber Insurance & Benefits, Sunrise Health System, Touro University, CenturyLink

14

**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  
See website for details.  
\$54 every six months. Guests always complimentary.

15

**WEDNESDAY  
LOOK NORTH BREAKFAST**  
North Las Vegas City Councilwoman Anita Wood will discuss initiatives impacting the City of North Las Vegas and emerging issues that are important to Metro Chamber members doing business in North Las Vegas.  
7:30 - 8:00 a.m. Registration and Networking  
8:00 - 9:00 a.m. Program  
**Culinary Academy of Las Vegas, 710 W Lake Mead Blvd**  
\$25 Members, \$35 Non-Members  
Sponsored by: Office Depot

20

**MONDAY  
VYP TOASTMASTERS**  
See website for details.

21

**TUESDAY  
NEW MEMBER BREAKFAST**  
Each participant will have the opportunity to introduce themselves and their business in a friendly atmosphere.  
7:00 - 7:30 a.m. Check-in & Networking  
7:30 - 9:00 a.m. Program  
**Ricardo's of Las Vegas, 4930 W Flamingo Rd**  
Sponsored by: Chamber Insurance & Benefits

# member insights

## NATIONAL TOURISM WEEK IS MAY 4-12. WHAT IS YOUR FAVORITE WAY TO PLAY TOURIST IN LAS VEGAS?

When friends are in town we love experiencing the city like a tourist by trying a new restaurant, taking in a show, and, weather permitting, walking the Strip or downtown. Before moving here, we vacationed in Las Vegas at least once a year. Now we get that tourist feeling much more often.

[Debbie Donaldson, General Manager,  
Las Vegas Business Press](#)

I like to enjoy everything outdoors that Las Vegas has to offer. There is a great hike from the visitor center at Lake Mead to the Hoover Dam that has great views of the Lake and the Dam, old railroad tunnels that you hike through, and you can catch sight of bighorn sheep. **(A)**

[Stacey Faris, MBA, PHR, Area Manager - Southwest Region,  
CBIZ Employee Services](#)

I will take my kids down to one of the Strip properties and we will enjoy all the options afforded to us for that specific property, to include dining, shopping and entertainment. We enjoy interacting with tourists to find out why they chose the same property for their stay in Las Vegas. The responses are often very diverse. This town has so much to offer for so many people; it truly is a big melting pot. **(B)**

[Mario Joyner, Vice President/Small Business  
Sales Administrator, Nevada State Bank](#)

We enjoy spending an afternoon visiting the Bellagio Gallery of Fine Art, walking through the gardens and then having gelato! **(C)**

[Melissa Fernandez,  
NV Energy](#)

I like to go to the Strip and pretend I'm a first time visitor to Vegas to someone in an elevator or a bar and ask them what sights to see, places to go. This is a great way to see the city from a tourist's perspective while meeting new friends! **(D)**

[Matthew Lindsey, President, CEO and Ecopreneur,  
VerdeClean](#)

The most exciting tour for clients when they visit Vegas is my private Bellagio tour. The most successful hotel using Feng Shui design, I get to show how this is accomplished and explain why design is so important to long term business growth. Then they get the picture mentally.

[Michael WhiteRyan, President, Language of Space](#)



Having such an extensive background in F&B, I really enjoy going restaurant hopping on the Strip. We always have new venues and restaurants opening. To walk and eat (and sometimes drink) and enjoy the F&B industry that we have established here in Las Vegas always reminds me of not only how lucky I feel to live here, but how proud I am to be a part of it!

[Tammy C. Stephens, Director of Events and Marketing,  
Sugar Factory American Brasserie/Cabo Wabo Cantina](#)

I love concerts at the Cosmo pool. It's outdoors, has amazing views of the Strip with great line-ups not found anywhere else in Las Vegas.

[Michael Disbennett, Vice-President, Creative Director,  
The Glenn Group](#)

My wife Tamika and I do staycations often in Las Vegas to play tourist. We dine and stay at a Strip hotel. We have been to Switch at the Encore, Aureole at Mandalay Bay and Olive at the Bellagio, to name a few. I believe that our relationship helps me to relax and do much better as a businessperson. **(E)**

[Quincy Branch, President and CEO,  
Branch Benefits Consultants](#)

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Present

# MILITARY APPRECIATION NIGHT

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Minimum order of 10 tickets required.  
Deadline for ordering tickets is Friday, May 17, 2013

ITEM	# OF TICKETS	PRICE	TOTAL
Reserved Tickets		\$10	\$



# spotlights

## **(B) Kevin Burke - President & CEO, Burke Construction Group**

Kevin Burke has more than 25 years of experience in the construction industry. Burke Construction Group, Inc. is one of the area's preeminent general contractors and has built, modernized, expanded and renovated buildings throughout the western United States. Burke is a member of the Board of Trustees for the Las Vegas Metro Chamber of Commerce and the Board of Directors for the Associated General Contractors of America and was appointed by the Governor as Chairman of the Nevada State Contractors Board.

## **(A) John Guedry - President and Chief Operating Officer, Bank of Nevada**

John Guedry has more than 30 years of experience in financial services in Nevada. Prior to joining Bank of Nevada, he was CEO and President of Business Bank of Nevada until it was purchased by City National Bank where he remained as Executive Vice President. Guedry serves on the Boards of the Las Vegas Metro Chamber of Commerce, Opportunity Village, the Public Education Foundation, Juvenile Diabetes Research Foundation and Las Vegas Bowl. He earned a bachelor's degree in business management from University of Nevada, Las Vegas.



## **(D) Suzanne Domoracki - Program Development Director, Nevada Drug Card**

Suzanne Domoracki has 25 years of progressive sales and marketing experience directing the activities of regional supervisory and multi-market sales personnel. Prior to joining Nevada Drug Card, she held similar supervisory positions in the health and beauty industries and oversaw all sales activity in the Western U.S. for a nationally recognized manufacturer of point-of-care oral fluid drug testing devices. She is involved with several local clubs and organizations.

## **(C) Richard Zeitlin - President, Courtesy Call**

Richard Zeitlin, President of Courtesy Call, Inc., is considered by many in the industry as one of the most experienced marketers for U.S. audiences. Zeitlin has more than 24 years of experience in the telemarketing industry. He began his career as a TSR then moving on to leadership roles ranging from sales, marketing, customer service, telemarketing, engineering, and operations. In 1994, Zeitlin left his native Milwaukee for Las Vegas to start his own business, and Courtesy Call was formed.

president's  
club

**Tony Grilz**

Director of Sales, Nevada, American Family Insurance

Tony Grilz has been with American Family Insurance since 1996. He worked as an agent for four and a half years in Stillwater, Minnesota. American Family Insurance opened its doors for business in Nevada in January of 2001 and Grilz was a part of the management team from day one. Since May 2012, he has served as the Director of Sales in Nevada.

**Stuart Litjens**

Owner, Boulder Boats

With an advertising background and a Marketing degree from UNLV, Stuart Litjens merged his passion for the boating lifestyle with his entrepreneurial ambitions to form Boulder Boats. Founded in 2004, Boulder Boats is now the largest boat dealer in the state, with stores in Boulder City and Henderson selling new and used boats and RVs. Litjens enjoys introducing new friends and families to the world of watersports.

**Stephanie Tyler**

President AT&T Nevada, AT&T

Stephanie Tyler is an accomplished external affairs executive with more than 20 years of multi-state experience in administering government relations programs, corporate communications, campaign management and public service. Tyler is responsible for external affairs for AT&T including state and local government relations, community affairs, regulatory and legislative activities, and infrastructure investment. She is a former Nevada State Senator and a graduate of the University of Nevada, Reno.



executive level

**Joshua Miller**

President, KeyState Corporate & Captive Management

KeyState provides corporate and captive management services in Nevada and Delaware. Joshua Miller received his BA in Economics and Foreign Affairs from the University of Virginia. He serves on the boards of the Las Vegas Rotary, the Public Education Foundation, the Nevada Taxicab Authority and the Nevada Captive Insurance Association.

**Pamela Edwards**

CEO, Language of Space

Pamela Edwards is a master practitioner of classical Feng Shui with more than 25 years of business experience owning and operating design-related businesses. Edwards' educational background includes 10 years of extensive experience in the science of business Feng Shui. During that time, she was hand selected for advanced mentorship by a world class Feng Shui Master. She has a BFA Degree in Environmental Design.

**Larry Seedig**

President/CEO, USAA Savings Bank

Larry R. Seedig has more than 30 years of banking experience. He is former chairman of United Way of Southern Nevada, Nevada Bankers Association, YMCA of Southern Nevada, Nevada Microenterprise Initiative, Neighborhood Housing Services and Nevada Community Development Fund. Seedig has a BBA from the University of North Texas and a banking graduate degree from the University of Indiana.

# in the know

## SHOWING OFF WHAT YOU'VE GOT!



Here at TheOfficeSquad®, we are very excited about the upcoming Las Vegas Metro Chamber of Commerce Business Expo. It's a great opportunity to think outside the box and get people to notice your brand.

So how do you make the standard square space, one table and two chairs rock without blowing the budget?

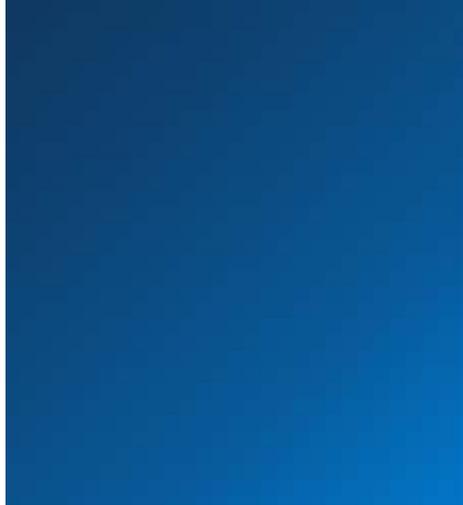
- Add some color – a logoed table cover is a great option but not everyone has the budget for that. Guess what? A regular table cloth in one of your brand colors will work just fine. Make sure it fits and covers the front of your table. You'll need to store stuff under the table (lots of stuff) so make sure you can “hide” it.
- Hang a sign – The bigger the better. We have a large logo cut from foam board that we take to all such events and we hang it high and center.
- CANDY! Everyone loves candy. Find one that works with your brand. We use LifeSaver® mints since we think of ourselves as life savers for small business (and some people could use a breath mint).
- Container for business cards – you need to be able to collect the business cards of your visitors so you can follow up with them. A lot of exhibitors will run a contest to collect cards. They have visitors to their booth drop their card in for the opportunity to win a basket of goodies or a product.
- Business cards, brochures and flyers. Bring marketing materials that clearly describe what you do and LOTS of business cards.
- Reserve a spot with electricity. We use a laptop to show our Impact Movie on a loop and to introduce visitors to our cloud computing. If you'd like to do the same, make sure you reserve a spot near a plug and don't forget to bring an extension cord!
- Bring some help. You can't possibly talk to all the visitors who will stop by your booth and you don't want to miss anyone, so bring some help.
- Dress for success. I'm a big supporter in everyone at the booth representing the company with a logoed shirt or at least dressing in all of the same colors. Not only will they look good at the booth, but they advertise as they walk about Business Expo.
- Wear comfortable shoes. Ladies, I know heels look really good but bring that extra pair of comfy shoes, even if you only use them when the event is over and you're hauling your stuff back to the car.
- Trick or Treat! Some visitors grab a bag and stop by each table for swag like kids on Halloween. Give them something to remember.
- Like a Boy Scout, my best advice is “be prepared.” When you take your show on the road you've got to remember to pack everything. Create a tool box with scissors, scotch tape, floral wire, duct tape, a Sharpie, pens and paper to write down the info for that awesome connection you'll make. And don't forget the snacks!

Want to join TheOfficeSquad at Business Expo on Wednesday, June 12, at the World Market Center? Visit [LVChamber.com/business-expo](http://LVChamber.com/business-expo) or call 702.641.5822 for more information on becoming an exhibitor.



By: Dida Clifton, CEO/Founder  
TheOfficeSquad.com  
Twitter Handle: @theofficesquad

u.s. congressman  
barton addresses metro  
chamber government  
affairs committee



U.S. Congressman Joe Barton (TX-6) recently met with members of the Metro Chamber's Government Affairs Committee. Congressman Barton serves as Chairman Emeritus of the House Energy and Commerce Committee. He shared with members his perspective on several federal policy issues including the need for transportation infrastructure, the impact of sequestration cuts and energy policy.

Pictured (L to R): U.S. Congressman Barton, Metro Chamber president and CEO Kristin McMillan, and U.S. Congressman Jon Porter (retired).

**Vegas PBS Presents**

# 2013 SBA Small Business Awards



**You're Invited!**

**Thursday, June 6, 2013**  
**Gold Coast Hotel & Casino**  
Arizona Ballroom  
4000 W Flamingo Rd  
Las Vegas, NV 89103

Check-In Begins at 11:30 am  
Luncheon Starts at 12:00 pm

**RSVP**  
PHONE: (702) 799-1010 x5363  
EMAIL: [scollins@VegasPBS.org](mailto:scollins@VegasPBS.org)  
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Individual Tickets = **\$45**  
Table of 10 = **\$400**

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TABLE SPONSORS: **Still Available**

Call (702) 799-1010 x5347 for sponsorship opportunities.

# member news

PRESIDENT'S CLUB MEMBER | EXECUTIVE LEVEL

## upcoming events

The **Desert Reign** and Legends Foundation will host the inaugural Super Rebel Run, a 5K run and one-mile fun walk to raise awareness of the dangers of childhood obesity and promote the advantages of a healthy and active lifestyle, on Saturday, May 11, at Lucille S. Rogers Elementary School. Runners are encouraged to dress up in their favorite Rebel gear with a superhero twist. For more information and to register, visit [desertreignfoundation.org](http://desertreignfoundation.org).

## community service

**City National Bank** recently presented two teachers at West Career and Technical Academy in Las Vegas with \$1,000 literacy grants as part of its Reading is The Way Up literacy grant program.



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](mailto:pr@lvchamber.com) or fax to Public Relations at 702.735.0320.

During the first quarter of 2013, the **NV Energy Foundation** contributed \$389,000, including multi-year commitments, to nonprofit organizations statewide.



The Friends of Las Vegas Youth Orchestra program recently recognized attorneys from **Gordon Silver**, including Mark Weisenmiller, for their continuous pro bono work for the nonprofit.

## congratulations

The **University of Nevada, Las Vegas** named John Guedry, president and chief operating officer of **Bank of Nevada**, the 2013 Management, Entrepreneurship and Technology Department Alumnus of the Year.

The American College of Radiology awarded **Southern Hills Hospital** accreditation in four modalities including magnetic resonance imaging (MRI), mammography, computed tomography, ultrasound and nuclear medicine.

The **Women's Chamber of Commerce of Nevada** recently inducted Brittney Cobb, executive secretary at **Suncoast Hotel and Casino**, a **Boyd Gaming Company** property, into the Young Professional Leadership Women's Hall of Fame.

Four businesses located in the newly-renovated, open-air **Village Square** at Sahara and Ft. Apache have been named Best of Las Vegas winners: Regal Village Square Stadium 18, Bachi Burger, Archi's and Cold Stone Creamery.

The Las Vegas Woman Magazine recently named Dr. Joel Stokes of **Eastern Canyon Dental** one of the top five dentists in Las Vegas.

# wheeling and dealing

Verizon Wireless and **Cox Communications** are teaming up to give consumers greater value and a new option for services in metro Las Vegas. Qualified customers can now purchase Cox Communications video, Internet and home phone services and Verizon Wireless smartphones, tablets and Verizon Wireless services from either company.

Las Vegas-based **Bombard Renewable Energy** recently teamed with Martin Harris Construction, JBA Electrical Engineer and JMA Architecture Studios to engineer, procure and construct a 3.5 megawatt solar PV power plant at the City of Las Vegas Water Pollution Control Facility. The solar power system is located on 18-plus acres of previously unused land owned by the City of Las Vegas. The \$20 million project will generate 6 million kilowatt hours of electricity annually.

Chambers & Partners named Frank A. Schreck of **Brownstein Hyatt Farber Schreck** a “Star Individual” in its 2013 Global Rankings for his strong, successful record in both internet and land-based gaming.

American Express recently recognized **Prestige Travel** as one of the top 25 agencies of the U.S. Representative Travel Network to receive the Representative Excellence Award for 2012-2013.

## announcements

**Bank of America** named Dena Del Balzo as home loan manager for Las Vegas and the surrounding area.



**Nevada State Bank** announced Daniel Lainhart has been named vice president/bankcard program manager. The bank also announced the appointment by U.S. Sen. Harry Reid of Rita Vaswani, vice president/professional banking relationship manager, to the board of directors of the Congressional Awards.

**Duane Morris LLP** announced that Manita Rawat joined its Las Vegas office as an associate with a focus in intellectual property, including patent and trademark prosecution and litigation.

**The Fletcher Agency**, an Allstate insurance company, announced the addition of newly-licensed, Spanish-speaking insurance agent, Lisette Lugo.

Local real estate attorney David B. Sanders has joined the **Greater Las Vegas Association of REALTORS** as its general counsel.



**City National Bank** announced it has appointed Larry Scott as the new manager of its North Summerlin branch.

**Global Experience Specialists** announced Alicia Jividen has joined its corporate accounts team.



**Snell & Wilmer** announced Robert Anderson joined its Las Vegas office as a partner, and Krisanne Cunningham has joined as counsel. Both will practice in the firm’s Business and Finance group.

**Lloyd Cutler Insurance** announced the addition of Susan Gessaro-Waters to work in the design, marketing and servicing of insurance programs for commercial clients.

**Nathan Adelson Hospice** announced Rosamari McNulty, senior director of human resources and volunteer services, has joined the United Way of Southern Nevada’s Women’s Leadership Council.

**Lionel Sawyer & Collins** announced Pearl Gallagher has been named a shareholder and Paul D. Bancroft has become of counsel.



**Nevada State Bank** named Tyler Olson as SBA loan resource officer, serving as a liaison between clients and the Bank during the underwriting process.



**The Glenn Group** announced the promotion of Jessica Sebbo to account supervisor, in the account management division of the agency’s Las Vegas office, and Brittany Rubenau to media buyer.

# north las vegas



## MEET THE NEW MAYOR: A Q & A WITH MAYOR-ELECT JOHN LEE NORTH LAS VEGAS

Former State Senator John Lee was elected Mayor of the City of North Las Vegas. Endorsed by the Metro Chamber, Lee brings business acumen and keen government experience to his new role.

### **1. North Las Vegas' financial issues were a major topic of discussion during the election. How will you prioritize the recovery efforts while remedying the financial difficulties the city has faced?**

Our community's success begins by immediately expanding business opportunities. This starts with finding solutions to our budget woes on the other side of the ledger by expanding the tax base through attracting new business and enterprise to our town. I have built different businesses into successful companies and I understand what our city needs to attract businesses. We must invest in our future by designing a comprehensive plan that audits our performance and management while at the same time immediately drilling down to build a broad economic development and governance strategy needed to create a strong foundation for the future of our town. This is sort of like the "design build" strategy successfully utilized as a project delivery system in the construction industry; our city provides a wonderful foundation, and with the right design, we can build a prosperous economy.

### **2. What are your top priorities for the business community as Mayor of the City of North Las Vegas?**

The first priority is to change the image of our town. Some people think our town lives in the shadows of Las Vegas and is made up of open spaces and narrow minds. This is not true - our town is full of opportunity and voters have declared a new day for the New North Las Vegas. They support my vision to grow our economy, restore city services and make North Las Vegas the place to live, work and enjoy. In the past, I have bought distressed businesses because they had tremendous potential, and of all the towns in the valley, North Las Vegas is the best investment with the best assets. I will rebuild the city's relationships and image with the private and public sector. We are all in this together and I will be a mayor who can get along with



local governments and help end the red tape stopping growth and prosperity. Our town's bright future will make it easy for businesses to forget the struggles and shadows of the past.

### **3. What do you see as the city's greatest areas of opportunity, and how will you leverage those opportunities as Mayor?**

North Las Vegas has tremendous upside - we have the land! All roads to the valley's success lead through North Las Vegas. Our abundant land is a huge attractor and provides our town with a great opportunity for rapid business growth. I have been working closely with Metro Chamber leadership to make sure we develop a sustainable business strategy that can leverage our land assets and employ our citizens. I have already started meeting with businesses who are taking a second look at our town. They like the new vision and are excited to see how our city will respond. It is time for North Las Vegas to grow up and act like one of the largest cities in the state. I think it is very exciting to have big dreams and big plans!

# EGGS & ISSUES

For details, pricing, tickets and tables,  
visit [LVChamber.com](http://LVChamber.com) or  
call 702.641.5822.



**U.S. CONGRESSMAN  
BILL SHUSTER**

**June 21**

Palms Casino Resort, 4321 W Flamingo Rd  
7:30-8:00 a.m. Registration & Networking  
8:00-9:00 a.m. Breakfast & Program  
9:00-9:30 a.m. VIP Meet & Greet



**U.S. CONGRESSMAN  
JOE HECK**

**July 29**

Four Seasons Las Vegas, 3960 Las Vegas Blvd S  
7:30-8:00 a.m. Registration & Breakfast  
8:00-9:00 a.m. Program  
9:00-9:30 a.m. VIP Meet & Greet

## Download the iTriage Mobile Application!



Use it on your Smartphone or computer to:

- Check your symptoms
- Locate the nearest emergency room
- View our emergency room wait times
- Find a physician
- You can also let us know you are on your way to one of our Emergency Departments with the iNotify Check-in feature!

Download iTriage for FREE from the App Store or log on to [SunriseHealthInfo.com](http://SunriseHealthInfo.com).

ER wait times are approximate and provided for informational purposes only. If you are having a medical emergency, call 9-1-1.

  
**SUNRISE HEALTH**

SUNRISE | MOUNTAINVIEW | SOUTHERN HILLS | SUNRISE CHILDREN'S

**(702) 233-5300**

# ribbon cuttings

CELEBRATING BUSINESS GROWTH

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email [gallen@lvchamber.com](mailto:gallen@lvchamber.com)



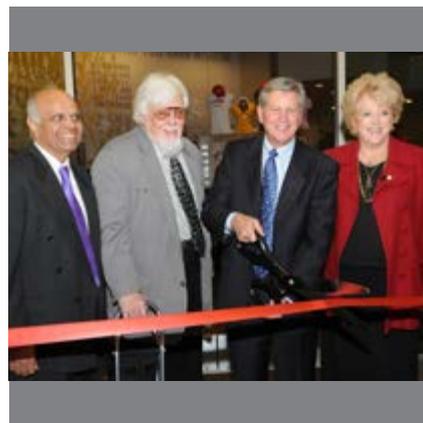
## LITTLE CAESARS PIZZA

Little Caesars Pizza celebrated its grand opening at 845 S. Rainbow Blvd. Little Caesars Pizza founders Michael and Marian Ilitch opened their first restaurant in Garden City, MI in 1959. Today, it is the largest pizza carry-out chain in the world, with restaurants on four continents. Call 702.822.6680 or visit [littlecaesars.com](http://littlecaesars.com).



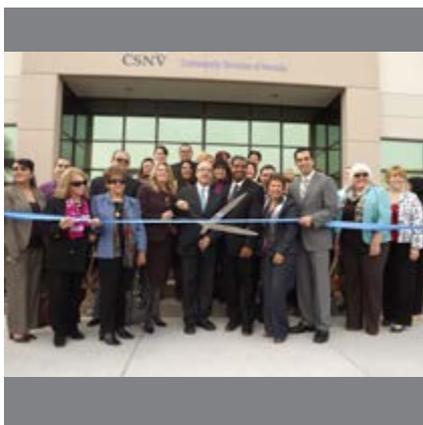
## CANTINA LAREDO

Cantina Laredo commemorated its grand opening at 430 S. Rampart Blvd., Ste. 110 in Tivoli Village. Cantina Laredo serves authentic Mexican dishes in a sophisticated atmosphere. The Mexico City-style menu includes grilled fish, chicken and steaks complemented by signature sauces. Call 702.202.4511, or visit [cantinalaredo.com](http://cantinalaredo.com) or [Facebook.com/cantinalaredolasvegas](https://www.facebook.com/cantinalaredolasvegas).



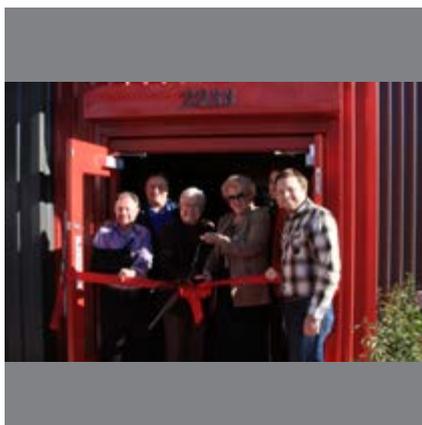
## DENNY'S

Denny's commemorated its newest one-of-a-kind location at 450 Fremont St. It offers a full bar, wedding chapel, retail store and indoor/outdoor seating in downtown Las Vegas. Call 702.471.0056 or visit [dennys.com](http://dennys.com).



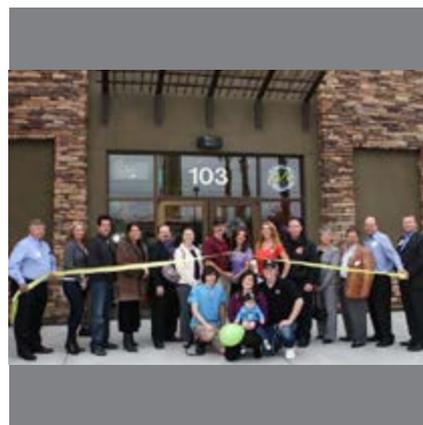
## COMMUNITY SERVICES OF NEVADA

Community Services of Nevada celebrated with dignitaries at its new location at 730 W. Cheyenne Ave. It provides quality home retention, one-on-one counseling, home purchase and down payment assistance services to the community. Call 702.307.1710 or visit [csnv.org](http://csnv.org).



## STRIP GUN CLUB

Strip Gun Club celebrated its grand opening with dignitaries and owners at 2233 Las Vegas Blvd. S. Strip Gun Club is the first and only shooting range located on the world-famous Las Vegas Strip. For special events and group reservations call 702.777.GUNS, 855.777.GUNS or visit [stripgunclub.com](http://stripgunclub.com).



## TROPICAL SMOOTHIE CAFE

Tropical Smoothie Cafe at 445 W. Craig Rd. celebrated its grand opening and first North Las Vegas location. It has a drive-thru and serves real fruit smoothies, toasted wraps, sandwiches, flatbreads and salads. Call 702.489.8000 or visit [nv42.tropicalsmoothie.com](http://nv42.tropicalsmoothie.com).

SPONSORED BY:



PC - President's Club

EL - Executive Level

\$ - Chamber Member Discount



### EYECARE4KIDS

EyeCare4Kids celebrated the first of five school-based vision clinics in Las Vegas at Brinley Community School at 6150 W. Smoke Ranch Rd. It provides professional eyecare to low income, visually impaired children and underserved families. Visit [eyecare4kids.org](http://eyecare4kids.org).



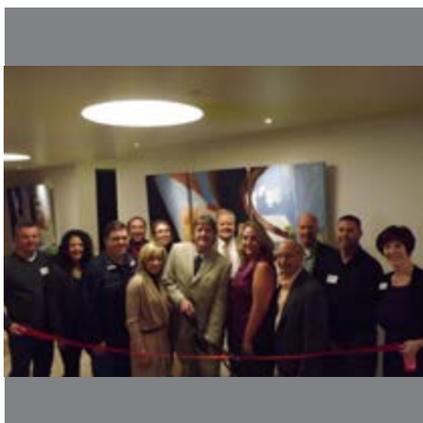
### THE CHARLES MARSHALL FOUNDATION

**EL** The Charles Marshall Foundation, a local non-profit organization dedicated to the improvement of health and education in Clark County by providing for local schools, hospitals and research facilities by using donor funds, celebrated the Santa Run at Town Square. Call 702.882.7083 or visit [charlesmarshall.org](http://charlesmarshall.org).



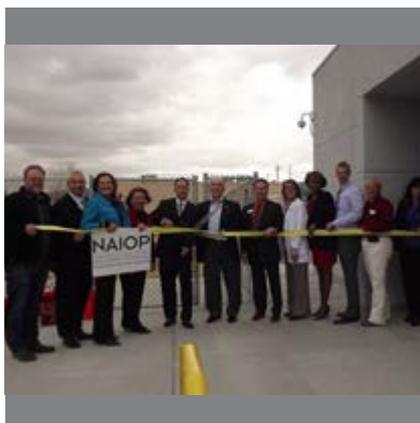
### LA CASA CIGARS & LOUNGE

La Casa Cigars & Lounge commemorated its grand opening at 430 S. Rampart Blvd., Ste. 170 in Tivoli Village. It has a selection of cigars from around the world, with a lounge featuring cocktails and live music. Call 702.407.1171 or visit [casacigars.com](http://casacigars.com).



### NEXT DAY PRODUCT

Next Day Product commemorated its grand opening as a privately-owned, full-service dealer of office supplies, office furniture, facility and maintenance supplies to businesses throughout the United States. Call 888.561.0075 or visit [nextdayproduct.com](http://nextdayproduct.com).



### FOUNDATION FOR POSITIVELY KIDS

Foundation for Positively Kids celebrated the opening of Casey Jones Health Center, a primary pediatric medical health center located at Elaine Wynn Elementary School, 5630 Coley Ave. The health center is funded in part by United Way, MGM Resorts and Wal-Mart Nevada State Giving. Call 702.262.0037 or visit [positivelykids.org](http://positivelykids.org).



### KONA ICE

**PC** Kona Ice commemorated its opening by raising more than \$10 million for local schools, sports leagues, and non-profit organizations. It is located at 2710 E. Patrick Ln. Kona Ice recently won #1 for Entrepreneur Franchise 500 in 2013. Call 888.765.0074 or visit [kona-ice.com](http://kona-ice.com).

# give your business some buzz

AT BUSINESS EXPO 2013



**B**usiness Expo is the place to get ahead and get connected to the Las Vegas business community. Aside from creating new business opportunities and having a firsthand look at the latest and greatest in products and services from the Las Vegas marketplace, Business Expo is the place to get ahead and get connected.

This high-energy, dynamic business-to-business trade show gives you two opportunities to EXPOse your business.

**Don't miss Business Expo on Wednesday, June 12, at World Market Center, Building C, in Downtown Las Vegas, from noon until 5:00 p.m.**

#### **EXHIBITING: Your Business, Front and Center**

Exhibiting your business at the Business Expo gives you an affordable, high-traffic way to reach nearly 2,000 attendees. The event, marketed to the entire Las Vegas business community, is an ideal venue for gaining new prospects and leads, growing your business through new relationships with exhibitors and attendees, and attracting customers to your brand, products and services. Exhibiting at Business Expo is an opportunity exclusively available to Metro Chamber members, and is consistently one of the Metro Chamber's best-attended annual events.

Standard (10' x 10') and double (10' x 20') booths are still available. You can also increase your exposure to attendees by signing up as an In the Bag Sponsor, where the Metro Chamber will pre-stuff your premium item in each of the exhibitor bags, giving you more brand visibility and recognition.

For more information or to reserve your exhibitor booth, visit LVChamber.com or call the Events team at 702.641.5822.

#### **ATTENDING: Get In on the Action**

Business Expo gives you a front-and-center view of what's up and coming in the Las Vegas marketplace, as well as new products, vendors and services. Attendees have the opportunity to sample cuisines from some of Las Vegas' most popular eateries and have access to special offers, discounts and specials from the exhibitors. In addition to getting a glimpse of the latest and greatest in Las Vegas business, Expo is a great opportunity to grow your professional network by mixing and mingling with other attendees. This year, the Metro Chamber is also introducing Resource Road, sponsored by Nevada State Bank, where attendees will have access to various agencies and entities that can help their business.

There is plenty to see and experience at Business Expo, and early registration is recommended so you can get the most of your attending experience. Tickets are just \$10, and can be reserved by visiting LVChamber.com or calling 702.641.5822.



# FAMILY OWNED BUSINESSES

2013

**May 14th**  
Southern Nevada  
Green Valley Ranch

# RSVP TODAY!

**Networking**  
11:30 am

**Luncheon**  
12:00 pm



**Nevada Business**  
the decision maker's magazine

**RSVP at [NevadaBusiness.com/Events](http://NevadaBusiness.com/Events)**

## Southern Nevada Finalists

### Whippersnapper

Abuelo's Tacos  
Boulder Boat Brokers  
Inside Style

### Don't Forget To Share

R.C. Farms Inc.  
Red Rock Harley Davidson  
Shift4

### When The Going Get's Tough...

Lakes Mead Cruises  
Noble Title  
Ricardo's Mexican Restaurant

### Protector

Assured Document Destruction  
Practical Renewable Energy Corporation  
Simple Environmental Services Group

### Swimming Upstream

Best Bath  
De Castroverde Law Group  
Step Up Academy of the Arts

### It's Good To Be On Top

Dotty's Spirits and Gaming  
Ferraro's Italian Restaurant  
The Honest Plumber

### The More The Merrier

Bilmar Landscape Industries  
Creative Kids Learning Centers  
Keller Williams Realty - The Marketplace

### Wave Of The Future

Innova Technologies  
Pictographics  
Dolomite Technology

### Change Is Good

Carpets Galore  
JJ's Rooter Plumbing & Pumping  
Kalb Industries of Nevada

### Wisdom Of Age

Campione D'Italia Foods  
Ozzio Kraft  
Tumble Herbist Oil Company

# vegas young professionals

## presenting sponsors



## fusion mixer

Vegas Young Professionals heats things up at Stoney's Rockin' Country at Town Square. The largest country nightclub in Vegas, Stoney's entertaining and comfortable atmosphere serves as a high-energy backdrop to expand your professional network and build new business relationships.

6:00 - 8:00 p.m.  
Stoney's Rockin' Country  
at Town Square  
6611 Las Vegas Blvd. South  
Ste. 160

Online:  
\$10 for members  
\$15 for non-members

At the door:  
\$15 for members  
\$20 for non-members



### ales people talk too much.

That is certainly the misconception. And you are right, many of them do. But

**SUCCESSFUL** sales professionals listen more than talk. In fact, sales educators suggest that successful sales professionals should spend 80 percent of their time listening. But to listen, you must put your customer/prospect in the position to do all of the talking. How? Ask questions. But not just any questions. You need to ask the **RIGHT** questions for sales success.

There are five key points to asking the right questions.

1. Make your customer think.
2. Expand your customer's comfort zone. It's okay to make them wiggle a bit!
3. Introduce opposing or contrasting ideas.
4. Tap into emotions, values, beliefs, motives, etc.
5. Promote a perspective of you and your products or service that differentiate you from other sales people asking routine or mundane questions.

A great approach is to ask descriptive questions. These take more thought and effort to answer and will often lead the customer into further conversation. These types of questions include:

1. Describe to me your current process for doing...
2. Walk me through the steps...
3. Help me to understand the criteria for...
4. Clarify for me how you would...
5. Take me through...

Finally, uncover key areas of concern for you customer, such as:

1. Time
2. Sense of Urgency
3. Ideal outcomes versus current situation
4. Decision making process
5. Decision making criteria

By: Kelli Vaz, Operations Manager,  
Service Point,  
VYP Advisory Board member

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](http://VegasYP.com).



More than 200 guests converged on Blue Martini for an evening of building their professional networks and making new business connections. The popular Town Square hotspot was an upscale, chic backdrop for Nevada's largest young professionals organization to mix and mingle.

# the final word



## greens for grads raises more than \$52,600 in one day for scholarships

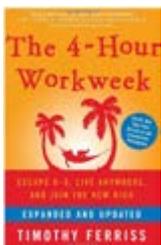
Las Vegas McDonald's locations held their third annual Green for Grads event on Friday, April 5. From open to close, all Greater Las Vegas McDonald's donated one dollar from every Extra Value Meal® sold. This year, with the help of the Las Vegas community, the Green for Grads program raised more than \$52,600!

Helping to get the word out about this important scholarship fund for local students were several key community stakeholders, including Las Vegas Host Committee Chairman Oscar Goodman, Henderson Mayor Andy Hafen, Commissioner Lawrence Weekly and Metro Chamber president and CEO Kristin McMillan, who worked behind the counter of her local McDonald's to help raise awareness for the day.

For more information on the Green for Grads program and how you can get involved, visit [RMHLV.com](http://RMHLV.com).

## add these to your queue

### BOOK



#### THE 4 HOUR WORK WEEK

by Timothy Ferriss  
I've read the book at least 3 times. Such a good book for business owners.  
Matthew Lindsey,  
President CEO  
and Ecoprenuer,  
VerdeClean

### TWITTER



#### @SBAGOV

They tweet news, tips and resources for the small business community.  
Randi Hecht, Owner,  
Intellitext LLC

### APP



#### MLB AT BAT

Nothing better than listening to Marty Brennaman call a game for my hometown Cincinnati Reds.  
Michael Disbennett,  
Vice-President  
Creative Director,  
The Glenn Group

# potential.

## Meet the power company that puts Nevadans first.

We're Valley Electric Association, the utility company that's for Nevadans, by Nevadans. As a nonprofit, member-owned co-op, we're using our unique position to help strengthen our economy by securing renewable energy projects and putting people in our state to work. The result is more business activity across a broad spectrum of industries, all across the state. It's how renewable energy turns into a more sustainable economy.

Together, we're doing powerful things.

| LEARN MORE AT [VEA.COOP](http://VEA.COOP) |



Valley Electric Association, Inc.

A Touchstone Energy® Cooperative 

DON'T MISS THE BEST BUSINESS-BUILDING EVENT OF THE YEAR!

# GET YOUR TICKETS.



**WEDNESDAY,  
JUNE 12**

**NOON - 5PM  
WORLD MARKET  
CENTER**



**LAS  
VEGAS  
METRO**  
CHAMBER OF COMMERCE

**TICKETS  
ONLY  
\$10 EACH**



## business expo

**PLATINUM  
SPONSORS:**



**RESOURCE  
ROAD SPONSOR:**



**GOLD  
SPONSORS:**



## EGGS & ISSUES



**U.S. CONGRESSMAN  
STEVEN HORSFORD  
NEVADA 4TH DISTRICT**

**MAY 29, 2013**

**Palms Hotel & Casino Resort,  
4321 W. Flamingo Rd,**

**\$40 Chamber members  
\$55 non-members  
\$400 table of ten**

**plus two VIP meet & greet tickets**

For tickets, visit [LVChamber.com](http://LVChamber.com) or call 702.641.5822

702.641.5822 or [LVChamber.com](http://LVChamber.com)