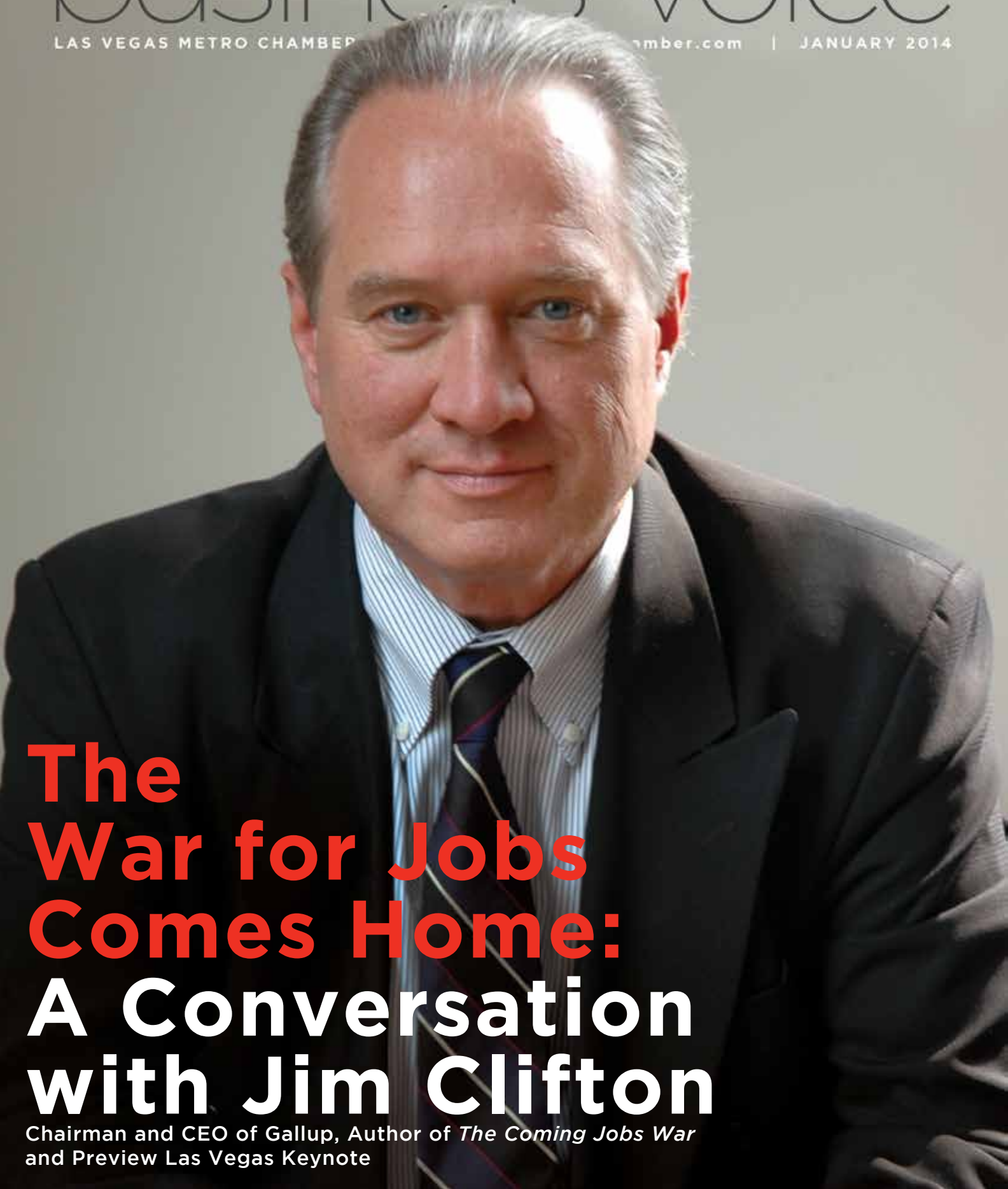


business voice

LAS VEGAS METRO CHAMBER

number.com | JANUARY 2014



**The  
War for Jobs  
Comes Home:  
A Conversation  
with Jim Clifton**

Chairman and CEO of Gallup, Author of *The Coming Jobs War*  
and Preview Las Vegas Keynote

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# moving it forward

**BRUCE SPOTLESON  
CHAIRMAN**

**A**

s chairman of your 2014 Board of Trustees, I'm excited and honored to lead us into a year in which we will make things happen in Southern Nevada. Thanks to successes like those our government affairs team had in 2013, we're fortunate to have momentum in our favor. We'll need it if we're going to keep moving forward, since the 2014 table is set with some big issues.

Many of the challenges we will pursue – such as improving education, expanding health care, spurring economic diversification, reforming governance and building transportation infrastructure – have been lingering on our community's agenda for quite a while. Over the years, there's been a lot of talk and analysis on each of them. Now, it's time to get things done. Our goal is to aggressively move these issues from discussion to action – with a sense of urgency.

One key issue we know will be decided in 2014 is the margin tax, a dangerous initiative that will be on the November ballot. We vigorously oppose this poorly-conceived proposal, which poses a threat to our still-fragile economic rebound and to local employment levels as well.

Actually, we're so certain that the margin tax is a bad idea that we're going "all in" to defeat it. Of course, there is strength in unity on issues like this, and so we're asking for your help. In this issue, you can learn how to take a stand against the margin tax initiative and how to join us with support.

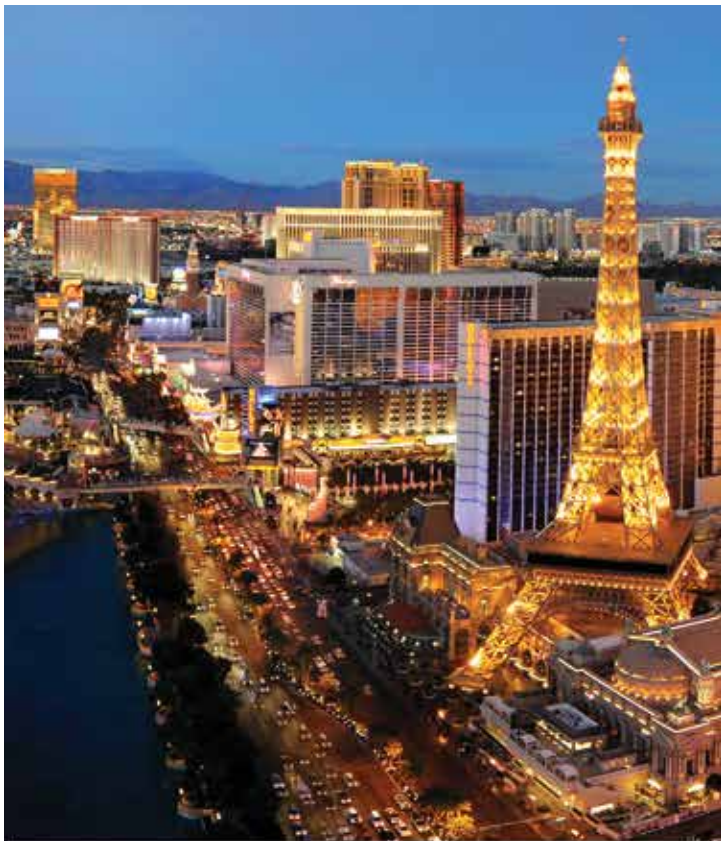
Education is one of those things that's always on the agenda, and the Metro Chamber has a voice in the current community dialogue on K-12 and higher

education. We'll use that voice to push decisions forward, primarily in a spirit of partnership and collaboration. Our business community has substantial knowledge and experience to offer, and we also have a tremendous stake in the success of our education system. After all, our children go to local schools and our members hire local graduates.

**“Now, it's time to get things done. Our goal is to aggressively move these issues from discussion to action – with a sense of urgency.”**

As for your own “education,” you can learn a lot at the Metro Chamber's first big event of the year, our 2014 Preview Las Vegas on January 24. Gallup CEO and Chairman Jim Clifton, author of the much-discussed book *The Coming Jobs War*, will tell us where to find solutions to our biggest problems. He'll be joined by a visionary group of thinkers whose presentations are always popular: Dr. Robert Lang, UNLV director of Brookings Mountain West; Rossi Ralenkotter, CEO of the Las Vegas Convention and Visitors Authority; and Jeremy Agüero of Applied Analysis. It's a morning of insights, expertise and information you can't get anywhere else.

Whether the issues we face are old or new, be assured that the Metro Chamber will not divert from its mission as a champion of business. As members of this dynamic community, I invite you to join us in our crusade. With an increased sense of urgency, of course.



VOLUME 35 NUMBER 1

**Las Vegas Metro Chamber of Commerce**  
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**Kristin McMillan**  
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**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, 8363 W. Sunset Road, Suite 250, Las Vegas, NV 89113.

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## The War for Jobs Comes Home



# chamber news

## it's all about jobs: find out why at preview las vegas

Build your business and see the latest in the Las Vegas market. Obtain the information you need to know for 2014 and beyond. Get empowered from the people, businesses and ideas that are creating momentum for the future of Las Vegas. Join the Metro Chamber for Preview Las Vegas 2014. During this information-packed, high-energy program, this year's dynamic speakers will delve into how solutions to our community's most immediate and pressing issues must be local, and how creating good jobs will be the key to our success as a global leader. For a complete list of speakers, see page 22.

Arrive early to take in the exhibitor floor and stay late to enjoy Preview the Taste, where you can sample cuisines from some of Las Vegas' most popular eateries.

Friday, January 24

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

Thomas & Mack Center -  
Cox Pavilion

\$60 for Chamber members  
\$80 for non-members

For more information or to get your tickets, visit [PreviewLasVegas.com](http://PreviewLasVegas.com) or call 702.641.5822.



This artistic rendering is for illustration purposes only to showcase the location of the Metro Chamber at The Smith Center; it may not reflect the actual signage upon completion of the relocation.

## metro chamber announces move to the smith center

At the 2014 Board of Trustees Installation Luncheon on December 3, Chamber Chairman Jay Barrett announced that the Metro Chamber would be moving to The Smith Center for the Performing Arts in 2014, once office renovations are complete. The Metro Chamber will occupy space on the ground floor of Boman Pavilion, home of the Cabaret Jazz Theatre. Its main entrance will open onto Promenade Place, north of the Discovery Children's Museum, with additional office space on the fifth floor of the building. The decision to move to The Smith Center was based on feedback members gave last summer, when they identified finding a central location, easily accessible by members from all parts of the Valley, as a primary consideration for the facilities. This partnership will create an enhanced community asset in the midst of civic life, as The Smith Center is surrounded by vibrant central business districts and will be in close proximity to Las Vegas' center of government, including Clark County, City of Las Vegas and City of North Las Vegas. Stay tuned for updates regarding the Metro Chamber's relocation in your inbox and in future issues of the *Business Voice*.

## speaker of the nevada state assembly marilyn kirkpatrick to address chamber membership at north las vegas breakfast

Speaker of the Nevada State Assembly Marilyn Kirkpatrick, representing District 1 in North Las Vegas, will be the featured speaker at the first North Las Vegas Breakfast of 2014 on February 6. Kirkpatrick 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. The breakfast will take place at The Cannery Hotel & Casino, inside The Club, from 7:30 - 9:00 a.m. For tickets and tables, visit [LVChamber.com](http://LVChamber.com) or call 702.641.5822.

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# news you need



## enjoy free wi-fi in downtown las vegas

A partnership between the City of Las Vegas and LV.net now provides high-speed Wi-Fi to downtown visitors with a Wi-Fi-enabled device. Once connected, individuals can work, shop and check email, as well as get information on downtown events and activities. The network is now available along the Fremont Street Experience and Fremont East, and will be coming soon to the government corridor near Lewis Ave. and by Las Vegas City Hall. For more information, visit [LasVegasNevada.gov](http://LasVegasNevada.gov).

## do you know which tax benefits changed due to inflation adjustments?

For tax year 2014, the Internal Revenue Service has changed more than 40 tax provisions, including tax rate schedules and other tax changes, due to inflation adjustments. Some of these include small employer health insurance credit provisions, personal exemptions rates and limitations for itemized deductions. For a complete listing of the IRS provisions that were adjusted, visit [IRS.gov](http://IRS.gov). A complete list can be found in Revenue Procedure 2013-35.

## businesses interested in supplying clark county invited to 'meet your customer day'

Local small and disadvantaged business enterprises interested in doing business with Clark County will have a chance to meet various representatives of Clark County departments and purchasing analysts in partnership with other agencies at a 'Meet Your Customer Day' event on **Wednesday, January 15, from 9:00 a.m. to noon** at the Clark County Government Center rotunda at 500 S. Grand Central Pkwy. Purchasing staff will be available to assist businesses with registering in the County's Supplier Registration Database, used to notify businesses when opportunities arise to provide supplies and services. Advanced registration for the event is not required. For more information, call 702.455.4432 or 455.3092. The event is organized by the County's Department of Administrative Services, Purchasing and Contracts Division.

## new online security course available to small business owners

Small business owners can help keep their business information - including customer information, accounting and transaction histories, and payroll records - safe with a new free course from the U.S. Small Business Administration. "Cybersecurity for Small Businesses" aims to help business owners protect their vital records and prepare against potential online threats and security breaches. The course covers best practices for safeguarding against cyber threats, identifying potential areas of weakness and vulnerability, and tools to measure, maintain and guard business information. The course can be found at [sba.gov/sba-learning-center](http://sba.gov/sba-learning-center).



# for your benefit

# T

he Metro Chamber helps you grow your business, meet new clients and service providers, build a powerful network, and create new opportunities for your business.

To help facilitate building your business, the Metro Chamber has partnered with Stevenson Brooks of Sandler Training to provide short, easy to follow videos to fine-tune different areas of your business. Now, you can visit [LVChamber.com/business-building-video-series](http://LVChamber.com/business-building-video-series) and access videos like "Prep for Your 30-Second Commercial," "What We Do," and "Who We Want to Meet." New video content will be posted regularly, so be sure to check back often to see how you can hone your skills and harness new opportunities.

ramp up your business-building skills with new chamber video series

## Prospecting vs. Networking

### Prospecting vs. Networking

1. DEFINE DIFF.
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3. HOW IT LEADS TO A-SALE
4. HOW TO NETWORK



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# be informed and engaged

FIND OUT HOW AT PREVIEW LAS VEGAS

LAS VEGAS  
**preview**



**S**

Start 2014 off as an active and prepared member of the community. Be ready to help make Las Vegas a competitive city in the global marketplace. Create new opportunities for your business. Preview Las Vegas gives you the numbers, insight and information you need to be an informed, engaged business leader in the Valley and equips you to make better business decisions for 2014 and beyond. At Preview Las Vegas, you will:

- Visit with more than 100 exhibitors showcasing the latest in products and services in the Las Vegas business community.
- Network with other attendees - there are nearly 2,000 of them for you to engage with and begin building new business relationships!
- Hear from this year's dynamic line-up of speakers, and get the most up-to-date information on why creating good jobs is critical to the growth and sustenance of not only our city, but the United States, from keynote speaker Jim Clifton, chairman and CEO of Gallup and author of *The Coming Jobs War*; which local opportunities exist for us and what resources we can leverage to create jobs and give Las Vegas a competitive edge in the global economy, from Dr. Robert Lang, UNLV director of Brookings Mountain West; what happened in 2013 in travel and tourism, and what's on the horizon for Las Vegas' biggest industry, including an update on the Las Vegas Global Business District from Rossi Ralenkotter, president/CEO of the Las Vegas Convention and Visitors Authority; and what's happening in the current economic landscape of Las Vegas, and what we can expect in 2014 from Jeremy Aguero, principal analyst at Applied Analysis.
- Sample cuisines from some of Las Vegas' most popular eateries during Preview the Taste, just after the speaker program concludes.

Purchasing your tickets early and arriving when the doors open ensures that you get the most out of your Preview Las Vegas experience. Attend Preview Las Vegas 2014, and hear firsthand what's coming up for the Las Vegas community and how you can help propel Las Vegas' community forward in the global economy.

**preview  
las  
vegas**

**FRIDAY,  
JANUARY 24, 2014  
7:00 A.M. - 1:30 P.M.  
THOMAS & MACK  
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advance, visit  
[PreviewLasVegas.com](http://PreviewLasVegas.com)  
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702.641.5822.

# help defeat the job-killing margin tax initiative:

JOIN THE COALITION  
TO DEFEAT THE  
MARGIN TAX AT  
[STOPTHEMARGINTAX.COM](http://STOPTHEMARGINTAX.COM)

# T

he Margin Tax Initiative is an economically dangerous and deeply flawed ballot initiative that will appear on the November 2014 ballot. If passed, it would impose a two percent margin tax on all Nevada business with total annual revenues - regardless of profit - of more than \$1 million. This is a tax that would damage all types and sizes of businesses - even those losing money. Not only would it cut into job creation and discourage new employers from locating in Nevada, but the Metro Chamber feels it could actually create another bump in unemployment.

We all want to help our schools, but the Margin Tax Initiative does nothing to guarantee more money for education. It does, however, have the potential to stall and crush the economic recovery efforts and cause serious job losses.

This campaign is about defeating a flawed 84-section tax proposal that, if passed, would require Nevada to create a mini state IRS-like bureaucracy to interpret and implement its many complicated regulations.

Joining the Coalition to Defeat the Margin Tax Initiative will add your name and/or your business to the growing list of fellow Nevadans dedicated to preserving our economy and moving our recovery forward. It doesn't cost anything to join, and it will only take a moment. The support of people and businesses at the grassroots level will be crucial in our efforts to stop this flawed and costly initiative.

Visit [StoptheMarginTax.com](http://StoptheMarginTax.com) to sign up now.

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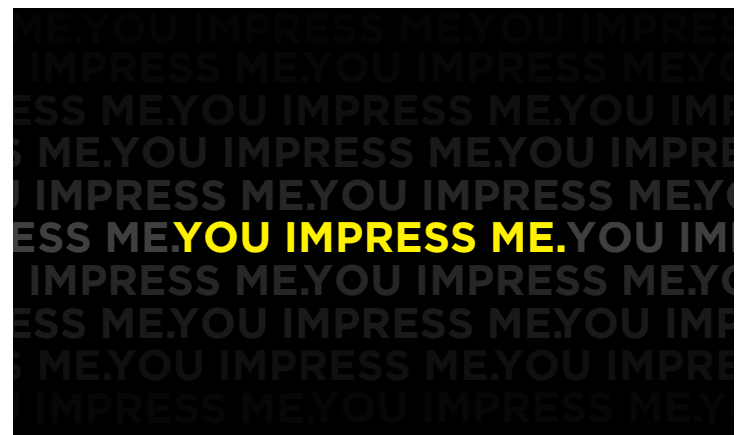
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# your scene | you're seen



2014  
installation  
luncheon



Nearly 600 Chamber members, local dignitaries and community members received a glimpse into 2014 from Bruce Spotleson, Chairman of the 2014 Board of Trustees. During his remarks, Spotleson delved into how the Metro Chamber would continue its values of partnership, advocacy and resources to bring new opportunities and jobs to the Las Vegas Valley in the new year. You can read Spotleson's remarks at [LVChamber.com/news](http://LVChamber.com/news).



eggs & issues  
featuring u.s.  
congressman  
mark amodei



Congressman Mark Amodei addressed the Metro Chamber membership on a variety of issues, including the designation of Tule Springs as a national monument and his new appointment to the House Appropriations Committee, which oversees federal funding appropriations for Congress. Following his remarks, Congressman Amodei participated in a Q & A session with attendees.

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# The War for Jobs Comes Home: A Conversation with Jim Clifton

Chairman and CEO of Gallup, Author of *The Coming Jobs War*  
and Preview Las Vegas Keynote

“W

hat the whole world wants is a good job,” states Jim Clifton, Chairman and CEO of Gallup, in his bestselling book, *The Coming Jobs War*. Jobs power economic creation, as well as destruction, and many of the

answers to our community’s most immediate and pressing issues lie within the scope of creating good jobs. Clifton, through a wealth of comprehensive and alarming data, will lay out what business and community leaders in America and Las Vegas must do to emerge victorious in the war for jobs during his keynote address at the Metro Chamber’s flagship annual conference and trade show event, Preview Las Vegas, on Friday, January 24.

The Metro Chamber engaged Clifton for a Q & A to introduce what he will be discussing at Preview Las Vegas and give some insight into why good jobs are the linchpin of our economic future and what we can do on a local level to create opportunities, overcome our deficiencies, and definitively win the war for jobs.

**BV:**  
What is the coming jobs war, and why is it critical for us to pay attention to it now?

**JC:**  
The will of the world has changed over the last generation. What the whole world wants is a good job.

There are 7 billion citizens on earth; 5 billion adults, of whom 3 billion tell the Gallup World Poll their primary need and dream is to have a good job. Gallup defines a good job as one with 30+ hours of consistent work, with a paycheck from a real organization. The problem is that there are only 1.2 billion “good jobs” on earth — so the war will be over the 1.5+ billion shortfall.

**BV:**  
How is this approach different from the status quo?

**JC:**  
As of today, every leader everywhere in the world needs to consider creating good jobs within every decision. Oil, borders, religion, climate change, and controlling nuclear proliferation are all important but they are not top of mind to the world’s citizens.

**BV:**  
Why should business leaders focus on job creation right now?

**JC:**  
I don’t think it is smart to ask business leaders to focus on job creation. Business leaders were put on earth to create customers, not jobs — jobs follow customers, not the other way around. City, state, and national political leaders and lawmakers have this backward. They need to make decisions based on helping 6 million American companies win customers, not hire more employees. They have the cause and effect backward.

**BV:**  
According to Gallup research, having a good job is the number one desire of the world. How is this significant to American leadership in the global economy, and what does this shift represent? What does it mean for Las Vegas?

**JC:**  
Cities that have great business environments like San Francisco/Silicon Valley, Austin or Nashville will be favored by migration patterns of the most talented people in the world. For Las Vegas to win, it has to become world famous for its “good job” opportunities,

# “WHAT THE WHOLE WORLD WANTS IS A GOOD JOB.”

but first and foremost with the image of “the best place in the world to start and grow a business.” Everything Las Vegas needs will follow that.

**BV:**  
How does job growth relate to a business’ plan to gain new clients and create better customer experiences?

**JC:**  
When customers grow, business grows. When a business grows, it needs more employees. Too many leaders try to bypass the “customer step” and buy jobs with forced government ordered projects. This creates unnatural or pretend jobs, unsustainable jobs. Real job growth is created organically through entrepreneurs and rare business leaders.

**BV:**  
How does the proliferation of innovation factor into America’s global competitiveness and winning the jobs war? What steps can business and community leaders take to increase our output of invention and innovation?

**JC:**  
We need a lot of innovation. The point that almost all leaders miss is that innovation by itself has little to no value. An innovation has no value until an entrepreneur turns that innovation into a product or service that customers want to buy. An innovation needs a business model.

People ask me, “Aren’t innovation and entrepreneurship like the chicken and the egg?” No. They are like the cart and the horse — we can load the cart (innovation) until we are blue in the face, but until we have a horse (entrepreneurship) to pull it, it never goes anywhere.

**BV:**  
How does education fit into the outcome of the coming jobs war?

**JC:**  
America remains the best in the world at intellectual development. Even though education is failing in many big cities across the country, our top tier students are second to none in the world. If you are blessed with unusually high IQ in America, we will find you and give you a fantastic opportunity to develop. We excel at early identification of extreme intellectual strength and are the best in the world at accelerating and developing it. When it comes to the rare God-given talent of entrepreneurship, its development is left mostly to chance.

When we learn to find, educate, and develop entrepreneurs, make this as systematic and intentional as we do with IQ, we will win the world’s jobs war.

**BV:**  
You tout the importance of local tribal leaders – the self-organized, unelected group of stakeholders within a community – and the impact that they have had on cities throughout the world. How do these tribal leaders enact change within a community, and how can Las Vegas better empower and increase the number of its tribal leaders?

**JC:**  
Tribal leaders can get more done than political leaders when they get their strengths together. There is great variation of success across U.S. cities and it can always be explained best by talent and strategies and engagement of the local tribal leaders. Local tribal leadership engagement matters because they have more talent, money and drive-per-capita than





7 BILLION CITIZENS ON EARTH

5 BILLION ARE ADULTS

3 MILLION OF THEM DREAM OF A GOOD JOB

1.2 BILLION GOOD JOBS EXIST

the politicians and special interest groups. Unless tribal leaders are highly engaged, the city will fall to leadership by special interest groups.

**BV:**

In your book, you stress the power of cities in creating good jobs, tackling major issues in education and healthcare, and generating environments where innovation can thrive. What are Las Vegas' greatest strengths and weaknesses in doing its part to win the war on jobs and contribute to the continuation of American leadership in the global economy?

## “THERE ARE NO LIMITS TO WHAT THE CITY COULD BECOME”

**JC:**

Las Vegas is a great American city, world famous for entertainment and fun. It is also a city that appreciates rare and unusually talented entertainers like no other place in the world. Las Vegas is a great place to live, with affordable housing and never-ending outdoor activities. All of this contributes to one of the highest potential well-being environments in the world.

When Las Vegas is known for being the best place to build a company, I honestly believe that there are no limits to what the city could become — potentially the most important growth city in America and the world.

**BV:**

What can Las Vegas do to increase its share of good jobs?

**JC:**

Become a city famous to the whole world for being number one in entertainment — and number one for builders of great businesses.

**BV:**

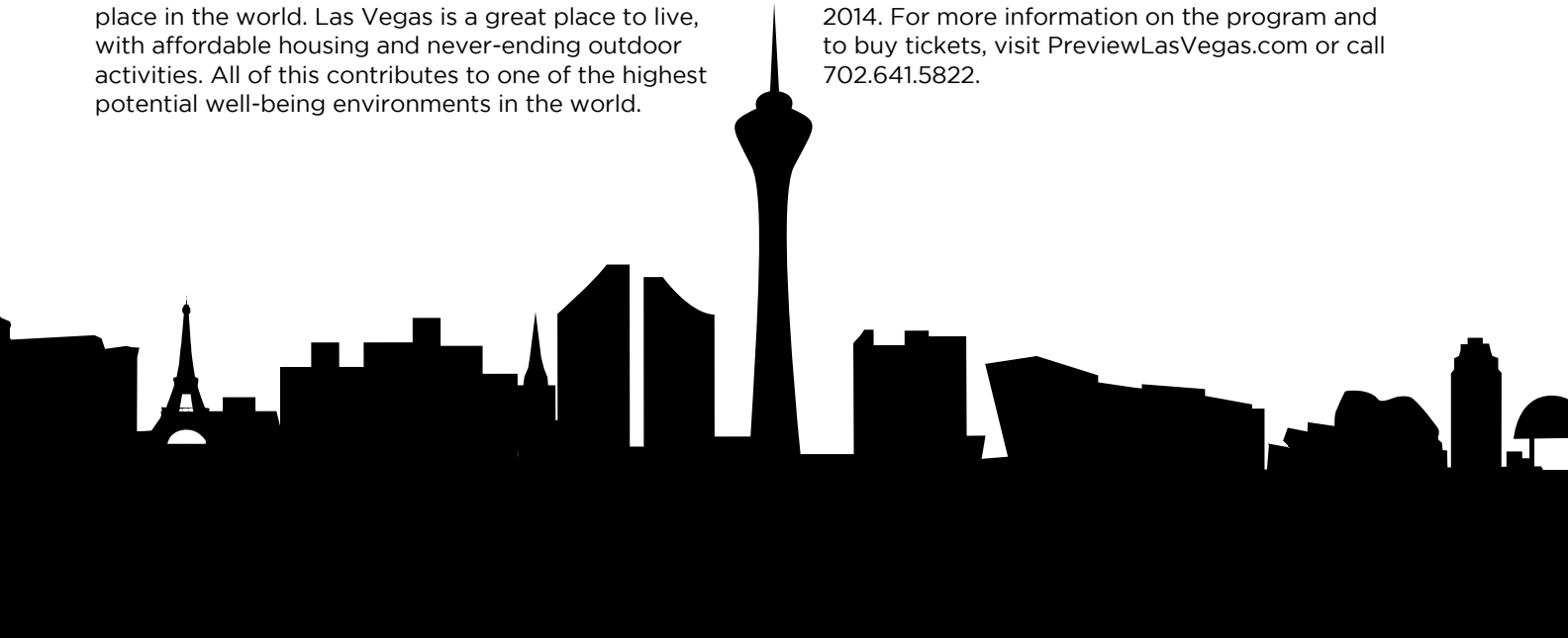
Why do we want to be a leader in the jobs war?

**JC:**

You want to be a leader in the jobs war, because if you aren't, slowly and then suddenly nothing else will matter in your struggle to survive.

Read more from Jim Clifton and the war for jobs in his bestselling book, *The Coming Jobs War*. It's a great way to get ready for Preview Las Vegas on Friday, January 24, at Thomas & Mack Center – Cox Pavilion.

Clifton will be the keynote speaker during this morning packed with information, insights, and numbers you need to know to do business in 2014. For more information on the program and to buy tickets, visit [PreviewLasVegas.com](http://PreviewLasVegas.com) or call 702.641.5822.



# southern nevada's regional water system:

## A SHARED COMMUNITY INVESTMENT

S

hortly after the creation of the Southern Nevada Water Authority (SNWA) in 1991, the Board of Directors developed a process to incorporate community involvement into major organizational decisions that have community-wide impacts. When the SNWA

faces a major operational shift as a result of changing conditions, a citizen committee is often utilized to consider and weigh impacts from the community perspective. Early citizen advisory committees were utilized in the face of significant growth and later, unprecedented drought, and made recommendations that planned how the regional water system would grow to serve Southern Nevada. This culture of community-based decision making continues today with the SNWA's Integrated Resource Planning Advisory Committee (IRPAC).

Faced with the need to maintain a reliable funding source for Southern Nevada's water treatment and delivery system, the SNWA Board convened IRPAC in 2012 to make recommendations on the most equitable way to pay off the debt associated with the system. After more than a year and a half of regular meetings, the committee presented nine recommendations, including rate adjustments to continue funding the community's regional water system. In November and December, local water purveyors approved these recommended SNWA rate increases for implementation in 2014.

Before any recommendations were made, the committee spent considerable time evaluating previous and proposed impacts on customers – businesses, in particular – and worked to ensure any recommended increase was developed in a way that was the most equitable to all customer classes. To minimize impacts, the committee recommended smaller, earlier increases, rather than one large increase in the future. As a result, most customer classes will see between a 1 – 3 percent increase on their monthly water bill, depending on how a customer uses water. Since half of the proposed increase is usage-based, customers who use small amounts of water will see a smaller increase than robust water users.

With short-term funding challenges behind them, IRPAC will evaluate challenges not dissimilar to those of previous committees. Lake Mead, Southern Nevada's point of access for the community's drinking water, is threatened by ongoing and significant drought conditions. Operating the existing system within current conditions is uncharted territory for the SNWA. Not since the 1950s have Lake Mead water elevations been at present levels (currently 1,106 feet above sea level). As a result, existing water quality and treatment methods, access to supplies and availability of resources may be called

into question. The committee will evaluate potential impacts as well as the options available to the SNWA to address these challenges, which may include improved technologies or operational changes.

IRPAC will also spend time addressing future facility needs. While most of the community's water system is relatively new, an effective asset management plan is needed to anticipate future repairs and maintenance and plan for them long before they are needed. Issues including water quality, conservation and climate change will also be addressed over the next year. Following a lengthy review of all the issues, the committee will again formulate recommendations for consideration by the SNWA Board. These recommendations are anticipated in the next 18 months.



Throughout the boom of the 1990s and early 2000s, our system expanded to meet demands without halting economic development. Our community is supplied with safe and reliable drinking water. Water conservation has been woven into the community's culture, and not regarded as just another rule to be followed. Water rates are still low compared to many other western cities. At the heart of these successes is community input. It has been the SNWA's approach to address challenges and conflicts with one voice, without regard to geographic boundaries or specific interest. As a result, the SNWA constructs and maintains one regional water system that is flexible enough to accommodate Southern Nevada's changing demands. Seeking community involvement has led to a "can-do" approach to seeking solutions, despite often times daunting challenges.

As new issues appear on the horizon, the SNWA will continue to rely on citizen committees to make informed recommendations to guide future planning activities. Continued citizen involvement enhances SNWA operations – stakeholder committees not only provide the framework for a transparent and open decision-making process, but ensures the SNWA is continuing to meet its obligations to our community as Southern Nevada’s environment, population and needs continue to evolve.

The Integrated Resource Planning Advisory Committee is a public process and invites public participation. Committee members represent a broad spectrum of community interests, including business, finance, development, gaming and residents. For more information about committee activities, please visit [snwa.com](http://snwa.com).



By: John J. Entsminger,  
Senior Deputy General Manager,  
Southern Nevada Water Authority



# THIS IS MORE THAN A COMMUNITY, IT'S AN ECONOMIC ENGINE.

Planned for 80,000 homes and 200,000 residents, Summerlin is currently home to more than 100,000 people living, working, shopping and creating sustainable economic growth for the Las Vegas valley. And with more than 6,000 remaining saleable acres and a brand new 1.6 million square foot retail and business complex currently under construction, we're just getting started. This is Summerlin. This is economic growth.

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# what's happening

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

## january chamber connections

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

**7:30 – 8:30 p.m.**  
See website for details on locations.

**Monday, January 13**  
**Tuesday, January 14**  
**Monday, January 27**  
**Tuesday, January 28**

## how to register:

Visit [LVChamber.com](http://LVChamber.com) and  
click on the Events Calendar.

Call 702.641.5822.

### 13 **MONDAY, JANUARY 13** **VEGAS YOUNG PROFESSIONALS TOASTMASTERS**

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

**6:30 – 8:00 p.m.**

**Learning Village Inspire Theater - Trailer 1**

**727 E. Fremont St.**

**Las Vegas, NV 89101**

FREE for guests

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

### 14 **TUESDAY, JANUARY 14** **CHAMBER VOICES TOASTMASTERS**

Become a better speaker and a more effective presenter.

Open to all members.

**10:45 a.m. - Noon**

**First American Title Company**

**2500 Paseo Verde Pkwy. Ste. 120**

**Henderson, NV 89074**

\$54 every six months. Guests always complimentary.

### 16 **THURSDAY, JANUARY 16** **2014 NORTH LAS VEGAS STATE OF THE CITY** **LUNCHEON**

Join featured speaker Mayor John J. Lee, on behalf of the North Las Vegas City Council, as he delivers the 2014 State of the City Address, "A Valley United: Transformation Begins With Us."

**11:30 a.m. – 1:00 p.m.**

**Aliante Casino + Hotel**

**7300 N. Aliante Pkwy.**

**N. Las Vegas, NV 89084**

\$40 per person, \$400 per table

To register for this event, visit [CityofNorthLasVegas.com](http://CityofNorthLasVegas.com) or call 702.633.1005. See page 31 for more details.

### 24 **FRIDAY, JANUARY 24** **PREVIEW LAS VEGAS**

Find out what you can do in the war for jobs and how you can move our community forward. Don't miss keynote speaker Jim Clifton, chairman and CEO of Gallup and author of *The Coming Jobs War*, as he discusses what we need to do to create and sustain good jobs to continue leading the global economy. Joining Clifton will be Rossi Ralenkotter, president/CEO of the Las Vegas Convention and Visitors Authority; Robert Lang, UNLV director of Brookings Mountain West; and Jeremy Aguero, principal analyst at Applied Analysis.

**7:00 a.m. – 1:30 p.m.**

**Thomas & Mack Center - Cox Pavilion**

**4505 S. Maryland Pkwy.**

**Las Vegas, NV 89154**

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

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00 - CHAMBER EVENT

00 - VYP EVENT

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LAS VEGAS  
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NEVADA STATE BANK  
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The Howard Hughes Corporation  
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Nevada Broadcasters Association  
Nevada's Sesquicentennial  
Nevada Drug Card | SkyHigh Marketing

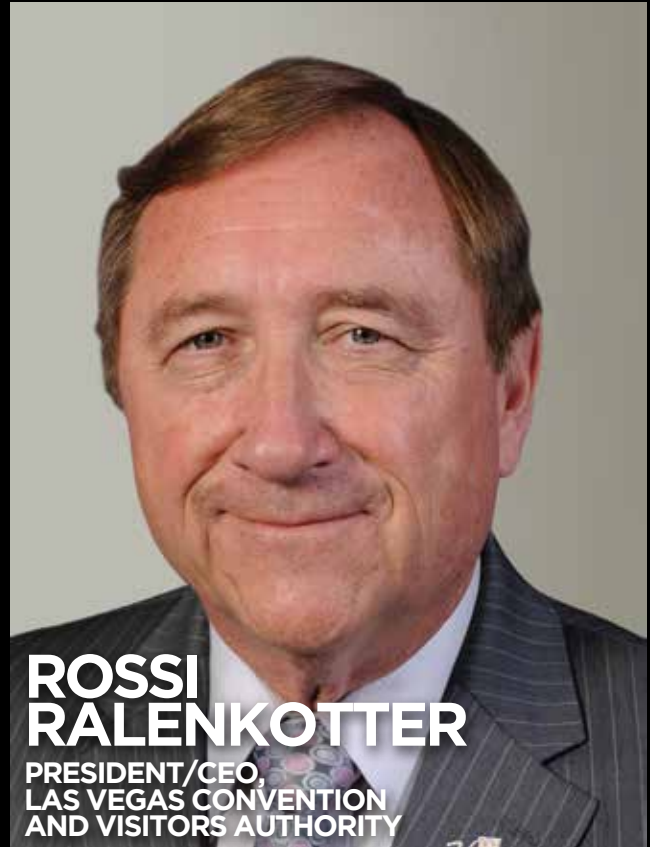
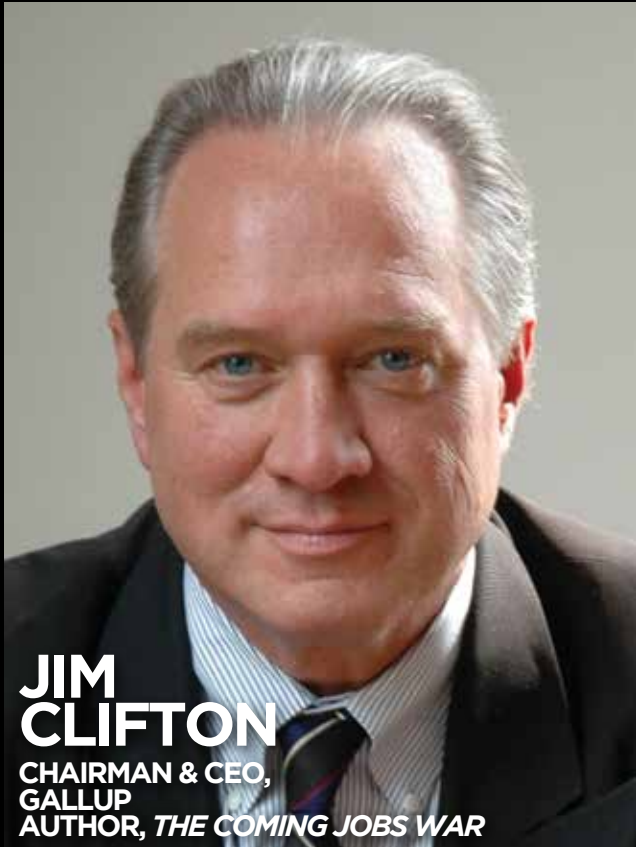
**27** **MONDAY, JANUARY 27**  
**VEGAS YOUNG PROFESSIONALS TOASTMASTERS**  
See January 13

**28** **TUESDAY, JANUARY 28**  
**NEW MEMBER BREAKFAST**  
At this exclusive event for new members of the Chamber, each participant will have the opportunity to introduce themselves and their business in a friendly atmosphere.  
**7:00 - 7:30 a.m. Registration & Networking**  
**7:30 - 9:00 a.m. Program**  
**SpringHill Suites by Marriott Las Vegas Convention Center**  
2989 Paradise Rd  
Las Vegas, 89109  
Sponsored by: Bank of Nevada, Chamber Insurance & Benefits

**28** **TUESDAY, JANUARY 28**  
**CHAMBER VOICES TOASTMASTERS**  
See January 14

**30** **THURSDAY, JANUARY 30**  
**VYP FUSION MIXER**  
Join VYP and meet other great young professionals from around the valley, including members of Teach for America and Venture For America.  
**6:00 - 8:00 p.m.**  
**Gold Spike**  
217 Las Vegas Blvd. N.  
Las Vegas, NV 89101  
Online: \$10 for members, \$15 for non-members  
At the door: \$15 for members, \$20 for non-members  
Presenting Sponsors: Chamber Insurance & Benefits, Cox, UnitedHealthcare, Wells Fargo

# ■ LAS VEGAS preview



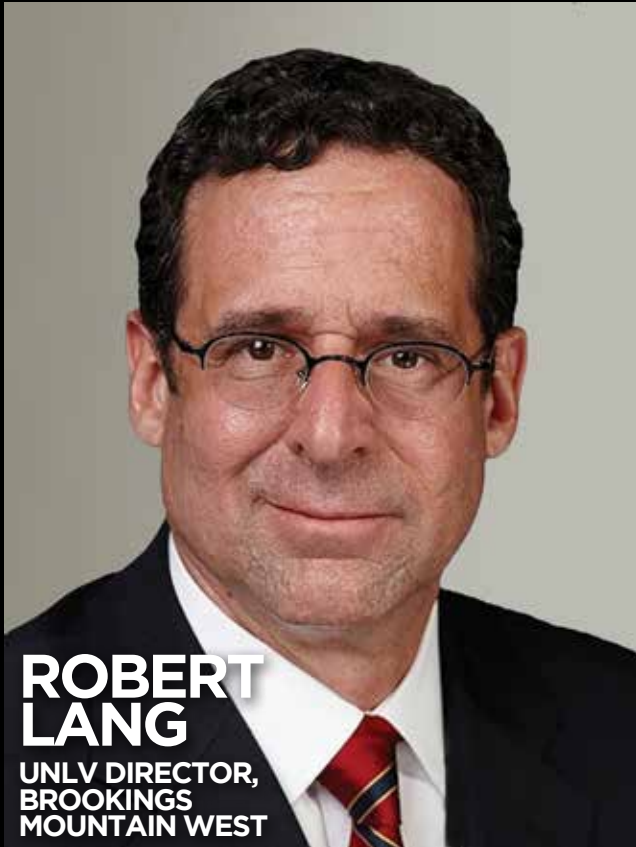
Friday, January 24, 2014  
7:00 a.m. - 1:30 p.m.

Thomas & Mack Center -  
Cox Pavilion

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or call 702.641.5822.

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

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Nevada Broadcasters Association | Nevada's Sesquicentennial  
Nevada Drug Card | SkyHigh Marketing



# spotlights

## **(B) Josh Neumarker**

### **Corporate Relations Director - Box Home Loans**

Josh Neumarker oversees business development and manages strategic relationships in the real estate industry and corporate accounts. A 15-year veteran of the mortgage industry, he has served in executive positions with Bank of America and Flagstar Bank. A Silicon Valley native, he uses his technical expertise and mortgage background to help develop Box's proprietary loan origination systems for the end user, REALTORS and corporate accounts. He currently serves as Marketing Director for Inter-Mountain Relocation Council and has a BA in Public Relations from BYU.

## **(A) Daniel Lee** **Chief Executive Officer -** **Palms Casino Resort**

Dan Lee is CEO of The Palms Casino Resort in Las Vegas. Previously, Lee developed a major casino in Lake Charles, Louisiana, which he sold and is now under construction. He was also Chairman and CEO of Pinnacle Entertainment and CFO and SVP of Development of Mirage Resorts. He is a graduate of Cornell University, with an MBA from the Johnson School and a BS degree in Hotel Administration.



## **(D) Tammy Starring** **President - Marley Coffee Kiosks**

Tammy Starring is a "multi-preneur" who has founded and owned several successful businesses. She is now partnered with Marley Coffee offering businesses and establishments the opportunity to offer exclusive Jamaican Marley Coffee to their patrons by placing kiosks throughout Las Vegas. Starring owns the number one producing Quiznos in the nation, and once owned the largest valet parking company in Las Vegas. She holds a Master's Degree in Health and Physical Education from McNeese State University in Lake Charles, Louisiana.

## **(C) Rick Zeitlin** **President - Courtesy Call, Inc.**

Richard Zeitlin, President of Courtesy Call, Inc., is considered by many in the industry as one of the most experienced marketers for US audiences. Zeitlin has more than 24 years of experience in the telemarketing industry. He began his career as a TSR before 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



**Adalberto Lugo**

**General Manager – Holiday Inn Club Vacations at Desert Club Resort**

Adalberto Lugo has been the General Manager of Holiday Inn Club Vacations at Desert Club Resort since June 2011. In this position, he is responsible for all of the resort’s daily operations. Lugo has more than 30 years of experience in the hospitality industry, having held executive positions at resorts in both the Caribbean and the United States. He is committed to delivering memorable experiences and excited to be part of the growth and western expansion of Holiday Inn Club Vacations.

**Brian Maddox**

**Director of Nevada Operations – Clearinghouse CDFI**

Brian Maddox has more than 17 years of community development, finance and non-profit management experience and is recognized for his expertise with Low Income Housing Tax Credits financing. Prior to joining Clearinghouse CDFI, Maddox worked with national and regional banks with a particular emphasis on affordable housing development and commercial real estate lending. Maddox received a Master’s in Public Administration from the University of Delaware.

**Jennifer Gudgel**

**Brand Director, Gourmet Chocolate – Ethel M Chocolates/Mars Retail Group**

In her role, Jennifer Gudgel oversees all elements of the brand including wholesale, marketing, store operations and product development. Prior to joining the Ethel M team, Gudgel worked for fellow MARS brand, M&M’S World, spearheading the openings of M&M’S World locations in Orlando and Times Square. Gudgel is a University of Nevada Las Vegas graduate.



executive level

**Richard Worthington**

**President – The Molasky Group of Companies**

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

**Mike Wethington**

**General Manager – Town Square Las Vegas**

Mike Wethington manages all daily operating functions for the center, which opened in November of 2007. He works closely with development, construction, marketing, leasing and individual retailers. Wethington has more than 20 years of retail-management experience, including general manager positions at Galleria at Sunset in Henderson and Victoria Gardens in Southern California. He holds a degree in finance and real estate from New Mexico State University.

**Marcio Bonfada**

**General Manager – Fogo de Chao**

Marcio Bonfada has more than 15 years of experience in the restaurant industry. As general manager of Fogo de Chao, Bonfada oversees the entire Fogo guest experience. His knowledge and respect for the Gaucho culture has helped him rise through the ranks at the restaurant. He consistently finds ways to maintain the high level of quality expected at Fogo De Chao and exceed guest expectations.

# AMPLIFY YOUR MESSAGE



## BUSINESS CONNECTION PACKAGE

Connect to the Nevada Business Community.

Press Releases | Business Directory | Calendar

Sign Up Today! [www.nevadabusiness.com/bcp](http://www.nevadabusiness.com/bcp)

For more information, email [ben@nevadabusiness.com](mailto:ben@nevadabusiness.com)

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**Nevada  
Business**  
THE DECISION MAKER'S MAGAZINE

# chamber insurance & benefits



## GET MOVING IN 2014: WAYS TO INCORPORATE MOVEMENT INTO YOUR BUSY SCHEDULE



One reason we have such a hard time fitting exercise into our busy schedules is that we are not used to doing it. With life pulling us in so many directions, exercise tends to become one of the first things to get bumped off our to-do list. The next thing we know, it's not on the list at all! Though it may seem daunting, it is possible to fit in exercise. Your waistline will thank you!

- Don't hit that snooze button - exercise before you go to work. You will actually have MORE energy throughout the day.
- Treat exercise like a doctor's appointment or an important meeting, and schedule it in your calendar. Use a pen! View exercise as a priority that you cannot miss.
- Make it fun! Find an activity that you enjoy, such as walking, and then recruit a friend to join you. Having fun while exercising makes it less like work and more like play.
- Work out at home. Rent or YouTube an exercise video. Step up your chores. Jog in place. Do crunches and squats during commercial breaks while watching your favorite show.
- Remember, you can break up the recommended daily 30 minutes of exercise into three 10-minute sessions. Every little bit of movement counts!

Workplace wellness is easier than you think, and can lead to better overall wellness, workplace productivity and engagement. Here are some simple ways to inject some activity into your daily work schedule.

- Take the stairs instead of the elevator.
- Walk to coworkers' desks instead of sending an email, or schedule a walking meeting.
- Take a walk during your lunch hour.
- You burn more calories standing than sitting, so look for opportunities to stand up. Not all of us can invest in standing desks or treadmill desks, but standing while talking on the phone or having a high table somewhere in the office to conduct a quick meeting can get you going in the right direction.



- Google it! There are several different ways to incorporate short bursts of exercise in the office without any additional equipment. Some are just 30 seconds long and can be easily incorporated into your normal workday. Hit the web to find out which exercises you can do in your own workspace, and ramp up your level of activity.

This 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. This month's information is provided in part to you by Behavioral Healthcare Options, Inc.

# member news

PRESIDENT'S CLUB MEMBER | EXECUTIVE LEVEL

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

## congratulations

**Nathan Adelson Hospice** earned reaccreditation with the National Institute for Jewish Hospice (NIJH), giving it access to resources and education about Jewish customs and practices that may arise while caring for a hospice patient who is Jewish.

**The Glenn Group** has been recognized as one of The Bark's "Best Places to Work 2013-2014." The agency is listed among 130 of the most dog-friendly workplaces in America, including companies Great Dane-sized and Chihuahua-sized alike across 30 states.

**Opportunity Village** made history as 11,221 participants dressed like Kris Kringle for the ninth annual Las Vegas Great Santa Run in Downtown Las Vegas. Led by Grand Marshal Shania Twain, the iconic event beat its personal record and defeated Liverpool rivals for the "World Santa Challenge" championship.

**NV Energy** has earned the 2014 Military Friendly Employer® title by G.I. Jobs. Criteria for the survey included key programs and policies such as the strength of company military recruiting efforts, the percentage of new hires with prior military service, retention programs, and company policies on National Guard and Reserve service.

## upcoming events

**TNG Models** and **UNLV Continuing Education** have partnered to start a modeling class at Neonopolis in January. Students will learn the basics of modeling and how to become successful in the modeling and fashion business. Go to [www.continuingeducation.unlv.edu](http://www.continuingeducation.unlv.edu) to register.

Free radon test kits are available through Feb. 28 at **University of Nevada Cooperative Extension** offices and partner offices statewide. Nevadans are encouraged to take advantage of this free offer to test their homes for this dangerous gas. For more information, go to [www.unce.unr.edu](http://www.unce.unr.edu).

The **Las Vegas Philharmonic** will honor Siegfried Fischbacher and Roy Horn at its 2014 Diamonds Are Forever Gala on Saturday, March 1, at the Aria Resort and Casino. For information on tickets, call 702-258-5438.

## community service

Caesars Foundation and **Caesars Entertainment** contributed \$250,000 to **The Public Education Foundation's** Teacher EXCHANGE™ to expand its reach throughout Clark County with the Teacher EXCHANGE Express, a new school supply delivery vehicle.

**Allegiant Travel Company** kicked off a social media campaign celebrating the painting of its newly acquired Airbus A320 with a special Make-A-Wish® branded livery. A time-lapse video of the plane painting can be viewed at <http://gofly.us/rBXwF>. For every share of the video from their Facebook page, Allegiant has committed to donate \$1 to **Make-A-Wish**, up to \$10,000.

**Nevada State Bank** donated nearly 5,000 pounds, or 11 barrels, of non-perishable food items to the **Las Vegas Rescue Mission** – more than twice the amount collected in last year's drive.

**Shred-it Las Vegas** joined with **KNPR-Nevada Public Radio** for the third Nevada Public Radio community-wide fall Recycling Day. More than 11 tons, or 750 copy paper size boxes, of personal documents were shredded free of charge, a new record for the event.

**City National Bank** colleagues and family members recently filled food baskets for needy families for the holidays as part of **Three Square's** holiday outreach program. The bank also donated \$2,500 to Three Square as part of its volunteer effort.

Employees and executive staff from **Wynn** and **Encore Las Vegas** donated, wrapped and distributed toys for nearly 4,000 **After-School All-Stars** Las Vegas students, an annual tradition since Wynn Las Vegas opened in 2005.

**Braddah's Island Style** honored all military veterans and active duty this past Veterans Day by serving them a free meal. In addition, the restaurant donated more than 80 meals to a local homeless veterans' shelter.

**Piero's Italian Cuisine** employees and loyal patrons served a complimentary Thanksgiving dinner to more than 1,100 underprivileged children and families from a local non-profit at its 23rd annual Turkey Gobble.

**Gorgeous Lash Lounge** celebrated its grand opening with all proceeds donated to **The Shade Tree**.

## announcements



Jasmine Freeman has been named Vice President and officer for the company for **Office Dynamics**. She has been with the company for seven years.

**Houldsworth, Russo & Company** recently hired Kris Cooke as tax manager. Cooke brings more than 15 years of experience in public accounting including consolidations, multi-state and international taxation.

Marla Hudgens, a member of the litigation department at **Lionel Sawyer & Collins**, has been named Chair-Elect of the Appellate Litigation Section of the State Bar of Nevada.



**The Equity Group** announced Marc Magliarditi has joined the firm as brokerage associate.

**Catholic Charities of Southern Nevada (CCSN)** announced the appointment of Jim Braun as its new Vice President of Development.



**Kolesar & Leatham** hired Colby L. Balkenbush in the area of commercial litigation and corporate law, and Christopher F. Owen, focusing on commercial litigation and construction law.



The **Las Vegas Global Economic Alliance** named its executive committee officers for 2014-15: Missy Young,

executive vice president for colocation at **Switch**, will serve as chair; Ray Specht, vice chairman of **Toyota Financial Savings Bank**, as vice-chair; and Kevin Orrock, president-Summerlin for the **Howard Hughes Corporation**, as secretary-treasurer.

**Bonefish Grill**, located in Town Square, is now open for lunch Monday-Saturday at 11:00 a.m.

## wheeling and dealing

**Moveline** co-founder Kelly Eidson was featured in PandoDaily discussing "Moving your company? Here are 3 ways not to screw it up."

The Adventuredome at **Circus Circus Las Vegas** will open its newest attraction, the El Loco roller coaster, beginning in late January 2014.

# WHAT'S YOUR STORY IN NEVADA'S NEXT CHAPTER?

From downtown Las Vegas to I-80 Elko, Nevada Public Radio goes beyond your daily commute: all-day news, smart conversation about issues that matter and voices that stay with you.

YOU'VE GOT PLACES TO BE, WE'VE  
GOT STORIES TO TAKE YOU THERE.



# member to member

## SELF-EMPLOYED?

### TAX UPDATES AND REMINDERS FOR 2014

W

hen you are self-employed, the line between personal and business expenses can get blurry. Unfortunately, the IRS doesn't account for these "grey areas" so you must decide what assets, expenses and income will be allocated to your business. It is important to be aware of the other common self-employed business deductions, and take advantage of all possible tax savings.

#### Necessary Deductions

When looking for ways to save on taxes, a good place to start is to account for "ordinary and necessary" deductions. For example, an auto detailing business would logically have the need for transportation costs, cleaning supplies and carpet cleaning equipment. Tracking all of your necessary expenses throughout the year will help you and your accountant efficiently file your taxes for 2014.

#### Reduce Your Tax Burden: Buy a Vehicle

One way to reduce your tax bill is to have a vehicle that is used for business purposes. If you purchase the vehicle, you can claim the auto depreciation on several years of tax returns. With the depreciation, your income goes down, you pay fewer taxes so cash stays in your pocket and you have the car to use for business purposes. The deduction for passenger auto depreciation in 2014 is as follows:

- 1st year depreciation - \$3,160
- 2nd year depreciation - \$5,100
- 3rd year depreciation - \$3,050
- All years thereafter - \$1,875

#### Standard Mileage Rates = Free Money!

Continuing with vehicle deductions, if you drive your car for business, every business mile is 55.5 cents back in your pocket. Your company picks up the expense and you don't have to use the mileage money as income. Pay special attention to this area because it is a common place for an audit – keep your mileage log records or it will be disallowed.



#### Self-Rent

Another way to be efficient with your money as a self-employed individual is to rent office space from yourself. If you own a building and then rent it back to yourself, the net income on the rental should be zero. For example, if you pay \$10,000 a year in rent and the mortgage is \$6,000 a year, then the building's depreciation is \$4,000. The company picks up the deduction on the depreciation and you can keep \$4,000 in your pocket. It is not necessary to create a separate entity to own the building – a self-employed person can be both renter and landlord. Your accountant will help you get all the deductions available to you so you don't miss out on passive loss rules; the rule of thumb is you should make sure the rent minus the mortgage and depreciation equal out to zero.

#### New 2014 Tax Brackets

Most taxpayers, including the self-employed, will have some small tax savings with the new 2014 individual income tax rate brackets: A married couple filing jointly with a total taxable income of \$100,000 should pay \$145 less income taxes in 2014 on the same income, and a single filer with taxable income of \$50,000 will owe \$72.50 less next year due to the adjustments to the income tax rate brackets between 2013 and 2014.

Inflation-based tax savings for the 2014 tax year can become substantial when you combine them with education credits, retirement account contributions and the deductions mentioned above. Be sure to speak with an accountant to find out what other self-employed tax credits and deductions are available to you.



By: Jeff Edwards, CPA,  
Piercy Bowler Taylor & Kern,  
PBTK.com



# A VALLEY UNITED

*Transformation Begins With Us*



**THURSDAY, JANUARY 16, 2014**



## 2014 STATE OF THE CITY LUNCHEON

Register by January 9, 2014 in one of three ways:

1. PAY ONLINE (VISA/MC): Visit [www.cityofnorthlasvegas.com](http://www.cityofnorthlasvegas.com)
2. VISA/MASTER CARD: Mail info along with this completed RSVP card
3. CHECK: Mail along with this completed RSVP card

Name(s): \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

\_\_\_\_\_ Tickets(s) @ \$40 per person

\_\_\_\_\_ Table(s) @ \$400 per table

\$ \_\_\_\_\_ Total Charge

Credit Card No. \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Signature: \_\_\_\_\_

I will not be able to attend. Please accept my donation of \$ \_\_\_\_\_.

\$5 of every ticket will be donated to one of the charities listed below. Please, vote for your preferred charity by placing an X in front of its name. See reverse of this card for a description of each. The charity that garners the most votes will be announced at the State of the City event and will be presented with a check.

- \_\_\_\_\_ Operation Warm Heart
- \_\_\_\_\_ Neighborhood Housing Services
- \_\_\_\_\_ Public Education Foundation
- \_\_\_\_\_ Families for Effective Autism Treatment
- \_\_\_\_\_ James Seastrand Helping Hands

Please, RSVP by January 9, 2014 to  
Elisa Bradshaw (633-2744).

City of North Las Vegas  
2250 Las Vegas Blvd., North, Suite 900  
North Las Vegas, NV 89030

# 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)



## MCFADDEN'S RESTAURANT AND SALOON

McFadden's Restaurant and Saloon returned to Las Vegas with its location at 6593 Las Vegas Blvd. South, at Town Square. With a bustling happy hour, an Irish-American cuisine in which to indulge, and nightly entertainment, be prepared to enjoy McFadden's. Call 702.834.4400 or visit [mcfaddensvegas.com](http://mcfaddensvegas.com).



## EL SUPERPAWN

SuperPawn celebrated its grand opening at 3104 N. Rainbow Blvd. It provides customers with financial access not offered by traditional banking institutions and serves as a great retail alternative. Call 702.735.4444 or visit [superpawn.com](http://superpawn.com).



## PORT OF SUBS

Port of Subs commemorated its new location at 8615 W. Flamingo Rd. It is a fresh sandwich shop and has four types of bread, as well as wheat and lettuce wraps. Call 702.480.6137 or visit [portofsubs.com](http://portofsubs.com).



## AMERICAN DREAM FLOORING

American Dream Flooring celebrated its grand opening and new location at 7385 W. Sahara Ave. American Dream Flooring carries laminates, hardwood, tiles and carpet at affordable prices. It focuses on high quality products and excellent customer service. Call 702.685.0999 or visit [americandreamflooring.com](http://americandreamflooring.com) and follow us on Facebook and Twitter.



## LITTLE MISS HANNAH FOUNDATION

Little Miss Hannah Foundation, joined by local dignitaries, family and friends, commemorated its second anniversary at Town Square Park. Its mission is to help enhance the quality of life for young children diagnosed with rare diseases, undiagnosed complex medical needs and children who have been placed in hospice or palliative care. Call 702.608.2488 or visit [littlemisshannah.org](http://littlemisshannah.org).



## THE PUTT PARK

The Putt Park celebrated its grand opening as the only outdoor 18-hole miniature golf course in Las Vegas. Located at 6085 S. Fort Apache, The Putt Park features cosmic golf on Friday and Saturday evenings at sundown. Call 702.254.7888 or visit [theputtpark.com](http://theputtpark.com).



SPONSORED BY:



PC - President's Club

EL - Executive Level

\$ - Chamber Member Discount



### THE VAPERY

The Vapery celebrated its grand opening at 8060 S. Rainbow Blvd., Ste. 105. The Vapery offers a wide variety of vaping products, including Joyetech vaporizers, electronic cigarettes and e-liquids. Call 702.485.5888 or visit [thevaperylv.com](http://thevaperylv.com) or follow them on Twitter @TheVaperyLV.



### TRANSPARENT MENTAL HEALTH, INC.

Transparent Mental Health, Inc. hosted an open house at 222 S. Rainbow Blvd., Ste. 205 & 208. Call 702.487.3154, visit [transparentmh.com](http://transparentmh.com), or like them at [Facebook.com/transparentmh](https://www.facebook.com/transparentmh).



### IT WORKS

It Works commemorated its grand opening. It provides wraps that tighten, tone and firm the body within 45 minutes and reduce the appearance of cellulite. Call 801.791.8724 or visit [christinahb.myitworks.com](http://christinahb.myitworks.com).



### APPLE ROCK EVENT DISPLAYS

Apple Rock Event Displays commemorated 25 years in business and its new location at 1530 E. Pama Ln., Ste. A. Apple Rock creates top-quality custom displays and designs for trade shows, outdoor events, conferences, showrooms and more. Call 702.269.8400 or visit [applerock.com](http://applerock.com).



### PC \$ OFFICE DEPOT

Office Depot celebrated the opening of its newest store, located at 2170 N. Rainbow Blvd., by hosting an event for Chamber members. Office Depot offers discounts to all Chamber members. Call 800.GO.DEPOT (800.463.3768) or visit [officedepot.com](http://officedepot.com).



### FYI MEDIAWORLD PHOTOGRAPHIC

FYI Mediaworld Photographic commemorated its Chamber membership with friends and family. Located at 3079 W. Tompkins, FYI mediaworld Photographic provides advertising and promotional photography for the fashion, beauty, style and entertainment industries, as well as headshot services for the professional and corporate community. Call 702.731.3991 or visit [fyimediaworld.com](http://fyimediaworld.com).

# 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)



## PC MCDONALDS

Local McDonald's owners and operators celebrated the opening of their newest restaurant, featuring McDonald's new contemporary design. The unveiling of the restaurant included a ribbon cutting ceremony and special local dignitaries as guests, as well as a donation to Ronald McDonald House Charities.



## VIRTUAL KEYRING, LLC

Virtual Keyring, LLC commemorated its Las Vegas location. It offers fundraising tools for non-profit organizations. Call 702.461.2602 or visit [youtube.com/user/VirtualKeyring](http://youtube.com/user/VirtualKeyring).



## TWIN PEAKS RESTAURANT

Twin Peaks Restaurant commemorated its first year in Las Vegas with more than 200 friends at 3717 S. Las Vegas Blvd. It is the ultimate "man cave," with 29 degree draft beer and hearty, made-from-scratch "man food" selections. It's also a great place to watch your favorite sports on state-of-the-art TVs in a rugged mountain lodge setting. Call 702.795.8946 or visit [twinpeaksrestaurant.com](http://twinpeaksrestaurant.com).



## SELECT PHYSICAL THERAPY

Select Physical Therapy, a division of the Nevada Chapter of the American Physical Therapy Association, commemorated the grand opening of its newest outpatient physical therapy office, located at 400 N. Stephanie St. in Henderson. Select Physical Therapy offers physical and hand therapy, sports rehabilitation, work injury prevention and management with six centers throughout Nevada. Call 702.454.1162 or visit [selectmedical.com](http://selectmedical.com).



## TREND NATION

Trend Nation celebrated its five-year anniversary and newly expanded location at 4151 N. Pecos Rd. with several dignitaries. Trend Nation is an e-commerce marketing and multi-channel distribution company that sells more than 15,000 products through six internal websites. With 50,000 customers in more than 40 countries, Trend Nation is a proud Las Vegas company. Call 702.435.0225 or visit [trendnation.com](http://trendnation.com).



## HEATHER MONGIE, LLC

Heather Mongie, LLC celebrated her Chamber membership as a real estate agent at Exit Realty Platinum Group, which has a combined experience of more than 30 years. Heather Mongie, as a residential realtor, specializes in certified distressed property, short sale, foreclosure, etc. The office is located at 3230 S. Buffalo Dr. Call 702.417.8622 or visit [heathermongie.com](http://heathermongie.com).

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**PC SUNRISE HOSPITAL AND MEDICAL CENTER**

The Heart Center at Sunrise Hospital and Medical Center announced the grand opening of its newly renovated Cardiac Catheterization Lab, located at 3186 S. Maryland Pkwy. Call 702.731.8000 or visit [sunrisehospital.com](http://sunrisehospital.com).



**JD'S TAX AND FINANCIAL SOLUTIONS**

JD's Tax and Financial Solutions commemorated its newly renovated space, located at 2300 S. Jones Blvd. JD's Tax specializes in helping taxpayers understand their tax and financial matters. It handles all IRS matters for its clients, from the preparation and submission of tax returns to representing them in audit and collection matters. Call 702.639.9130 or visit [jdstax.com](http://jdstax.com).



**PC LIQUID SUGR**

Liquid Sugr, the newest addition to the SWEET Family, celebrated its grand opening at 3655 S. Las Vegas Blvd., at the Paris Hotel. It is an outside bar that features expertly crafted daiquiris, margaritas, pina colodas and more. Call 702.577.1814 or visit [sugarfactorylv.com](http://sugarfactorylv.com).



**KABUKI JAPANESE RESTAURANT**

Kabuki Japanese Restaurant introduced its all new vegetarian menu at its Tivoli Village location, 400 S. Rampart Blvd., with Chamber members. Call 702.685.7776 or visit [kabukirestaurants.com](http://kabukirestaurants.com).



**FIRSTMED HEALTH AND WELLNESS CENTER**

FirstMed Health and Wellness Center celebrated its 5-year anniversary with a health fair at 3343 S. Eastern Ave. FirstMed Health and Wellness Center is a non-profit organization providing preventive and primary health care services to patients in Las Vegas. Call 702.731.0909 or visit [firstmedhealth.org](http://firstmedhealth.org).

FEATURED BROKER:



**OPTOMIS INSURANCE**

As a leading broker representative of the Chamber Health Plan, Optomis Insurance helps Las Vegas Metro Chamber of Commerce business owners provide affordable health benefits to their employees. Founded in 1993, Optomis Insurance is a locally owned and independent Las Vegas-based brokerage providing employee benefits, health insurance, pension and retirement plans to small and mid-sized businesses.

Phone: 702.221.4161  
Website: [www.optomis.com](http://www.optomis.com)

# vegas young professionals

presenting  
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vyp fusion  
mixer at  
gold spike

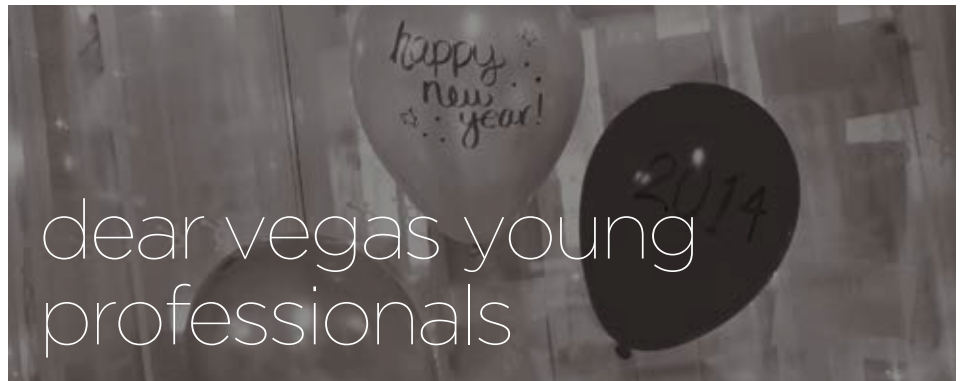
Welcome in a new year of building new business connections! Join VYP and meet other great young professionals from around the valley, including members of Teach for America and Venture For America. This event will feature great networking, a complimentary drink and access to one of Downtown's newest and most popular spots.

Thursday, January 30  
6:00 - 8:00 p.m.  
Gold Spike  
217 Las Vegas Blvd. N.

Online: \$10- Members,  
\$15- Non-members  
At the door: \$15- Members,  
\$20- Non-members  
Register online at VegasYP.com  
or by calling 702.641.5822

Mixer Sponsor:

**VEGASINC**



I'm honored to be your incoming 2014 Advisory Council Chair and serving an organization I so strongly believe in and care about. I've been a member of Vegas Young Professionals for as long as I've been in Las Vegas (since 2006) and attribute much of my professional success to my involvement and connections made from VYP.

My husband and our four children enthusiastically call Las Vegas our home now. We moved here from the Midwest as I pursued my career with Office Dynamics International and we didn't know a soul! This organization was an exceptional way for me to get plugged into the Las Vegas community at an accelerated rate! I found people I trusted to do business with and after only a few months of residence, I shone like a superstar at my office when I'd make referrals to local VYP connections! These connections followed through on their promises to our business and helped us look great and better serve our customers. I knew I was onto something!

I've since participated in VYP's Toastmasters Club (and went from completely afraid and flushed whenever speaking in public to just completing my first TED talk at TEDxFremontEastWomen), Business 101 and Bigwig Luncheon events. I am proud to say that many of my best friends in Las Vegas have stemmed from relationships established at VYP Fusion Mixers or other VYP events growing into rich connections with fabulous people!

2014 will be an excellent year for our organization. We have amazing venues

in store for Fusion Mixers, an Advisory Council in place that is engaged and ready to serve with your best interests at heart, as well as great plans in place to bring you more through our Business 101 learning series, Bigwig Luncheon events, collegiate outreach events, and community outreach events where Vegas Young Professionals members are given the opportunity to give back in many ways. We also have a great team of Ambassadors in place to make transition into membership easy for you as well as networking at our functions a lot more enjoyable! If you haven't met one of our Ambassadors yet, I encourage you to say hi at our next event.

I'm really excited to be a part of this organization and hope that you are too!

The mission of Vegas Young Professionals is to become the professional organization where our young professional residents can establish a solid network and put down roots in our community. We hope to attract and keep top talent here in Las Vegas and with your active engagement in our organization we can do just that and so much more!

I look forward to connecting with you.



By: Jasmine Freeman,  
VYP Advisory Council Chair 2014,  
Vice President,  
Office Dynamics International

# preview <sup>LAS VEGAS</sup> platinum sponsors



## **CENTURYLINK** Jeff Oberschelp, VP and General Manager

"We are proud and excited to establish Las Vegas as a 1 Gig fiber city and are thankful for all the support we have received. CenturyLink will be rolling out many more fiber neighborhoods as well as launching fiber to thousands of small and medium businesses this year. Stay up to date on all our announcements by following us on Twitter @CenturyLinkLV!"



## **CHAMBER INSURANCE AND BENEFITS** William Wright, President

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



## **COX COMMUNICATIONS** Derrick R. Hill, VP, Cox Business/Hospitality Network

"At Cox Communications and Cox Business, we connect our residential and commercial business customers through state-of-the-art video, voice and data technologies - but we also connect with Southern Nevadans by supporting STEM education, family, diversity and arts initiatives. We are particularly proud to support the Metro Chamber and the business community as a Platinum Sponsor of Preview 2014."



## **HIGHTOWER LAS VEGAS** Mike PeQueen, Managing Director, Partner

"HighTower Las Vegas, with more than 140 years of combined experience managing wealth for successful members of the Southern Nevada community, is proud to support Preview Las Vegas and the Las Vegas Metro Chamber of Commerce."



## **LAS VEGAS REVIEW-JOURNAL** Bob Brown, Publisher

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



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

"Exciting things are happening at NV Energy. New online tools and technology make managing your account and saving energy easier than ever. And we continue to provide top ranking service reliability... Letting you focus your energy on the success of your business."



## **NEVADA STATE BANK** Dallas Haun, President & CEO

"A proud sponsor of Preview 2014, Nevada State Bank has been helping businesses grow and prosper since 1959. Our fifty years have taught us that during turbulent times, partnership is paramount. We applaud the Las Vegas Metro Chamber of Commerce's efforts to partner with, strengthen, and grow our business community—providing valuable resources to its membership."



## **UNITEDHEALTHCARE** Donald J. Giancursio, Chief Executive Officer

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



## **WELLS FARGO** Doris Charles, Southern Nevada Area President

"Wells Fargo is a proud Las Vegas Metro Chamber supporter and Preview 2014 sponsor because we know that healthy businesses are important pillars that help support our community's overall well-being. The Chamber is a partner to businesses of all sizes in Southern Nevada, working to help them survive and thrive. Our thanks to the Chamber for its work in support of commerce in Southern Nevada."

# member insights

## HOW WILL YOU MAKE IT HAPPEN IN 2014?

Having passion for your company is key. Your passion - or lack thereof - is evident to current and potential customers. With PeopleMatter, I'm proud that our technology improves the way the hourly workforce works. Knowing that our software makes a difference drives me to work harder, smarter. Make your passion contagious.

[Jerry McElroy - Account Executive, PeopleMatter \(A\)](#)

There's a difference between working hard and hard work. Working hard is busy work, hard work doing things that are challenging. This year's theme is giving up the exhausting fight for mediocrity and instead doing a graceful swan-dive into the real challenges.

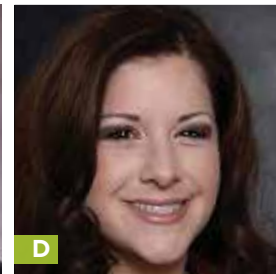
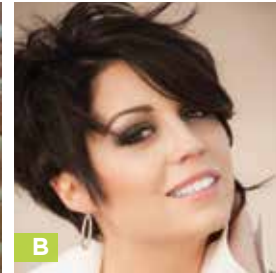
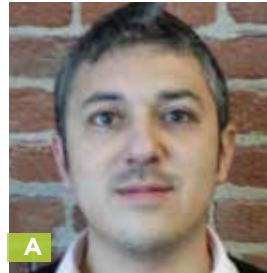
[Amelia C. - CEO - Hair and Makeup Artist, Amelia C & Co \(B\)](#)

Cox will "make it happen in 2014" by focusing 100% on the customer and ensuring that every employee is committed to delivering an exceptional customer experience during every customer interaction. It is not customer satisfaction that matters -- it is customer loyalty!! Every Cox employee needs to understand how they can positively impact the customer experience.

[Mike Bolognini - Market Vice President, Cox Communications, Las Vegas \(C\)](#)

Think locally. Profit globally. Think smart, work smart, play soft, and go sailing. Learn another language or two. Appreciate other cultures and mores. Think out of the box as well as the office.

[Rick Besmanoff - President, Rsvip Global Media & Marketing](#)

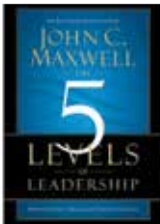


My hefty goals are only accomplishable if I stick to a strict attitude of authentic appreciation for my career, gratitude towards my coworkers and dedication to my clients. Regardless of yesterday's successes or setbacks I force myself to begin each day with a smile, fresh perspective and of course a BIG cup of coffee.

[Linzy Turner - Business Development, National Title Company \(D\)](#)

## add these to your queue

### BOOK



#### THE 5 LEVELS OF LEADERSHIP

by John Maxwell  
True leadership isn't a matter of having a certain job or title. In fact, being chosen for a position is only the first of the five levels every effective leader achieves.

[John Pinnington, AA Printing](#)

### PODCAST



#### WHAT GREAT BOSSES KNOW

It's short and gives us a great leadership topic to discuss.

[Justin McEwan, Rock Security LLC](#)

### APP



#### WHATSAPP

Stay connected anywhere in the world!

[Linda Addington, Gfour Productions](#)

# Just what the doctor ordered.



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# LAS VEGAS preview



“When Las Vegas is known for being the best place to build a company, I honestly believe that there are no limits to what the city could become – potentially the most important growth city in America and the world.” - JIM CLIFTON

FRIDAY, JANUARY 24, 2014

TICKETS AVAILABLE NOW!

7:00 a.m. – 1:00 p.m.  
Thomas & Mack Center -  
Cox Pavilion

PreviewLasVegas.com  
or 702.641.5822  
\$60 - Members | \$80 - Non-Members

## North Las Vegas Breakfast

### FEATURING...



**JIM CLIFTON**  
Chairman & CEO,  
Gallup - Author,  
*The Coming Jobs War*



**ROSSI RALENKOTTER**  
President/CEO,  
Las Vegas Convention  
and Visitors Authority



**ROBERT LANG**  
UNLV Director,  
Brookings  
Mountain West



**JEREMY AGUERO**  
Principal  
Analyst,  
Applied Analysis



**SPEAKER OF THE  
NEVADA STATE  
ASSEMBLY  
MARILYN KIRKPATRICK**

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### GOLD SPONSORS

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Nevada Drug Card | SkyHigh Marketing

**Thursday, February 6**

The Cannery Hotel & Casino  
2121 E. Craig Rd.

7:30 to 9:00 a.m.

\$25 for members  
\$35 non-members  
\$35 walk-ins

To register, visit [LVChamber.com](http://LVChamber.com)  
or call 702-641-5822