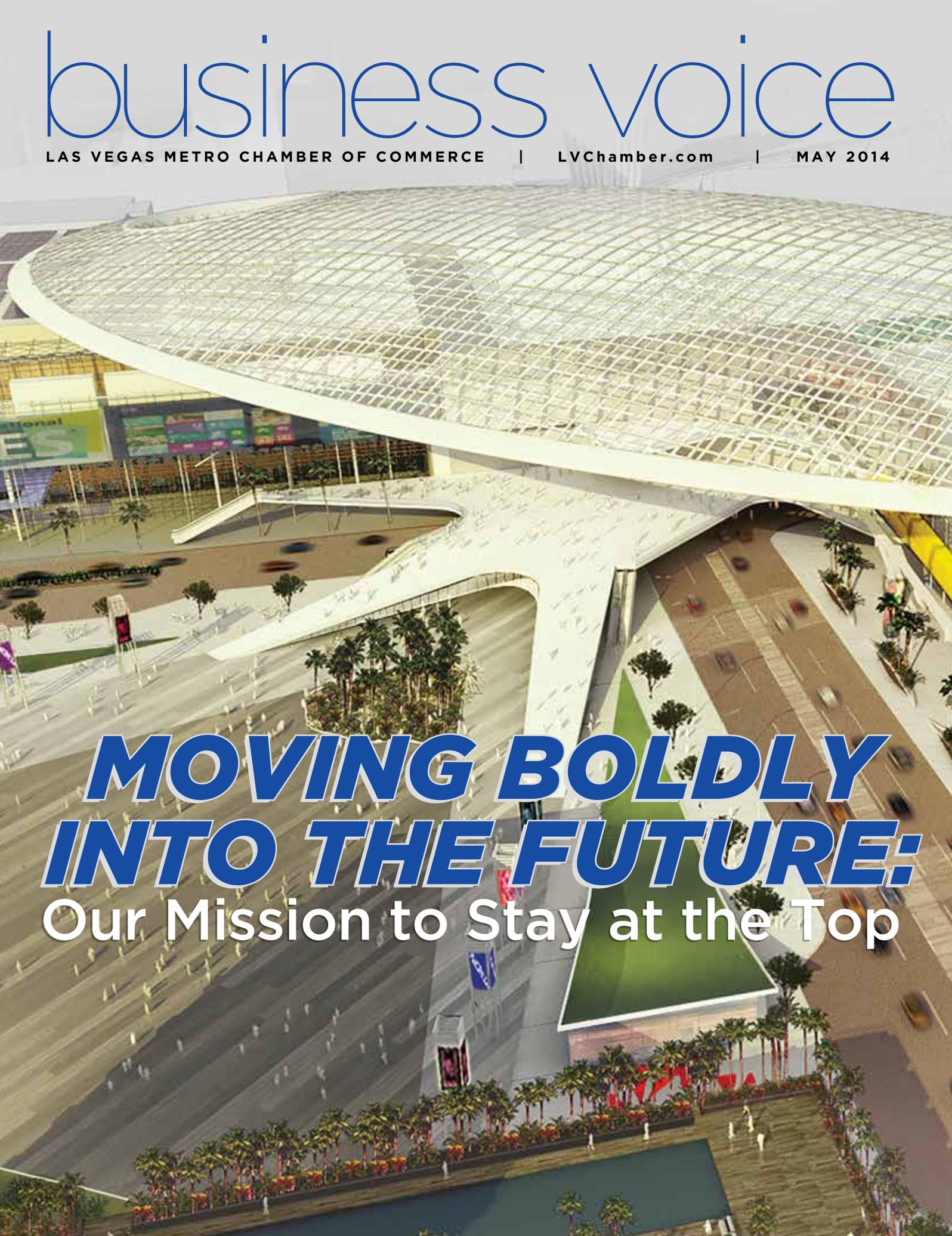


business voice

LAS VEGAS METRO CHAMBER OF COMMERCE

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| MAY 2014



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painting the town blue

KRISTIN MCMILLAN
PRESIDENT & CEO

This month, we celebrate National Travel and Tourism Week, and there is a lot to celebrate this year: the opening of the Linq and the Cromwell, as well as the soon to be open SLS; breaking ground on a new arena on the Strip; the unveiling of a new iconic landmark – the High Roller – to our skyline; and not just one, but two political parties considering Las Vegas as the host for its presidential convention in 2016. For a record-setting 20 years, Las Vegas has been the number one trade show destination in North America.

While as a community we look towards new avenues to diversify our economy, we also must keep our core tourism industry strong and forward-moving. And now is a great time to reinforce how important that industry is to every aspect of our community and economy in Southern Nevada. Last year, the tourism industry's total economic impact was more than \$45 billion, nearly half of our total workforce and 47 percent of the region's gross product. The impact of travel and tourism on our economy promises to be even more significant with time. You will read in this issue that the Las Vegas Convention and Visitors Authority (LVCVA) is well into planning the Las Vegas Global Business District, an ambitious multi-tiered project to solidify and expand the market share of Las Vegas in the global economy. This will be a vital component of our region's future.

The Metro Chamber is actively engaged in advancing and strengthening an agenda that sustains Las Vegas' position as a top leisure and business travel destination. We are the only metropolitan area chamber to hold a seat on the U.S. Travel Association's board, giving us a voice on behalf of our region to help grow this pivotal

sector and create jobs. We are deeply involved with the LVCVA, having three seats on its prestigious board of directors and partnering on various initiatives, projects and activities.

During the Chamber's annual trip to Washington, D.C. last month, we connected with members of Nevada's Congressional delegation, as well as key members of Congress from other states, to press for legislation to keep travel and tourism strong and growth-focused. We discussed the Jobs Originated Through Launching Travel (JOLT) Act, which would expand the Visa Waiver Program, reduce visa wait times and conduct visa interviews through a videoconferencing pilot program. Expanding our market share of international tourism is a critical catalyst for job creation and economic growth. When in Washington, the Chamber encouraged the passage of other federal legislation as well, including bills to extend the Terrorism Risk Insurance Act to protect our economy and core industry, renew funds for Brand USA to market the U.S. as global destination for tourism, and expand ecotourism through the designation of Tule Springs Fossil Beds as Nevada's first national monument.

During the week of May 3 - 11, the LVCVA will be "painting the town blue" by lighting Las Vegas signs and landmarks in blue and asking residents to wear blue to show support of Southern Nevada's core industry. On Tuesday, May 6, the LVCVA will hold a rally at The Mob Museum to celebrate this commemorative week. At the Chamber, we'll be turning our website blue for the occasion and taking part in the festivities. I invite you to take part in the celebration. Turn your business landmarks blue, encourage your employees to wear blue for a day and help support Southern Nevada's dynamic economic engine.

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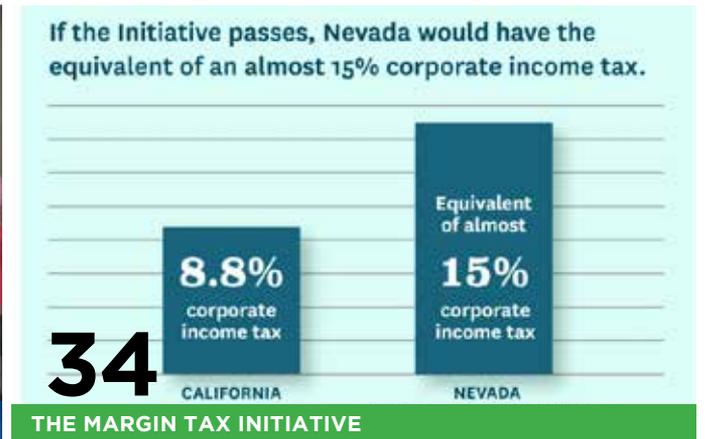
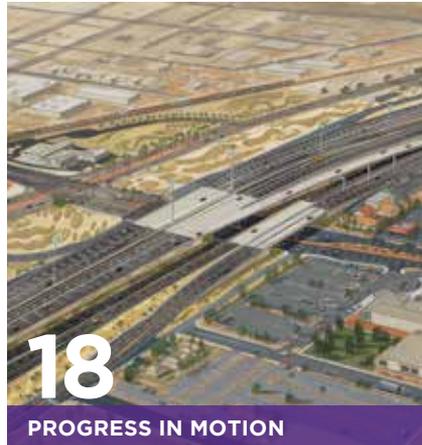
EDITORIAL POLICY:

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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chamber news



metro chamber welcomes krista darnold as vice president of membership

The Metro Chamber is proud to welcome Krista Darnold as its new vice president of membership. Darnold, a native of Kansas, brings with her a strong background in creating strategic partnerships, connecting members of the community, marketing and business development. She has held roles in development, sales and marketing, most recently at The Smith Center for the Performing Arts, where she headed its corporate partnership efforts since its opening. Prior to her work at The Smith Center, Krista served as the director of development for an international design studio. She is a graduate of the Leadership Las Vegas program and has been actively involved with the Leadership Las Vegas Council and alumni since her graduation from the program in 2005.

make your mark:
apply for leadership
las vegas



Applications for Leadership Las Vegas, the Metro Chamber's signature executive development program, are due no later than 4:00 p.m. on Thursday, May 15, 2014. During an immersive two-day opening retreat and nine session days that follow, Leadership Las Vegas participants develop a keen awareness of the community's biggest opportunities and challenges, create valuable relationships with fellow classmates, and become empowered and impassioned about shaping the future of the Las Vegas community. The program, since its inception in 1986, has brought together more than 1,200 local leaders to dive into the systems that make Southern Nevada such a vibrant and diverse region. For more information on the program or to download an application, visit LeadLV.com. You can also attend the annual Recruitment Mixer on Thursday, May 8. To register, visit LVChamber.com or call 702.641.5822.

metro chamber engages congressman steny hoyer to advance i-11

Metro Chamber President and CEO Kristin McMillan, along with several members of the Metro Chamber leadership, met with U.S. Congressman Steny Hoyer (D-MD), the Democratic Whip of the U.S. House of Representatives, on supporting necessary infrastructure projects to bolster Southern Nevada's economic opportunities, including Interstate 11. The Metro Chamber joined U.S. Congressman Steven Horsford, the Regional Transportation Commission, the Las Vegas Global Economic Alliance and other local chambers for this important discussion.



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With about 2,000 attendees and nearly 200 exhibitors, the place for you to be and your business to be seen is Business Expo 2014, at the World Market Center (now International Market Centers) downtown, on Wednesday, June 11, from noon - 5:00 p.m. This annual high-energy, high-traffic trade show for the Las Vegas business community is an excellent opportunity to meet new potential clients and service providers, see the latest and greatest in the Las Vegas market from a variety of small, medium and large businesses, and sample cuisines from some of Las Vegas' most popular restaurants and caterers. It's the place to be to network, meet new business contacts and boost your brand recognition. Tickets are just \$10 each, and can be purchased online at LVChamber.com or by calling 702.641.5822. Exhibitor opportunities are open exclusively to Metro Chamber members. Download your reservation form today at LVChamber.com/business-expo.



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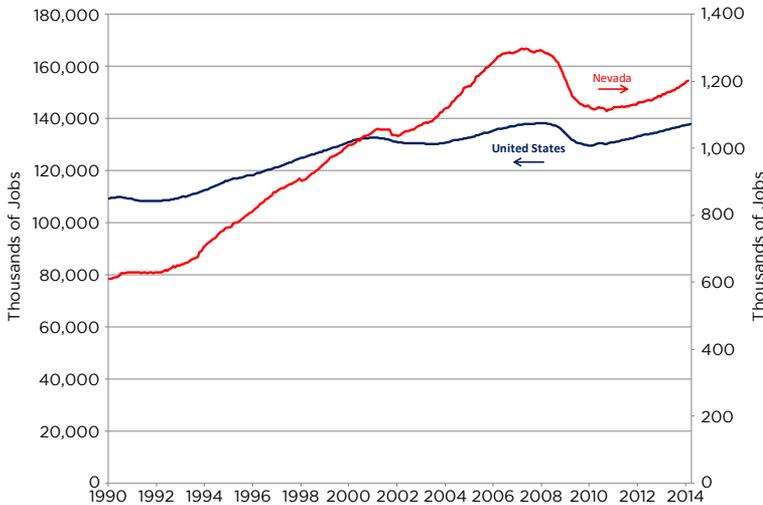
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news you need



cber report indicates strong job growth in nevada

A recent report released by UNLV's Center for Business and Economic Research (CBER), found that while its economy is not yet fully recovered from the Great Recession, Nevada has been one of the fastest-growing states in the past two years, signaling that recovery is well underway. In 2013, Nevada was second in the United States for employment growth, nearly doubling the national rate of 1.72 percent, with an employment growth rate of 3.42 percent. Patterns established over the past few years have also established Nevada's reemergence as one of the fastest-growing states in the nation. For the complete report, visit cber.unlv.edu. (Source: UNLV Center for Business and Economic Research)

may 12 – 16: celebrate small business week!

Small business owners have plenty of free resources, webinars and fun ways to commemorate Small Business Week. From May 12 – 16, national and local organizations and entities will highlight the impact of entrepreneurs and small business owners from all 50 states and celebrate their reach on job creation, innovation and increasing America's place in the global economy. For events, webinars and resources available during Small Business Week, visit SBA.gov and IRS.gov.

10-digit dialing is here for southern nevada!

Beginning May 3, all local phone calls made in Southern Nevada will require use of the 702 area code prior to dialing the number. This is in preparation for the new 725 area code, which will be assigned to new telephone lines starting June 3. In addition to changing dialing procedures, business owners and operators are urged to check their automatic dialing equipment, life safety systems, PBXs, fax machines, Internet dial-up numbers, alarm and security systems, gates, speed dialers, call forwarding services and voicemail services to ensure their systems are compliant with the new 10-digit requirement. For more information, visit puc.nv.gov.

nevada sba adds new staff to las vegas team

The Nevada U.S. Small Business Administration (SBA) added staff members to expand its regional outreach capacity. New staff members are Roy Brady, SBA lending specialist, with an extensive background in SBA lending and banking; Christina Stace, Nevada administrative officer and economic development specialist, with a background in banking and previous experience at the Federal Deposit Insurance Corporation; and Barry VanOrden, business opportunity specialist, who will focus on SBA certification programs in federal government contracting. Says Nevada district director Ed Cadena, "We're very pleased to welcome a talented group of professionals to assist small businesses in our state." For more information, visit sba.gov.

for your
benefit

W

ant to enhance your leadership skills and learn about the Southern Nevada community? Apply to Leadership Advance, the Metro Chamber's new program dedicated to emerging leaders and those wanting to enhance their leadership skills. Building off the solid foundation of the Leadership North Las Vegas program, Leadership Advance is designed for individuals in the Las Vegas community who are on the path to significant leadership positions, and develops their leadership abilities and prepares them for the challenges of community leadership. Through an Advance retreat and nine carefully-executed monthly session days, participants receive an in-depth community education, as well as practical, hands-on leadership skills training. By the end of the program year, participants gain insight into their own leadership techniques, grow awareness of community issues and challenges, and become equipped to handle additional leadership roles and responsibilities within the Las Vegas Valley. For more information, visit LeadLV.com or contact Kristen Larsen, program coordinator, at 702.586.3825.

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metro chamber champions southern nevada issues in washington, d.c.

T

he Metro Chamber recently returned from a successful advocacy trip to Washington, D.C. The delegation – the Metro Chamber’s largest to date – included nearly 40 business leaders, elected officials and public policy experts.

Clark County Commissioner and Regional Transportation Commission (RTC) chairman Larry Brown, Las Vegas Mayor Pro Temp Stavros Anthony, North Las Vegas Mayor Pro Temp Anita Wood and Henderson Councilwoman and RTC vice chairman Debra March joined the delegation to create a unified voice for some of the most pressing and vital issues for Southern Nevada.

During the trip, the Metro Chamber represented the Southern Nevada business community on myriad issues, including funding to build Interstate 11 (I-11), fixes to the Affordable Care Act, and the designation of Tule Springs Fossil Bed as a national monument. Other areas of focus included reauthorization of the Terrorism Risk Insurance Act, the Jobs Originated Through Launching Travel (JOLT) Act, immigration reform, homeland security funding through the Urban Area Security Initiative Program, land use and water infrastructure, and automatic spending cuts, including reductions to Southern Nevada’s military installation. These issues, important to the Metro Chamber and its membership, are paramount to job creation and the long-term economic future of our region.

The schedule was packed with meetings with some of the leading policymakers for our region, including U.S. Senate Majority Leader Harry Reid, U.S. Senator Dean Heller, U.S. Congresswoman Dina Titus (NV-1), U.S. Congressman Mark Amodei (NV-2), U.S. Congressman Joe Heck (NV-3) and U.S. Congressman Steven Horsford (NV-4), as well as Congressional leaders and representatives from other states, including U.S. Congressman Raúl Labrador (ID-1), U.S. Congressman Tom Price (GA-6) and U.S. Congressman Tom Petri (WI-6). We held a reception for the I-11 Congressional Caucus, and welcomed members of Arizona’s Congressional delegation and business community for a discussion and engagement about the potential economic development and job creation opportunities I-11 would bring the Las Vegas and Phoenix areas.

The Metro Chamber also focused on current and upcoming legislative priorities, including K-12 education reform and the implementation of Common Core Standards, with the U.S. Chamber of Commerce, an organization with a long-standing tradition of protecting and advancing the national business community. The American Gaming Association also briefed the delegation on sustaining and enhancing Las Vegas’ place as the global gaming leader. During a meeting with the Tax Foundation, the nation’s leading independent tax policy research organization, analysts delved into the devastating economic impact that Question 3, the Margin Tax Initiative, would have on Southern Nevada’s economy, job creation and small business growth. They also provided an overview of film tax credits for Nevada, as well as an overall federal tax update.

Rounding out these productive and insightful meetings was a visit with the Brookings Institution, one of the nation’s leading think tanks for metropolitan public policy. The delegation received an in-depth look at what Las Vegas needs to become more competitive in the global economy, including further development of Nevada’s STEM (Science Technology Engineering and Mathematics) economy, strengthening Southern Nevada’s transportation infrastructure and examining other cities in the United States for their innovation districts, which are driving research and creating economic opportunities for their regions.

Through an engaged group of members, elected officials and key representatives from the business community, the Metro Chamber was able to have meaningful dialogues to advance a federal agenda to protect the Southern Nevada business community, create good jobs and spur new economic development opportunities for the region.



your scene | you're seen

eggs & issues
featuring u.s.
congresswoman
dina titus



In April, U.S. Congresswoman Dina Titus addressed the Metro Chamber membership on issues that are impacting – or have the potential to impact – the Southern Nevada region, including the designation of Tule Springs as a national monument, economic development and infrastructure projects. A Q & A with Chamber members, as well as a meet and greet, followed her remarks. Eggs & Issues events connect Metro Chamber members directly with decision-makers on important policy issues.

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MOVING BOLDLY INTO THE FUTURE:

Our Mission to Stay at the Top

BY GRETA BECK-SEIDMAN

“You don’t get to be number one by standing still,” says Rossi Ralenkotter, president/CEO of the Las Vegas Convention and Visitors Authority (LVCVA).

From employment to education, tourism matters a great deal to nearly every facet of life in Southern Nevada, and we cannot afford to stagnate. Forward motion for our core industry is paramount to our future economic success in the global marketplace. With plans for the Las Vegas Global Business District moving at a steady pace and key tourism indicators pointing in the right direction, Las Vegas is positioning itself to retain its standing as the number one trade show destination in North America – a title we have held for a record-setting 20 years – and increasing our market share of the convention and trade show industry. This challenge matters to the entire community.

In 2013, the tourism industry directly supported about 27 percent of the region’s workforce (approximately 219,000 workers). Convention and meeting attendance increased by 3.3 percent last year and directly supported around 35,700 jobs and \$4.5 billion in economic output. In 2013, increases in both convention attendance and spending per convention visitor spurred a 9.4 percent rise in direct economic impact of the convention segment. When taking into account indirect and induced impacts, including suppliers of goods and services, job creation as a result of those required products and services, and employee spending in the local economy, these numbers reflect just how critical a robust tourism industry is to our region. Including indirect and induced impacts, convention travelers supported more than 61,000 jobs and \$7.4 billion in total economic output. This comprises a significant share of the total economic impact of tourism on our region in 2013 – a staggering \$45.2 billion, 47 percent of our region’s gross product and 375,700 jobs, nearly half of the total workforce.

“Our goal is to increase our meetings and conventions market share from 12 to 16 percent and that growth overall means more jobs,” Ralenkotter says. “More trade show and convention delegates directly impact local businesses and create and sustain local jobs because these visitors typically spend more money during their stay than the leisure traveler. That spending fuels our economy.” Through the ambitious,

innovative and exciting plans for the Las Vegas Global Business District, our region is setting into motion plans to assert its dominance in the convention and meetings industry.

Increasing this market share positions the Las Vegas community well. Nevada State Senator Michael Roberson says, “It seems good for the business community that we can truly create a global marketplace in this area and attract international businesses that will leverage our leading position in trade shows to grow businesses and create jobs.” Bolstering our core industry is a source of strength for the entire workforce in Southern Nevada, according to Danny Thompson, executive secretary treasurer for the Nevada State AFL-CIO. “The ability to attract new trade shows, grow our existing shows, stay competitive and not lose market share means we are growing the economy here and that is a job creator. That drives confidence in our economic future and investment across Southern Nevada takes off. That’s a good thing for all of us.”

The Las Vegas Global Business District project has three major components: first, a major renovation, expansion and modernization of the existing Las Vegas Convention Center and the creation of a convention district campus; second, establishing an international business center that leverages and expands Las Vegas’ existing World Trade Center designation to increase and leverage our international business opportunities; and third, creating a centralized transportation hub that improves connectivity and efficiency between the resort corridor, the convention center and airport. Speaker of the Nevada State Assembly Marilyn Kirkpatrick asserts the importance of sustaining the strength of the tourism industry in Southern Nevada. “Tourism already accounts for almost half of all jobs in Southern Nevada. Working men and women benefit from the health and growth of the tourism economy. When the LVCVA builds this project, it will propel our economy forward and create much needed jobs.”

The reimagining and expansion of the Las Vegas Convention Center extends far beyond an additional one million square feet of meeting space. It also includes significant upgrades to existing technology to keep pace with significant trade shows like CES. “Las Vegas is the world’s best convention city,” says Gary

“MORE TRADE SHOW AND CONVENTION DELEGATES DIRECTLY IMPACT LOCAL BUSINESSES AND CREATE AND SUSTAIN LOCAL JOBS BECAUSE THESE VISITORS TYPICALLY SPEND MORE MONEY DURING THEIR STAY THAN THE LEISURE TRAVELER. THAT SPENDING FUELS OUR ECONOMY.”



Shapiro, president/CEO of the Consumer Electronics Association. “Its infrastructure and technology must evolve to attract business travelers, as well as new business. The International CES is a major global technology event and our 150,000 plus attendees are big users of technology who expect always-on access to their devices around the clock.” Other amenities planned for the expansion include new food and beverage outlets, outdoor public and gathering spaces and neighborhood enhancements. Speaker Kirkpatrick says, “The forward thinking vision of the LVCVA on this Global Business District really puts Las Vegas in the driver’s seat to grow our existing shows...and attract new shows, both national and internationally.”

The benefit of expanding Las Vegas’ World Trade Center and building a dedicated facility has the potential to multiply our presence in the international business marketplace. Las Vegas is the only convention center in the United States with a World Trade Center designation. This status provides an incentive for international business travelers to visit us and gives our city credibility and validation as a center for conducting global business. “It will be a permanent global marketplace where local companies and international corporations – like the *Fortune* 1000 – can interact with the tens of thousands of businesses that come here for shows and conventions,” explains Ralenkotter. “The world’s most innovative and influential companies exhibit here every year launching new products and ideas. This year, International CES had 20,000 new product launches alone. Imagine the possibilities for our community if we have a dedicated facility where global companies expand the business that happens on the trade show floor.”

The third pivotal piece of the Global Business District is the centralized transportation hub. According to a study from Applied Analysis, having our visitors stuck in traffic costs the Las Vegas community about \$242 million each year. The LVCVA has established a steering committee to address the challenges of our current transportation systems within the resort corridor and other areas of high volume traffic, such as the convention center and the airport. The committee includes stakeholders from McCarran International Airport, the Regional Transportation Commission of Southern Nevada (RTC), the Nevada Department of Transportation, Las Vegas Monorail, taxi cab and limousine companies, resort partners and others. Tom

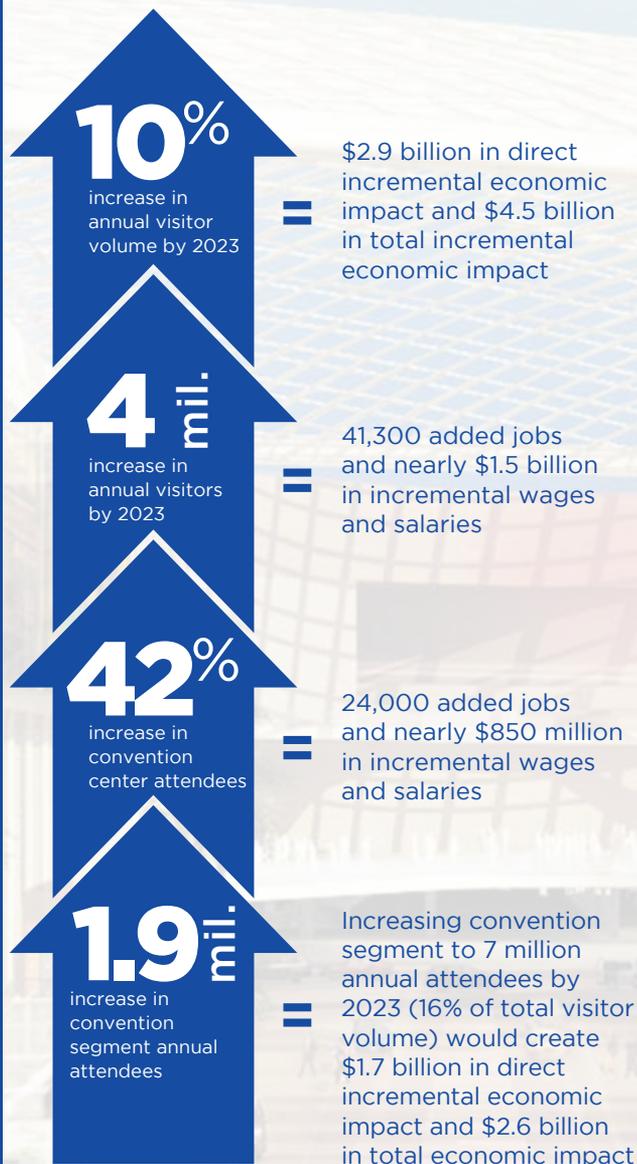
Cindric, producer of the World of Concrete show (which has generated approximately \$700 million in local non-gaming economic impact since 2005 and an estimated \$63 million in 2014 alone), says, “Our customers, both domestic and international, find Las Vegas to be a very welcoming destination with accommodations and activities to meet a variety of budgets.” He does, however, identify transportation as an opportunity for the area. To address these ongoing challenges, Ralenkotter explains, “Our goal is to develop a comprehensive transportation plan, including a multi-modal, seamless transportation experience throughout the destination for visitors and for our tourism industry employees.” Areas of potential interest include blending traditional transportation, such as cars, buses and taxis, with options like expanding the monorail or implementing a light-rail system.

These advancements aren’t just a vanity project. Some of Las Vegas’ peer cities are taking major strides in augmenting their convention services. Chicago, Orlando, Phoenix and New Orleans have recently completed or are in the process of improving their convention services. San Diego is investing \$750 million in adding 380,000 square feet and 500 hotel rooms by next year. San Francisco recently announced a \$500 million investment in its convention space over the next four years. Boston is considering a \$1 billion upgrade to its existing convention center. “We learned an important lesson a few months back when the National Finals Rodeo was considering moving to another city. That was a critical reminder that other cities are actively working to lure away our business, and we have to continue to stay ahead of the competition,” asserts Ralenkotter. Making these improvements and enhancements to our core industry’s infrastructure sends a strong statement that Las Vegas isn’t budging from its top-seeded spot in the convention and meetings market. We are doing what it takes to stay ahead.

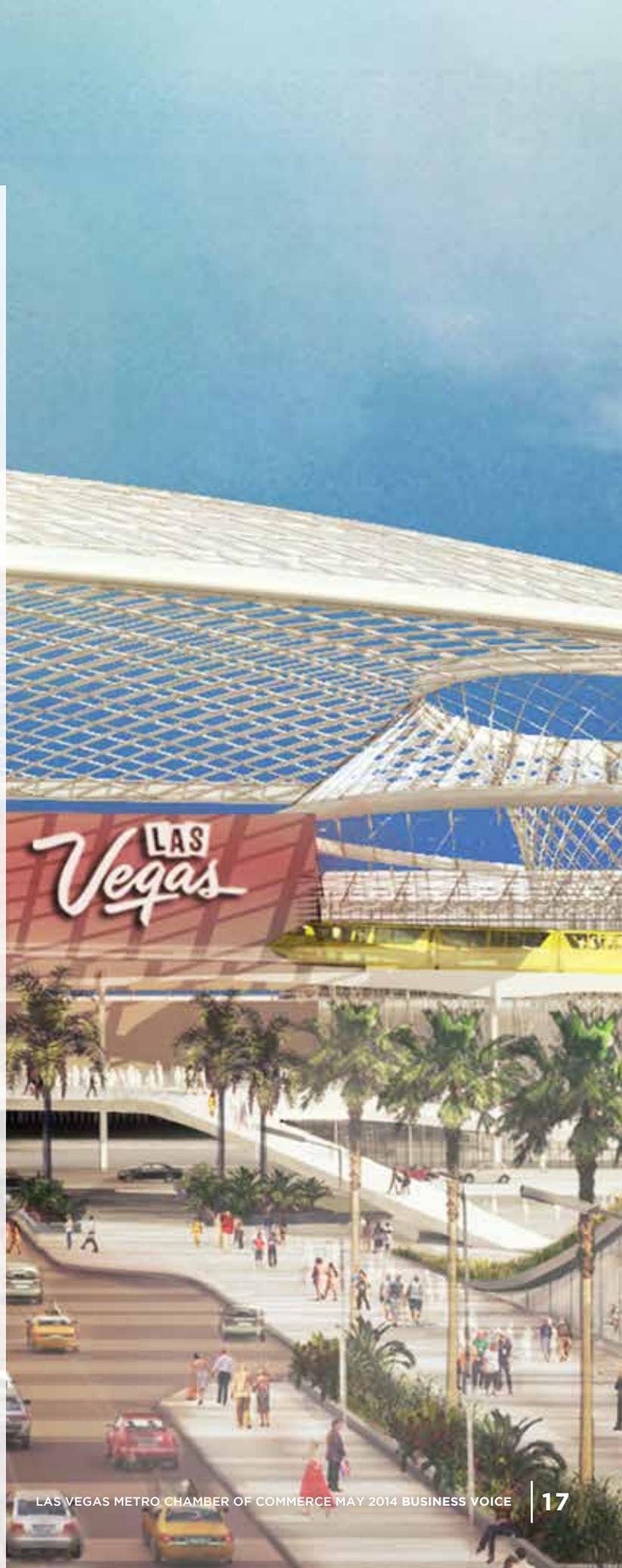
As this game-changing project takes shape and advances, the LVCVA will convene the entire community to engage in the planning process and stay apprised of changes and updates as the plans progress. “We need you to be a part of the dialogue and be involved as we move forward,” Ralenkotter says. “This is a community project and its economic impact will benefit us all.” You can join the conversation at LVGlobalBusinessDistrictInfo@lvcva.com.

“MAKING THESE IMPROVEMENTS AND ENHANCEMENTS TO OUR CORE INDUSTRY’S INFRASTRUCTURE SENDS A STRONG STATEMENT THAT LAS VEGAS ISN’T BUDGING FROM ITS TOP-SEEDED SPOT IN THE CONVENTION AND MEETINGS MARKET.”

Increasing our core industry translates to hard dollars – both directly and indirectly – for Southern Nevada. See how the Global Business District will play a major role in Southern Nevada’s future:



Source:



*Renderings provided by the Las Vegas Convention and Visitors Authority.

project neon:

PROGRESS IN MOTION

T

o residents and visitors, neon signs and vibrant lights symbolize the culture of Las Vegas. Project NEON, the largest undertaking in the history of the Nevada Department of Transportation (NDOT), will drive the local economy by providing a safer, more efficient commute for residents and visitors.

The project is a massive endeavor to improve the Interstate 15 (I-15) corridor between Sahara Avenue and U.S. Highway 95 – a stretch of the state’s busiest freeway that carries an average of 250,000 vehicles per day. The concept behind the project is to relieve congestion and reduce crashes along I-15 by better organizing vehicles on separate facilities within the corridor to reduce disruptions and improve traffic flow. The improvements are also expected to reduce air and noise pollution, traffic delays and ultimately improve the quality of life for local residents.

In addition to speeding up the north-south commute, Project NEON will enhance east-west travel and improve access to Downtown Las Vegas on the east side of I-15 and the new Medical District on the west side. Alternate routes to downtown have become critical over the past three years as the community has celebrated the openings of The Smith Center, the Downtown Arts District, Container Park and numerous local businesses.

NDOT opted to deliver Project NEON through a public-private partnership, which allows construction to be completed by 2019 rather than 2030 – the targeted completion date if NDOT had used traditional design and construction methods. The accelerated project schedule will lessen costs by reducing the risk of significant inflation in construction and material prices.

The \$1.5 billion project will be funded by fuel tax revenues, meaning NDOT will not have to use funds from its base capital improvement program – nearly \$380 million a year – and that money can now be used for other essential projects.

Project NEON has several major components:

HOV Flyover – The 3.7-mile flyover allows 20 miles of seamless access via carpool lanes or express buses from the northwest valley to the back door of the Las Vegas Strip. This will benefit motorists who travel or take public transit from around the Las Vegas Valley to the Strip or downtown.

Charleston Interchange – Motorists will find Charleston Boulevard far easier to access with a tight diamond



interchange that eliminates the looping ramp from eastbound Charleston to northbound I-15. This portion of the project will also improve traffic flow and help reduce crashes along I-15 at Charleston.

Martin Luther King (MLK) Boulevard – The awkward Charleston southbound off-ramp and on-ramp that rely upon MLK will be removed; instead, motorists who want access to and from southbound I-15 will use dedicated ramps at the Charleston interchange. MLK will be a completely separate roadway that stretches to Oakey Boulevard.

I-15/NEON Gateway HOV Interchange – HOV traffic on I-15 will be able to access the Western Avenue and Grand Central Parkway areas through a new freeway median interchange. The new NEON Gateway access will connect the I-15 HOV system to Grand Central Parkway and Western Avenue. This allows motorists access to the north to Charleston Boulevard, the Clark County Government Center, and the Las Vegas Premium Outlets and downtown; and to the south to Oakey-Wyoming.

To find out more about Project NEON, visit our website at ndotprojectneon.com.



By: Adriana Packer, Penna Powers
Brian Haynes, on behalf of the Nevada
Department of Transportation

Legal Elite Attorney Profiles

June 2014 Issue

Reserve Your Profile for As Low As \$500

In addition to the top lawyers that will be featured in the June 2014 Legal Elite issue, *Nevada Business Magazine* is also offering attorney's the opportunity to include a profile in the story, which will be read by over 82,000 executives.

These profiles will be included in the Legal Elite section of the magazine in a 1/6 page, editorial-like format. The profile will include a photo, as well as the highlights and accomplishments of the attorney profiled.

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what's happening

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may 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.
See website for details on locations.

Monday, May 5
Tuesday, May 6
Monday, May 19
Tuesday, May 20

how to register:

Visit LVChamber.com and
click on the Events Calendar.

Call 702.641.5822.

8

THURSDAY, MAY 8 **LEADERSHIP LAS VEGAS RECRUITMENT MIXER**

Potential candidates for the Class of 2015 are invited to join Leadership Las Vegas Alumni and the current Class of 2014 for a recruitment mixer.

5:00 – 7:00 p.m.

Vdara Hotel & Spa – Bar Vdara
2600 W. Harmon Ave.
Las Vegas, NV 89109

Complimentary for Leadership Las Vegas alumni and their guests.

Sponsors: Bank of Nevada, CenturyLink, Chamber Insurance & Benefits, Cox Communications, *Las Vegas Review-Journal*, MGM Resorts International, NV Energy, Strategic Telecom Solutions, Opportunity Village, Sunrise Health, Super Pawn, UnitedHealthcare, Wells Fargo, Affordable Concepts, Inc.

12

MONDAY, MAY 12 **VEGAS YOUNG PROFESSIONALS** **TOASTMASTERS MEETING**

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.

The Ogden Clubhouse - 16th Floor
150 Las Vegas Blvd.
Las Vegas NV, 89101

FREE for guests

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

13

TUESDAY, MAY 13 **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.

20

TUESDAY, MAY 20 **NEW MEMBER BREAKFAST**

At this exclusive event for new members of the Metro 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 – 9:30 a.m. Program

Embassy Terrace
2800 W. Sahara Ave.
Las Vegas, NV 89102

Sponsored by: Chamber Insurance & Benefits, Office Depot, Wells Fargo

21

WEDNESDAY, MAY 21 **BUSINESS EXPO EXHIBITOR WORKSHOP**

Exhibitors will learn valuable trade show and exhibiting tips, as well as logistics for move-in and move-out. After the workshop, attendees are invited to enjoy light refreshments and network with one another.

3:30 – 3:30 p.m. Food and Beverage Workshop

3:30 – 4:30 p.m. Exhibitor Workshop

4:30 – 5:30 p.m. Networking

The Innovation Center
6795 Edmond St.

Las Vegas, NV 89118

Complimentary for current Business Expo exhibitors only.

00 - CHAMBER EVENT

00 - VYP EVENT

may sponsors:



22

**THURSDAY, MAY 22
VYP FUSION MIXER**

Mix and mingle with other young professionals while enjoying the ambiance of this sophisticated, upscale lounge.

5:30-7:30 p.m.

Lily Bar at Bellagio

3600 Las Vegas Blvd. South
Las Vegas, NV 89109

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

Program Sponsors: Chamber Insurance & Benefits,
UnitedHealthcare, Wells Fargo

Mixer Sponsor: VegasInc.

23

**FRIDAY, MAY 23
MILITARY APPRECIATION NIGHT AT THE LAS
VEGAS 51S**

The Las Vegas 51s and the Metro Chamber honor the military men and women of our Armed Forces. For every ticket purchased, a matching ticket and hat voucher will be donated to a serviceman or woman. Don't miss a special fireworks show after the game.

7:00 p.m.

Cashman Field

850 Las Vegas Blvd N.
Las Vegas, NV 89101

Cost: \$10 per ticket

27

**TUESDAY, MAY 27
CHAMBER VOICES TOASTMASTERS**
See May 13 for details.

29

**THURSDAY, MAY 29
CUSTOMER SERVICE EXCELLENCE
BREAKFAST CEREMONY**

The Las Vegas Metro Chamber of Commerce and the Las Vegas Convention and Visitors Authority thank all of our nominees for their dedication to great customer service at our Customer Service Excellence Recognition Ceremony.

7:00 - 9:00 a.m.

Cashman Center

850 Las Vegas Blvd N.
Las Vegas, NV 89101

Complimentary for nominees and their guests.

Platinum Sponsors: Chamber Insurance & Benefits, Las Vegas Review-Journal, Wells Fargo

Gold Sponsors: Boyd Gaming Corporation, Cox Communications, KNPR, Office Depot, Sunrise Health System, Southwest Airlines, Southwest Gas

Media Partner: Channel 13

member insights

WHAT'S THE MOST EFFECTIVE WAY YOU'VE MARKETED YOUR BUSINESS IN THE PAST YEAR?

The most effective way I've marketed my business in the past year was to mail out announcements with a handwritten note to colleagues in the community. So many of them responded with invitations to connect over lunch and even referrals.

[Homa Woodrum, Esq., Woodrum Law LLC](#)

By building strong and lasting relationships with our existing customer base. It is a lot less expensive to keep a customer than it is to get a new one.

[Kelly Connerly, VP of Business Development, Orbis Solutions, Inc. \(A\)](#)

The most effective tool we've used to market is something we call 'gorilla marketing.' It's a play on words to describe our in-your-face marketing system. We achieve this by hitting the streets and making personal contact with our potential clients. Nothing is more effective in building rapport than meeting your customers face-to-face, and not just letting them know what you do, but who you are as an individual.

[Charles Grosh, Owner, DC Fit Las Vegas \(B\)](#)

We have maintained our A+ rating on the local Las Vegas BBB for 5 years straight. Last year we took advantage of our free local advertising available through Google, Yahoo and Bing and increased our revenue by \$100,000.

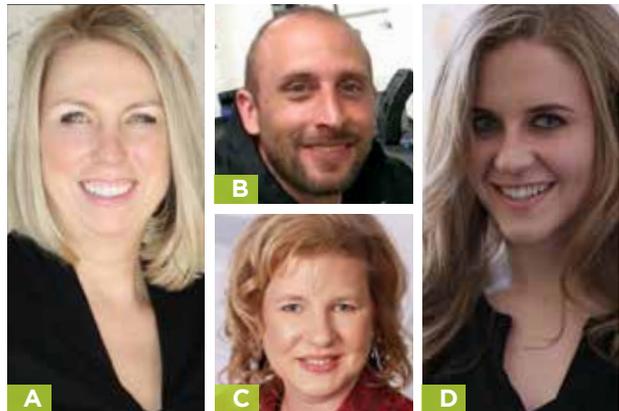
[Maria Peters, Director of Sales, Auto Transporters Nationwide](#)

We get to see behind the curtain on how a lot of businesses in Las Vegas advertise their services. The most effective method we've seen by far is the use of search marketing on Google, Yahoo and Bing. Businesses bid on certain keywords in order for their clickable ads to appear in Google's search results. Nothing works better and we use it ourselves to get new customers and it's been very profitable.

[Gary Sargent, Founder, Expert Internet Marketing](#)

As a practicing attorney for 28 years, the most effective way to market my business is to provide the highest quality personal service to my clients. Reputation is the number one marketing tool.

[Candace C. Carlyon, Esq., Managing Partner, Carlyon Law Group, PLLC \(C\)](#)



Antibytes will officially launch in May 2014. We are preparing for numerous speaking events around the Downtown Las Vegas community. The most effective marketing thus far has come from talking to influencers in the community who spread the word to other influencers. Word of mouth, being present, and speaking engagements have all been vital to our marketing efforts.

[Kelli Warren, CEO, Antibytes LLC \(D\)](#)

An effective internal marketing tool we have incorporated into our practice is having patient appreciation days. We host an event, like a movie premiere, and invite our patients to bring their friends and families and join our team for a private screening of a featured movie with drinks and popcorn!

[Karisa Udy and Elina Nunez, Community Relations Coordinators, Seven Hills Orthodontics](#)

Due to the unique business service nature of Las Vegas Go To Guy, I have found that my popularity is driven by the direct recommendations of my satisfied clients along with professional organization affiliations.

[Christopher G. Axelrod, President, Las Vegas Go To Guy](#)

in the know

THE BUSINESS OF HELPING BUSINESSES: CLARK COUNTY AIMS TO ASSIST THE SOUTHERN NEVADA BUSINESS COMMUNITY

BY COMMISSIONER SUSAN BRAGER,
CLARK COUNTY COMMISSION

In recent years, Clark County has redoubled its efforts to assist businesses in Southern Nevada. These efforts include increasing awards of government contracts and construction projects to local businesses, changing policies to speed business development and improving services for business entities.

Clark County has pumped money – and jobs – into the local economy with numerous construction projects. The Clark County Water Reclamation District's aggressive five-year capital plan led to the completion of seven projects worth \$28.3 million in 2013. Overall work by the district includes 74 projects valued at \$231.5 million in design and construction. Also, as part of the fuel-tax indexing funds recently approved by the Clark County Commission, the County has 26 road projects planned, totaling almost \$44 million in design and construction. These projects will both boost our local economy through job creation and help ease traffic.

Another priority of Clark County is to train local small businesses on how best to secure County contracts. As a result, the amount of non-bid purchases from Nevada businesses grew from 34 to 37 percent during the past year, increasing the total dollar amount by more than 70 percent – from \$122 million in 2012 to \$208 million in 2013.

Clark County has also been making strides to help support land development in Southern Nevada. In the last year, the County created a policy to allow landowners in the area near McCarran Airport, where development was heavily restricted based on an older airport noise contour map, with the opportunity to apply for a modification of the restrictions to allow for a greater array of development. To date, the County has approved modifications on more than 400 acres of land. In addition, at my request, the Board will soon consider a policy for the sale of surplus land by the County, which could potentially provide more than 1,400 acres of additional developable land in Southern Nevada.

Another way the County has been working to assist businesses is by improving the services we offer, particularly within business licensing. While the number of general applications for County business licenses increased by about 16 percent in 2013, applicants experienced a 20 percent decrease in processing times due to a new online service. The average



processing time for general licenses is now only 19 days. What was once complex and sometimes confusing has now been reduced to 10 steps involving a lot less paperwork and accessibility around the clock via the Internet. Business owners can now apply for or renew a license and monitor the inspection and licensing process electronically.

Other business licensing improvements include consolidating 400 different business license categories into 20 standardized categories, eliminating the need for multiple licenses at a single business location and allowing the electronic submission of fire permit surveys and other state requirements.

While these are important improvements, I am always looking for other ways to assist the business community. If you have suggestions on how we can improve the way in which we conduct business, please don't hesitate to contact my office at 702.455.3500 or ccdistrf@co.clark.nv.us.

spotlights

(B) Jo Ferriter

VP Customer Account Manager – SolarCity

Jo Ferriter is responsible for creating an outstanding customer service experience while helping homeowners transition to clean, affordable solar energy. She has more than a decade of experience managing sales and customers service teams in both the U.S. and Europe. Ferriter led the implementation of various new processes and programs, from consolidating customer touch-points to centralizing scheduling services. She earned her degree in Business Management from the Dublin Institute of Technology.

(A) Alan Powell

Founder & President – AGST Income Generator “Success By Association”

With 48 years’ experience in helping thousands of individuals and hundreds of businesses achieve exceptional, sustainable income growth, the AGST non-profit “family” has repositioned its global headquarters in Las Vegas. Launching his new technology on BBC TV’s *Tomorrow’s World*, radio and *Financial Times*, Alan Powell is an extensive innovator committed to the avoidance of “innovator pitfalls” and sharing his knowledge to maximize clients’ potential for sustainable success. The company has received multiple prestigious awards, including TDC, London’s Innovator of the Year.



(D) Gene Galloway **President, Plaza Bank**

Gene Galloway has a long history in regional banking at California Federal Bank, Crocker National Bank and Sanwa Bank California. He completed his tenure at Sanwa as corporate executive vice president and chief of the retail and community banking group, with responsibility for more than \$3.5 billion in banking assets and liabilities in 118 branch banking offices. Galloway is a graduate of San Diego State University. He has lived and owned real estate in Las Vegas since 2002 and is a veteran of the U.S. Marines.

(C) Richard Cronk

Managing Director – US Oil Solutions

Richard Cronk has more than 20 years of leadership experience starting new companies and fixing non-profitable branches for several *Fortune* 500 companies. An accomplished corporate strategist and marketer, he has driven notable enterprise growth in the sales industry. His exceptional track record of business improvement is based on his philosophy of total enterprise engagement in change. Cronk is known for quickly identifying sales and growth impediments, going far beyond marketing, refining the organizational structure, product lines, sourcing, sales channels and market position, as well as general advertising.

president's
club

Mary Thompson

President – Capstone Risk Management & Insurance

A longtime Nevada resident, Mary Thompson has been in the insurance industry for more than 30 years. Her experience includes sales and executive management for all insurance coverage, specializing in property, casualty, workers' compensation and employee benefits. Thompson utilizes her technical expertise to review each client's exposure from a risk management perspective. She is an advisor for Chamber Insurance and Benefits, LLC, which offers insurance programs to Metro Chamber members.

Laurie Indvik

Executive Director – CompassionCare Hospice

Laurie Indvik is the executive director for CompassionCare Hospice, a business committed to providing superior physical care, as well as emotional and spiritual care, to patients with life-limiting illnesses, either in their own homes or wherever the patient and loved ones need help. Prior to being promoted to executive director, Indvik was director of business development. Indvik is a native of Minnesota, and has lived in Las Vegas for the past five years.

Andy Katz

President – Manpower, Inc. of Southern Nevada

Andy Katz is a noted authority on employment and outlook survey trends in Southern Nevada. He was recognized by *In Business Las Vegas* in their Top 40 Under 40, and also as one of the Most Influential Businessmen of the Year in 2005. Katz serves on the boards of directors of many organizations, including the Clark County Public Education Foundation and the Southern Nevada Workforce Investment Board. Katz is an avid cyclist and sports enthusiast.



executive level

Jim Spinello

Local Government and Public Affairs Director – R & R Partners

A former Nevada state assemblyman and public administrator, Jim Spinello uses his knowledge of Nevada state government to advocate on behalf of R&R Partners' government and public affairs clients. Previously, as assistant director of administrative services for Clark County, he oversaw the Office of Emergency Management; Strategic Planning and Organizational Development; and Franchise Services. He helped establish the County's ethics guidelines and was appointed to the Nevada Homeland Security Commission by Governor Kenny Guinn.

Lisa de Marigny

President & CEO – Showtime Tours/Mark Travel Corporation

Lisa de Marigny leads a team that is driven by wellness, integrity, innovation, relationship and profit. Showtime operates an environmentally-friendly airport shuttle and charter bus business. De Marigny is a graduate of Penn State University and has held various transportation leadership positions over the last 25 years. She serves on two community association boards and has earned the Dedicated Community Association Leader designation from Community Associations Institute. She is also a 2012 graduate of Leadership Las Vegas.

Tom Axtell

General Manager – Vegas PBS

Tom Axtell has worked at broadcast stations in Minneapolis/St. Paul, Fargo/Morehead, Spokane and Milwaukee. Prior to his career in broadcasting, Axtell served as a college vice president for advancement, legislative aid to a state senator, political campaign manager and swimming coach. Axtell currently serves on several Nevada boards and councils including the Nevada Broadcaster's Association, Nevada Atomic Testing Museum and United Way of Southern Nevada.

office ergonomics



N

eck and shoulder pain, tendonitis, carpal tunnel syndrome—how can working at a desk job make you feel like you handle a jackhammer for a living? The answer is ergonomics, the science of coordinating physical working conditions to workers.

Proper ergonomics can ease job stress and prevent chronic injuries and disabilities, such as:

- Carpal tunnel syndrome
- Excessive fatigue
- Eyestrain and irritation
- Blurred vision
- Headaches
- Stress
- Neck and back pain

Ergonomic Advice

Limit activities that put you in awkward positions or make your muscles tense:

- Alternate your tasks between standing and sitting. You should change your position at least once every hour.
- Stretch and relax muscles and joints that have remained in the same position for long periods of time.
- Remember the 20/20 rule for tired eyes: look about 20 feet away for 20 seconds every 20 minutes.
- If you have to talk on the phone often, use a headset.

Posture

A common posture problem for people who work with computers is holding their heads in front of their shoulders and arching their necks, like turtles peering out of their shells. Slouched backs and rounded shoulders often accompany this poor posture. Working in this position can lead to frequent headaches, backaches and sore necks.

Chairs

- Chair height should be at a level so your feet rest flat on the floor and your thighs are almost parallel to the floor.
- The front edge of the seat cushion should curve down slightly, allowing a two- to three-inch space from the backs of your knees.

- The backrest should follow the natural curves of your spine to offer lumbar support. It should also recline.
- Armrests should be padded and adjust vertically and horizontally. Armrests should be high enough to support your forearms comfortably, but not cause your shoulders to hunch up.
- The chair should have five legs for stability and be able to swivel and roll.
- A chair with a seat that can slide forward as you lean back, or with a reclined backrest with lumbar support, is the best model to prevent back pain.

Keyboards

Carpal tunnel syndrome is a common ailment suffered by office workers. It's caused by repetitive hand or wrist activity creating pressure on one of the nerves that leads to the hand. To avoid carpal tunnel syndrome, take the following precautions:

- Place your keyboard directly in front of your chair so your arms hang naturally and your wrists remain in a neutral position.
- Your adjustable keyboard support should have a space for your mouse that prevents overreaching.
- The keyboard support design should allow for your wrists, thumbs, and fingers to remain in a relaxed, neutral position.

Computer Screens

- Place the screen directly in front of your chair and keyboard.
- The top of the screen should be at eye level or one to two inches below eye level.
- Generally, the screen should be 18 to 30 inches from your eyes and placed to minimize glare.
- Your work area should have indirect, overhead lighting.
- The screen should be clean and the contrast and brightness levels should be adjusted so figures are easy to see.

This information is brought to you by Chamber Insurance & Benefits, administrator of the Chamber Health Plan. For more information on insurance coverage options for your business, visit ChamberIB.com or call 702.586.3889. This month's content is provided courtesy of Behavioral Healthcare Options.

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

PRESIDENT'S CLUB MEMBER | EXECUTIVE LEVEL

upcoming events

BADASS Dash™, one of the world's leading producers of obstacle course challenges, is holding an event on May 24, at South Point Casino & Arena to benefit Autism Speaks. To learn more, please visit badassdash.com and use code "CHAMBER" to save on registration fees.

In honor of Travel and Tourism Week, the **Las Vegas Convention and Visitors Authority's Las Vegas Host Committee** will be hosting a travel and tourism rally at The Mob Museum in Downtown Las Vegas on Tuesday, May 6, at 3:45 p.m. The general public is invited to attend and wear blue to show their support.

The City of Las Vegas is offering free classes on the new business licensing portal. Classes are available to current City of Las Vegas business license holders and will cover how to access accounts, make payments and apply for business licenses under the new system. Classes will take place at 4:00 p.m. and 4:45 p.m. May 7, on the 6th floor of the Development Services Center located at 333 N. Rancho Drive. These classes are geared toward the real estate community, but any business is welcome. RSVP to license@LasVegasNevada.gov.

WHY Ranch will be having its first "ONE CHILD" fundraiser to benefit the WHY Ranch 'Diamonds in the Rough' (DITR) program on Saturday, May 17, 2014, at 6:00 p.m. Visit whyranch.org for more information.

The Las Vegas Philharmonic will bid 'au revoir' to its 2013-14 season with a musical journey through the 'city of light' with a concert called "Paris, Je T'aime" on Saturday, May 17, at 7:30 p.m. at **The Smith Center for the Performing Arts**. Tickets available at lvphil.org.

community service

Station Casinos recently presented **Susan G. Komen® of Southern Nevada** with \$74,425 from its fourth annual "Project Pink," a month-long fundraising initiative during National Breast Cancer Awareness Month.

A 24-foot truck was donated to **The Salvation Army Food Pantry** by volunteers from the Las Vegas Pinball Collectors Club.

City National Bank announced it is awarding \$15,000 to charitable organizations in four states in recognition of its colleague volunteer outreach efforts and its 60th Anniversary celebration.

America First Credit Union donated 34 hams to students of Gibson Middle School during the Annual Bunny Run. Students raced in their physical education classes for the opportunity to win a ham to take home to their family for Easter dinner.

The recent Governor's Black Tie Invitational raised more than \$800,000 for local nonprofits including the **Boys & Girls Club of Southern Nevada**, Children's Heart Foundation and **Nevada Childhood Cancer Foundation**.

congratulations

Nevada Public Radio's board of directors promoted Flo Rogers to President and Chief Executive Officer of the organization.

Nathan Adelson Hospice once again earned accreditation by the Joint Commission for demonstrating continued compliance with critical national standards for hospice care.

The Sunrise Health System of Hospitals - Sunrise Hospital, MountainView Hospital and Southern Hills Hospital - have earned The Joint Commission's Gold Seal of Approval™ for re-certification as Primary Stroke Centers. Sunrise Health was the first system of Certified Primary Stroke Centers in Las Vegas.

Mandy Shavinsky, a partner at **Snell & Wilmer**, was elected a Fellow of the American College of Real Estate Lawyers - Class of 2014.

Stephanie Berry, an English teacher at **Basic High School** in Henderson, has been selected for the 2014 PBS LearningMedia Digital Innovators program which recognizes 100 PreK-12 educators from across the country who are using digital media in new and unique ways to improve students' learning.

Beth Campbell, principal and managing director in the local office of architecture and design firm **Gensler**, was featured in a story by the national commercial real estate news source GlobeSt.com, on how technology is changing commercial real estate.

MGM Grand's "The Entertainment Authority" advertising campaign from Cramer-Krasselt Phoenix was awarded a silver ADDY in the consumer or trade publication category.

announcements



McCarthy Building Companies, Inc. strengthened its Nevada division with the recent addition of Heidi Zupancic as Client Service Manager.



MGM Resorts International announced the appointment of Anton Nikodemus to serve as Chief Operating Officer (COO) of MGM Resorts International Regional Operations and will oversee operations in several cities in the United States.



Southern Hills Hospital named Jennifer Le as the new Chief Financial Officer for the organization.



General Growth Properties, Inc. announced the appointment of Mark Thorsen as general manager of **Meadows Mall**.



Stacey Johnston joined **The Korte Company** as part of the Korte Design architectural team. She will be working out of the Highland office as a design support specialist.

Liz Kugel was hired as the business development manager for the **Southern Nevada Golf Association** and will be responsible for increasing memberships, corporate sponsorships for golf tournaments, and advertising.

The long time government affairs team of **Sam McMullen** and **George Ross** has combined its government relations resources and operations with **Porter Gordon Silver**.

Slava Dimitrova was recently named partner at **Fair, Anderson & Langerman**. She oversees the firm's audit practice including oversight of all financial statement work.

Nevada State Bank named Rick Duncan as social media coordinator and Ling Yu as marketing project manager for the bank's marketing communications team.

Vox Solid Communications welcomed Krissi Reeves as social media manager for the firm.

Special Olympics Nevada announced the appointment of Matthew Resler as executive director of the Las Vegas-based non-profit.

Lionel, Sawyer & Collins shareholder Elizabeth Brickfield joined the **United Way's** Women's Leadership Council.

wheeling and dealing

Commercial Executives Real Estate Services recently represented DIGG Partners LC, in the sale of an office building located at 6002 S. Durango Drive, valued at \$861,656.

Opportunity Village, in partnership with DETR/ Business Enterprises of Nevada and the Blind Association, celebrated the grand opening of its newest division, Kitchen Creations Café, located in the Clark County Government Center.

The American Osteopathic Association has approved **Nathan Adelson Hospice**, in partnership with **Touro University Nevada**, for a Hospice and Palliative Medicine Program, making it the first-of-its-kind fellowship program in Nevada and one of only 11 osteopathic fellowship programs in the nation.

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member to member

NEVADA BUSINESS ROUNDTABLE REPORT



BY THE HONORABLE
LORRAINE HUNT-BONO
CHAIRMAN,
NEVADA BUSINESS ROUNDTABLE

T

his year, our Nevada business community will face continued challenges, particularly the Margin Tax Ballot Initiative, as well as new opportunities to improve the political environment in our state and nation. Electing pro-business, entrepreneurial candidates who support public policies that promote

job creation and economic stability will be a critical component of the goals for our coalition.

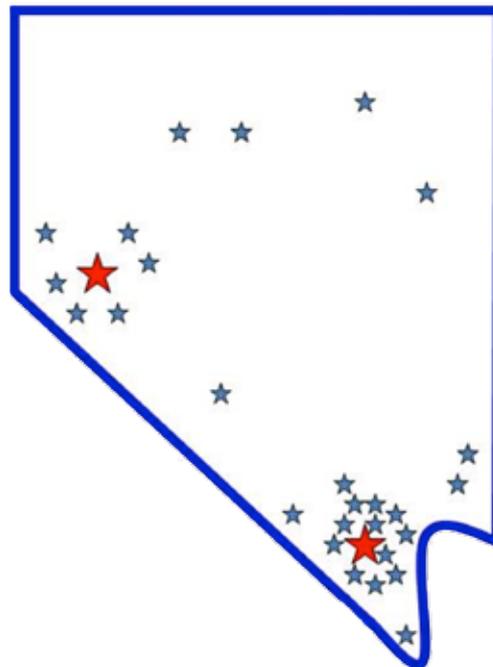
In 2015, we will face a new Nevada State Legislature that will make an impact on our businesses and the people we employ. Our efforts in the last legislative session of key reform issues and other business-related law protected our business community on many levels.

Nevada's workers, small businesses and large businesses will thrive in a robust economic environment that empowers individuals and businesses to invest in our communities, buy equipment, land and buildings, hire employees and create jobs. When the economy prospers, government receives the revenues it needs to fulfill its obligations to the general public. Education, transportation, public health and safety benefit from a prosperous business environment.

It is for this reason that we must continue to strengthen the economic environment in our state through the united effort of the Nevada Business Roundtable (NBR).

We began this statewide undertaking several years ago with the initial help of the Henderson Chamber of Commerce in Southern Nevada and the Reno-Sparks and Northern Nevada Chamber in Northern Nevada. Last year, the Women's Chamber of Commerce of Nevada added their assistance.

I am delighted to announce that the Las Vegas Metro Chamber of Commerce has offered us their partnership in facilitating our communication efforts and will provide staff support and subject matter expertise in 2014 and 2015.



It is important to remember that NBR is not a formal organization. We are simply a statewide coalition of like-minded business groups that share concerns that affect the economy and stability of Nevada businesses in both rural and urban parts of our state.

Our united efforts to address specific critical issues throughout the state will in turn create dynamic, economic prosperity and competitiveness for all Nevada businesses. If you would like more information about the Nevada Business Roundtable, please contact the Metro Chamber's Government Affairs department at 702.641.5822.



NELLIS/CREECH & MILITARY APPRECIATION DAY



Saturday, 17 May 2014 • 11am-5pm • Armed Forces Day

Craig Ranch Regional Park ★ 628 W Craig Road ★ North Las Vegas

FREE EVENT



**Pre-Register
Online by**

5•10•14
nlvevents4military.org



Open to the Public



**FREE BBQ lunch with military ID ★ Live Entertainment ★ Vendors
Food Trucks ★ Family Fun ★ Gunny Sack Races ★ Tug 'o Wars
★ Bring your chairs and blankets and enjoy the show ★**

This is a Military Appreciation Month Celebration open to the PUBLIC. ALL military, including Active Duty, National Guard & Reserve, all branches, all ranks, Veterans, Retired military, Wounded Warriors, and Families of the Fallen with a valid/current Military ID, Veterans card, or similar, will receive a lunch voucher. **Pre-register online at nlvevents4military.org**

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CELEBRATING BUSINESS GROWTH

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



JOHN'S GRAND SLAM COLLECTIBLES, LLC

John's Grand Slam Collectibles, LLC commemorated its grand opening at 6115 S. Rainbow Blvd. It carries sports cards, non-sports collectible cards, memorabilia, comics, toys, stamps and supplies. Call 702.463.9426 or visit jgscollectibles.com



ELEVÉ TRAINING STUDIO

Elevé Training Studio announced its grand opening at 4845 S. Ft. Apache Rd., Ste. D1. It offers pilates, dance, trampoline workouts and more. Call 702.220.3566 or visit elevestudios.com.



RSVIP GLOBAL

Rsvp Global celebrated its new Chamber membership with friends and family. It specializes in PR and marketing strategies. Call 702.772.7726, email vintage.veterans@gmail.com or visit rsvp.fxpress.com.



EL SUPERPAWN

SuperPawn commemorated its new location at 1100 W. Sunset Rd. in Henderson with local dignitaries. SuperPawn provides secured, non-recourse loans to individuals through its 78 locations in the Western United States. Call 702.435.2091 or visit cashamerica.com.



TIPSY TOTES

Tipsy Totes celebrated its expansion at 1549 W. Oakey Blvd. During the celebration, Tipsy Totes, a custom purveyor of stylish custom gifts, wine and spirit carriers, presented The Animal Foundation with an auction item from "Pin Up" to support its cause. Call 702.366.0399 or visit tipsytotes.com.



CUMULUS TECHNOLOGY, INC.

Cumulus Technology, Inc. commemorated more than 15 years of providing leading edge technology. Located at 101 Convention Center Dr., Ste. 733, its services include client-servers and cloud-based systems and mobile application software, dynamic website development and wearable computers. Call 702.815.5613 or visit wearetechnology.com.

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PC - President's Club

EL - Executive Level

\$ - Chamber Member Discount



IDSCAN.NET

IDScan.net announced its grand opening. IDScan.net is a convenient mobile application that captures data from driver's licenses and state IDs to speed up data entry, collect pictures and signatures and conduct surveys. Call 888.430.8936 or visit idscan.net.



DICKEY'S BARBEQUE

Dickey's Barbeque, located at 5597 S. Rainbow Blvd., announced its grand opening with a special cookbook signing by Mr. Dickey. Call 702.220.4227 or visit dickeys.com.



**PC FIRESTONE COMPLETE
\$ AUTO CARE**

Firestone Complete Auto Care celebrated its grand opening at 2880 S. Durango Dr. It offers car services that include batteries, brakes, oil changes, alignments and more. Call 702.254.3075 or visit firestonecompleteautocare.com.



MOUNTAIN AMERICA CREDIT UNION

Mountain America Credit Union announced its new location at 7280 W. Lake Mead Blvd. Mountain America Credit Union was founded in 1934. Today, it has 76 branches, of which four are in Las Vegas. Call 702.251.5750 or visit macu.com.



PC VILLAGE SQUARE

Village Square celebrated its 2-year anniversary under new ownership, which led to a renovation of the 250,000 square-foot shopping center. Located at 9400 W. Sahara Ave., Village Square ownership and management, elected officials, Las Vegas Metro Chamber and other community leaders cut the giant 275-foot-long ribbon. Visit govillagesquare.com.



TEENZ & 20'S

Teenz & 20's announced its grand opening as a new family-owned concept store. Located at 5165 S. Ft. Apache Rd., it carries everything that today's fashionable teens and emerging adults want. Call 702.757.1113 or visit teenzand20s.com.

economic experts speak out about question 3:

THE MARGIN TAX INITIATIVE

BY THE COALITION TO DEFEAT THE MARGIN TAX INITIATIVE (LAS VEGAS METRO CHAMBER OF COMMERCE, NEVADA RESORT ASSOCIATION, RETAIL ASSOCIATION OF NEVADA, NEVADA MINING ASSOCIATION)

In recent news stories, promoters of Question 3 (the Margin Tax Initiative) have tried to claim the tax increase proposal would not negatively affect Nevada's fragile economy, kill jobs and stifle economic development. They portray it as a minor tax on "big businesses" and want voters to believe all the tax revenue would go to education. Yet the facts point to a different scenario.

According to a report by economic analyst Jeremy Aguero, the margin tax would create the equivalent of an almost 15% state corporate income tax - nearly twice as high as California's corporate income tax rate. Aguero's research indicates the Margin Tax Initiative would increase Nevada's business tax revenue from approximately \$350 million to close to \$1.1 billion annually.

According to Aguero, the average Nevada business subject to the margin tax would bear a tax burden roughly 4.5 times its existing liability.

In an opinion piece penned for the *Reno Gazette-Journal*, the President and CEO of the Economic Development Authority of Western Nevada (EDAWN) Mike Kazmierski wrote that job attraction is already being affected by the Margin Tax Initiative.

"Several companies considering relocating to Nevada have indicated to us they are delaying their relocation decision pending the outcome of this initiative, and some have also indicated that they will not move to Nevada if this initiative passes," Kazmierski wrote.

Simply stated: many Nevada businesses would not be able to bear the additional burden the Margin Tax Initiative would impose and would be forced to close their doors - leaving employees out of jobs.

The effects would be felt beyond job losses and shuttered businesses. Aguero indicated that in many cases, Nevada families will bear the cost of this tax. "When you're talking about utilities, when you're talking about gasoline, when you're talking about healthcare and rent - all of which are subject, right? Those are things where the supplier of that is probably going to pass a substantial share of that on, because consumers are pretty much captive," Aguero said.

Aguero also confirmed in a recent memo that there is no guarantee the funds from the Margin Tax Initiative would go to education. (You can read the memo at StopTheMarginTax.com.) Under the state

constitution, the legislature would have complete authority to divert funds from this new tax to things other than education.

Moreover, the initiative contains no guidelines on how any funds going to education would be spent. The initiative would essentially hand a blank check to politicians and bureaucrats to spend however they want, without requiring oversight, reviews or accountability. As Nevadans, we want our education system to be adequately funded, but the Margin Tax Initiative is not the answer.

To find out how the Metro Chamber is fighting for your business, get the latest information on the Margin Tax Initiative or to make a contribution, contact the Metro Chamber Government Affairs department at 702.641.5822.

SAVE THE DATE!

The Margin Tax: What You Don't
Know Will Hurt Your Business

Wednesday, June 18
Four Seasons Las Vegas

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

\$50 - Members
\$65 - Non-Members
\$500 - Table of 10

Register at LVChamber.com or
by calling 702.641.5822.

THE LAS VEGAS 51^S AND THE LAS VEGAS METRO CHAMBER OF COMMERCE

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MILITARY APPRECIATION NIGHT

FRIDAY, MAY 23, 2014 | 7:05PM

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Minimum order of 10 tickets required.

Deadline for ordering tickets is Friday, May 16, 2014

ITEM	# OF TICKETS	PRICE	TOTAL
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Grow your network at the epicenter of the Bellagio. May's VYP Fusion Mixer features the sophisticated, sleek ambiance of Lily Bar & Lounge, the central place to mix, meet and mingle.

Thursday, May 22
5:30 - 7:30 p.m.
Lily Bar & Lounge inside
Bellagio Resort & Casino
3600 Las Vegas Blvd. South

Register online at VegasYP.com
or by calling 702.641.5822.

\$10 - Members
\$15 - Non-members

Mixer Sponsor:



5 easy ways to go green in the office



Our business is a "green" company in every sense. We sell green or recycled materials for landscape and playgrounds around the Las Vegas Valley. We value going green in our business and have embraced it as a choice in our office setting. I encourage you

and your business to think about easy ways you can green your office without spending a fortune - going green to save some green.

1. Recycle

This sounds like a no-brainer, but office paper is one of our most used office supplies. We have invoices, statements, maps to jobsites and deliveries, and countless other pieces of paper floating around our desks on a daily basis. One of the simplest tasks we started doing was placing a recycling bin next to the trash bin. We simply put all of our used paper in that bin and dramatically reduced the amount of paper we were dumping in the trash. We have co-mingled recycling service at our building so besides paper we recycle cardboard boxes, plastic shrink wrap and more, all in one bin. It makes it much easier to increase the amount of recycled material and decrease the trash.

2. Print Less

This was one of the hardest habits for us to break. The first thing we started doing was changing the setting on our mass use printer to always print double sided. We immediately saw a reduction in how much paper was being consumed in our office. We also embraced technology more. Next we started emailing invoices and statements to our customers whenever possible. We also are relying on our smartphones more. We use our phones to eliminate a printed map and its GPS to get directions. We also stopped printing emails that didn't need to be printed.

3. Go Green In the Kitchen (or Break Room)

We have a kitchen area in our office that helps us eat in for lunch. We used a fair amount of disposable products in the kitchen. A few years ago, in an effort to eliminate all of the products we were tossing on a daily basis, we switched out all of our single use items to multi-use items.

We now use glass plates, ceramic coffee mugs and silverware. It takes a lot less energy to wash a few dishes than it does to create new plastic cups and utensils.

4. Heat Up and Cool Off

Install a programmable thermostat. Put in the time of day you get in, when you leave and what temperatures you want it to heat up to, and what it needs to cool down to in the summer. That's it. The programmable thermostat helps keep everyone from bouncing the thermostat to different temperatures, keeping costs down.

5. Power Down

Did you know that even when they're turned off, appliances and electronic devices use energy? One easy way to save energy is by powering off electronics rather than using sleep mode. Turn off your computer, monitor and other electronics, and unplug unused items, like your cell phone charger, at the end of the day. Use a power strip for hard to reach devices, and simply flip the power strip switch, rather than unplug everything separately.

By: Shannon Sweeney,
Synthetic Turf Products,
VYP Advisory Council



business
blend
@
havana room



Vegas Young Professionals and Metro Chamber members mixed and mingled inside the Havana Room at the Tropicana during Business Blend. More than 300 members of both organizations made new contacts and created new professional relationships.

the final word

GINA GAVAN, DOWNTOWN BUSINESS CHAMPION AND SOCIAL CHANGE VISIONARY, TO RECEIVE HALL OF FAME AWARD AT LEADERSHIP LAS VEGAS GALA

G

ina Gavan, founder of Project Dinner Table and owner of Tribal Minds Marketing, will receive the Hall of Fame honor at the Leadership Las Vegas Graduation Gala on Friday, June 20, at the Four Seasons Las Vegas. Gavan, a 2006 alumna, past chair of the Leadership Las Vegas Council and past curriculum chair of the

program, is known for her innovative and strategic vision, driving community engagement and mobilizing people around causes and community issues to enact real social change. Project Dinner Table, a purpose-driven platform rooted in community engagement and social responsibility, was voted "Best Of" in 2012 by the *Las Vegas Review-Journal*, received "Best Way to Give and Eat" by *SEVEN* magazine and was named one of the "Must See and Do" in February 2013 by *Travel + Leisure* magazine. Tribal Minds is an innovative consulting firm specializing in ground-up strategies, brand management, social responsibility, sponsorships and cause marketing.

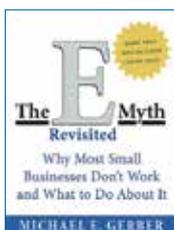
Her community involvement spans several organizations and missions, including the SNRPC Committee on Homelessness, Nevada Professional Coaches Association, the Downtown Las Vegas Alliance and HELP of Southern Nevada. She served on the founding committee that developed the HELP of Southern Nevada Shannon West Homeless Youth Shelter, as well as the Las Vegas High Rise Association and Reading Rocks, a literacy program throughout Clark County School District.

Join us in honoring Gavan, as well as the Class of 2014, on Friday, June 20, at the Four Seasons. For ticket or table purchases, visit LeadLV.com or LVChamber.com.



add these to your queue

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THE E-MYTH REVISITED:

by Michael E. Gerber
"It dispels the myths surrounding running your own business and shows how commonplace assumptions actually get in the way."

Gary Sargent, Expert
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APP



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Xyzal (Brand)	5mg	\$181.31	\$76.18	57%
Levocetirizine (Generic)	5mg	\$69.74	\$18.81	73%
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Desloratadin (Generic)	5mg	\$92.61	\$38.23	58%

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MAY 2014

SAVE THE DATE!

**BUSINESS
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The Margin Tax:

What You Don't Know
Will Hurt Your Business

**WEDNESDAY,
JUNE 18**

Four Seasons Las Vegas
3960 Las Vegas Blvd. S

11:30 A.M. - 1:00 P.M.

\$50: Members
\$65: Non-members
\$500: Table of 10

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