

SMALL BUSINESS MARKETING TOOLKIT



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PRESIDENT & CEO

G

allup recently released a fascinating study of what traits and behaviors drive an individual to become a successful entrepreneur. After studying more than 1,000 business owners for years, conducting hundreds of interviews and debating whether such skills were innate or learned (or both), Gallup pinpointed 10 specific talents that drive business success, and determined that while it is possible to learn these abilities, those with at least a few of these proficiencies “built in” are natural entrepreneurs. It’s in their DNA, the very fiber of their being.

According to Gallup’s findings, “Every entrepreneur uses some mix of these 10 talents to start or grow their business.” So what are these inherent talents that best explain success in an entrepreneurial role? Gallup has identified them as *business focused, confidence, creative thinker, delegator, determination, independent, knowledge-seeker, promoter, relationship-builder and risk-taker*. These traits encompass key elements of entrepreneurial success, and coupled with expertise and experience, they should be celebrated. After all, it’s entrepreneurs who are the job creators. They have an innate, unique ability to envision business models that can build customer demand for products and services. Finding new customers equates to building successful businesses and generating

jobs. Cities that can figure out how to support, cultivate and provide resources to help entrepreneurs are the ones most likely to be successful in their zeal to build healthy economies. The Metro Chamber, recognizing how vital a flourishing entrepreneurial ecosystem is to our economy and our region, created JumpStart Vegas, a program that connects local startup entrepreneurs with resources to help their businesses grow and succeed.

Entrepreneurial DNA exists in many of our community’s employers, people who wake up every day focused on where and how the next new customer will be developed. It should be celebrated. In fact, the Chamber will soon be honoring the spirit of the Chamber’s entrepreneurs and the benefits they bring to our community through the annual “Business Excellence Awards.” Nominations for the Metro Chamber’s signature program officially kick off at Business Expo on June 11. I encourage you to join us for Business Expo – a great place to see firsthand nearly 200 of these successful businesses and experience what they can offer. It’s also a convenient time to nominate your company for a “Business Excellence” award by taking a moment to tell us how YOU are finding new customers and growing your business. We want to hear it all. You might say it’s in our DNA as your Metro Chamber to celebrate entrepreneurs – the job creators that build a healthy economy.

“They have an innate, unique ability to envision business models that can build customer demand for products and services.”



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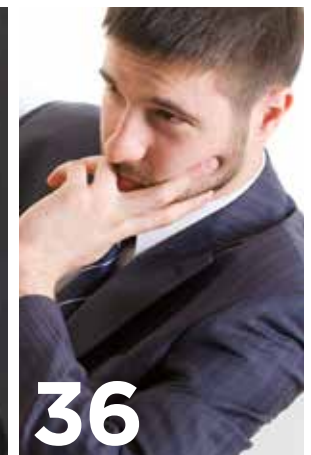
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chamber news



u.s. congressman joe heck to engage metro chamber members

U.S. Congressman Joe Heck will be the featured speaker at the Eggs & Issues breakfast on Tuesday, July 1. Eggs & Issues connects Metro Chamber members to key policymakers at the federal level. During this installment, Congressman Heck will discuss issues and topics impacting the business community, and those coming up that may impact the local business climate. A Q & A period with the audience will follow his remarks. For more information, tickets or table purchases, visit LVChamber.com or call 702.641.5822.

get your applications in for leadership advance, class of 2015!

Advance your career and community with Leadership Advance, a signature program of the Metro Chamber for emerging and existing leaders. Participants experience an in-depth look at the Southern Nevada community and practical hands-on leadership skills training during the 10-month program. Applications are due by Monday, June 30, at 4:00 p.m. Late or incomplete applications will not be accepted, so be sure to get yours in on time. For more information on the program, visit LeadLV.com or contact Kristen Larsen, program coordinator, at 702.586.3825.

what you don't know will hurt your business

The Margin Tax Initiative, appearing as Question 3 on the November general election ballot, has the potential to impact nearly every facet of our community, including jobs, economic development, recovery and business growth. Do you know how it will impact you? Find out what the implications are from the experts, ask your questions and get engaged in the most important issue of 2014 at a Business Power Luncheon on Wednesday, June 18, at the Four Seasons Las Vegas. As a business professional in Nevada, you can't afford to miss this important discussion. This panel of local experts and nationally-recognized authorities are:

- Joe Henchman, Vice President of Legal & State Projects, The Tax Foundation
- Carole Villardo, President, Nevada Taxpayers Association
- Curt Anderson, CEO, Fair, Anderson & Langerman CPAs and Business Advisors
- Chris Nielson, Executive Director, Nevada Department of Taxation

For more information, tickets or table purchases, visit LVChamber.com or call 702.641.5822.

commander of usaf warfare center to share insights with business community

The total economic impact of Nellis and Creech Air Force Bases, as well as the Nevada Test and Training Range is more than \$5 billion, with military and civilian payrolls in Southern Nevada totaling more than \$922 million. With an economic footprint as large as this, you will want to hear what's next for Nellis Air Force Base and the Southern Nevada military community at the Las Vegas Business Breakfast on Thursday, July 17. Major General Jay B. Silveria, Commander of the United States Air Force Warfare Center at Nellis Air Force Base, will discuss the impact and importance of the military community in Southern Nevada. For more information or to purchase seats or tables, visit LVChamber.com or call 702.641.5822.



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MILLION

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news you need

engage now! early voting for the primary election is now open!

Primary Election Day is Tuesday, June 10, but you can complete your civic duty early and avoid the lines by participating in early voting now through Friday, June 6. You can cast your ballot during early voting at any voting site within Clark County, with hours and days varying by location. If you wait until Election Day, you will need to vote at your assigned polling place (available on your voter registration card you received in the mail). For a complete listing of polling places, hours and days, visit Clark County's website at clarkcountynv.gov.

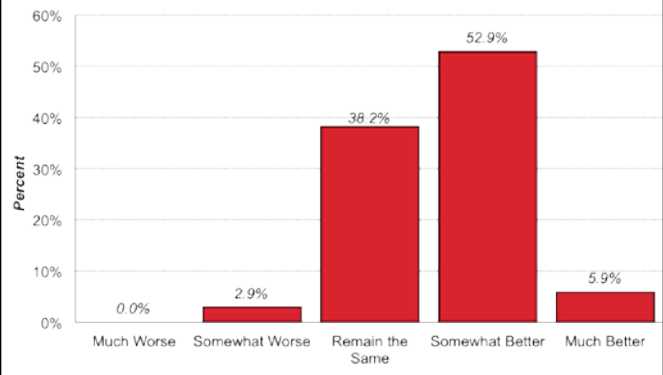


southern nevada business confidence at an all-time high

UNLV's Center for Business and Economic Research Southern Nevada Business Confidence Index is pointing in the right direction. For the second straight quarter, Southern Nevada businesses' expectations increased, signifying an all-time high. The index, derived from five components of business expectations (general economic conditions in the state, sales, profits, hiring and capital expenditures), rose from 132.0 to 137.0 for the second quarter 2014, and is slightly higher than second quarter 2013's value of 134.9. The largest increases in expectations occurred for sales, hiring and capital expenditures, signaling optimism in improving the local economy. To view the complete report, visit cber.unlv.edu/publications/bci.pdf.

Source: UNLV Center for Business and Economic Research

How do you think economic conditions in Nevada will change in the coming quarter compared to the current quarter?



irs seeking applications for advisory council

The Internal Revenue Service (IRS) is now accepting applications for the Internal Revenue Service Advisory Council. The purpose of the council is to provide an organized public forum for IRS officials and public representatives to discuss relevant federal tax administration issues and is comprised of up to 35 members, including but not limited to tax attorneys, certified public accountants, enrolled agents, academia and the business community. Nominations can derive from both individuals and organizations, and applications are due no later than June 13, 2014. For more information or to obtain an application form, visit irs.gov/tax-professionals.

for your benefit

show off your business
with member-to-
member discounts

G

ive your fellow Metro Chamber members exposure to your business by posting a member-to-member discount offer on LVChamber.com. This is an easy opportunity for you to put your most popular products,

stand-out services and customer care forward to nearly 5,500 other member businesses. Log in to (or create) your Member Marketplace account to create your discount. Add a photo or logo, supply a deadline and any fine print you need to include, and your discount offer will be posted to the Metro Chamber's dedicated discounts section, and automatically taken down once it expires. It's also a great way to find new service providers for your own business. Explore the offers at LVChamber.com/discounts or submit yours at LVChamber.com/user.



WHAT MAKES YOUR BUSINESS EXCELLENT?

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Embracing innovation?

Giving back to the community?

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Tuesday, June 10

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Becky Harris (pictured) - Senate District 9

Joe Hardy - Senate District 12

Don Gustavson - Senate District 14

Ben Kieckhefer - Senate District 16

Michael Roberson - Senate District 20

STATE ASSEMBLY

Paul Anderson - Assembly District 13

Chris Edwards - Assembly District 19

Lynn Stewart - Assembly District 22

Melissa Woodbury - Assembly District 23

Pat Hickey - Assembly District 25

Randy Kirner - Assembly District 26

Ira Hansen - Assembly District 32

Wesley Duncan - Assembly District 37

Robin Reedy - Assembly District 39

PK O'Neill - Assembly District 40

CLARK COUNTY SHERIFF



Ted Moody (pictured)

CLARK COUNTY COMMISSION

Susan Brager - Clark County Commission F

Mary Beth Scow - Clark County Commission G

*Las Vegas Metro Chamber of Commerce member

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LAS VEGAS METRO CHAMBER OF COMMERCE

the margin tax initiative

WHAT YOU NEED TO KNOW ABOUT 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)

Q: What is the Margin Tax Initiative?

The Margin Tax Initiative, also known as Question 3, is a deeply flawed tax measure on the November state ballot. This initiative would damage Nevada's struggling economy, cause the loss of thousands of jobs and force consumers to pay more for food, housing, utilities and healthcare – without guaranteeing more funds for education.

Although promoters claim the tax is for education, the law lets the legislature divert the funds to anything. Moreover, Question 3 contains no guidelines on how any funds that might go to education would be spent. It's a blank check the politicians and bureaucrats could spend however they want, with no oversight and no accountability.

If passed, the 2% Margin Tax proposal would be based on GROSS revenues, not profits, so it's the equivalent of a nearly 15% corporate income tax. That would make Nevada one of the five highest taxed states in the country for business – nearly double California's corporate income tax rate of 8.8%.

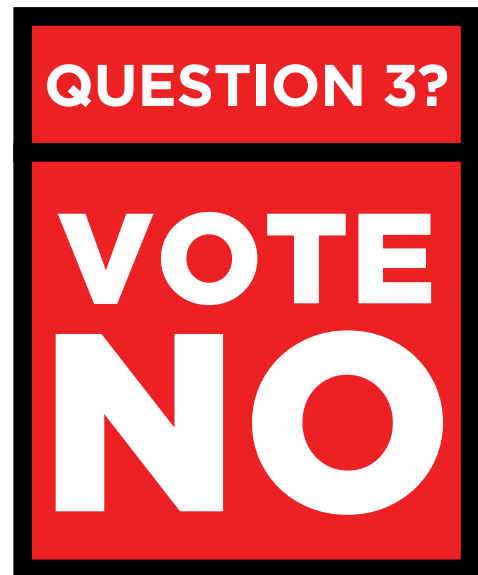
Q: How much would the proposed Margin Tax cost Nevada businesses and consumers?

Estimates of how much the tax initiative would raise vary from \$460 million to \$800 million. The promoters of the measure say it would raise \$800 million annually. A study by leading Nevada economic expert Jeremy Aguero showed it would raise between \$650 million and \$750 million annually. And, a white paper from the Guinn Center for Policy Priorities projected a range of \$460 million to \$690 million annually.

Regardless at which study you look, each of these numbers represents a massive tax increase that would ultimately be paid by Nevada employers and consumers.

Q: Proponents of Question 3 claim the revenues would go to education. What are the facts?

Although language in the initiative dedicates revenue from the Margin Tax Initiative to the state's Distributive School Account (DSA), it does not guarantee an additional penny for education. In fact, every cent raised by the Margin Tax Initiative could be used for any budgetary purpose by simply reducing the state's



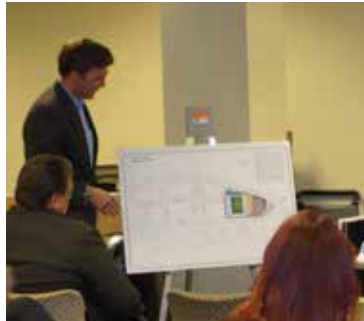
general fund money that currently goes to school spending. Proponents of the Margin Tax Initiative claim that the revenue from this massive tax proposal would go to fund Nevada's education system. That claim is disingenuous.

According to Francis C. Flaherty, Nevada State Education Association attorney, if this petition passes, "[t]he legislature could increase funding for education, the legislature could decrease funding for education."

Nevada has a long history of taking earmarked funds and using them to bolster the state's general fund. In 2009, another initiative petition circulated by the Nevada State Education Association resulted in a tax on hotel rooms in Clark and Washoe counties. That tax was also supposed to support education funding, but our schools have never seen increased funds as a result of that tax. In fact, general fund support for education is less in the current biennium than it was in the biennium preceding the room tax increase.

your scene | you're seen

local
government
policy
committee
meeting



Metro Chamber members received a special presentation from the City of Las Vegas, The Cordish Companies and Findlay Sports and Entertainment Group about the proposed downtown stadium project. This meeting gave members an opportunity to learn more about the proposed stadium, including its potential impact on Southern Nevada, financing, design and development.



military
appreciation
night

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

MILITARY
AFFAIRS COMMITTEE

The Metro Chamber and the Las Vegas 51s honored the local military community through a special commemorative evening at Cashman Field. A matching ticket and hat voucher was distributed to a serviceman or woman for every ticket purchased, and Metro Chamber Chairman Bruce Spotleson threw out the first pitch during an evening of fun, fireworks and giving thanks for our military's service and sacrifice.

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ONE CHANCE TO BE
IN THE CENTER OF IT ALL



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Y

our great business idea is only the beginning. Whether you're an entrepreneur just stepping into the world of running a company or a seasoned business owner, your customer base needs to know you're out there, how you're different from the competition and why they should choose you for their needs and services. Good marketing answers these questions clearly and in a compelling manner, cultivating customers, loyalty and brand recognition for your business. But with the scope and efficacy of marketing changing so frequently, it's nearly impossible to keep up with the changes, especially under the time constraints of running the day-to-day operations of a business.

The Metro Chamber can also help you maximize your marketing and exposure through member-to-member discounts, commercials, enhanced directory listings, publication opportunities, and more. We reached out to Metro Chamber members on some time (and cost) effective marketing tools, services and resources available to small business owners. Here are some ways you can increase your visibility and exposure in the marketplace without monopolizing too much of your time or budget.



IDENTIFY YOUR BUSINESS: BRANDING ESSENTIALS

Before you have profits, customers, or even a website, you have a brand. A brand is comprised of much more than a logo, brochure or piece of collateral; it provides a way for customers to identify with your business. “Successful branding will create loyalty and awareness for the product, service or organization and will reinforce sales and marketing efforts,” says Scott Peet, owner of Sign-A-Rama Summerlin. His advice is to always begin with a great logo and a name that’s functional, aesthetically compelling, clear, consistent and original. While there are myriad options for signs, brochures, giveaway items and other marketing collateral to leave an impression on your customers, Peet recommends three “must-have” items: a website as a focal point for your company’s online identity; exterior signage for businesses with a physical location; and business cards, an important piece of your introduction, your brand and what makes you memorable. Once a business has those essentials, drilling down into informational pieces, such as brochures, rack cards, pens and other branded items, becomes a matter of understanding your core customer base, their needs and expectations.

In his experience in the branding and signage world, Peet’s best practices for establishing a strong brand identity, as well as periodically checking in on your brand and its relevance, is to define your brand, including your mission and benefits of your products and services; ensure your brand’s consistency across all branding channels, including both appearance and messaging; offer examples of what you have done for other customers, including testimonials; and make honesty a business practice, never overpromising and under-delivering. All of these components can create a strong, successful brand.

Peet also stresses the importance of building a strong offline community. “It is important to be active in local events, fundraisers, charities, workshops, trade shows and networking events to build trust and awareness in your community,” he explains. He encourages owners to be active “faces” of the business, creating a friendly and approachable personality to bolster the brand.



SEARCH ADVERTISING & BUSINESS LISTINGS

Online marketing avenues may scare you, but the reality is, online presence matters when consumers make business decisions. According to a 2013 study from GE Capital Retail Bank, an astounding 81 percent of consumers go online before heading out to make a purchase, up 20 percent from the prior year. Perhaps even more telling is the 2013 BrightLocal Local

Consumer Review Survey, which found that 95 percent of consumers used the Internet to find a local business in the previous 12 months. So how do you maximize your online presence without having to learn sophisticated programming, hiring a specialist or breaking the bank?

“Basically, there are two types of online marketing a business should start with: search advertising and business listings,” says Gary Sargent, founder of Expert Internet Marketing. Be sure your business listing is up-to-date in the Metro Chamber’s online membership directory, and then get started with these listing services. Business listings are a free services offered by Google, Yahoo and Bing that function similarly to a phone book. To get started, a business needs to claim and set up their listing on Google Places, Yahoo Business Listings and Bing Places for Business. After claiming your business, you can set up categories that will help consumers looking for your products and services more easily find your business. When users search for local information using these search engines, a map displaying the locations of businesses that most closely match the search terms appears on the search results, including business name, address, phone number and website. This makes your business easy to find and convenient to reach.

Search advertising, Sargent explains, works by putting your business’ message in front of potential customers that are actively searching on Google, Bing or Yahoo for a product or service you provide. You are charged each time a searcher clicks on your advertisement, known as a Pay-Per-Click (PPC). There are no minimum budgets, and you can set a daily budget limit to ensure that you don’t exceed what you’re willing to spend. You can change the message,

budget, geographic targeting and other specifics regarding your ad campaign as frequently as you'd like.

These online advertising platforms also provide simple reporting. Sargent explains, "You can quickly see what is working, and what isn't, and make adjustments. They even give you tips on how to improve your advertising." Executing search marketing effectively, however, requires regular maintenance. "Ideally, you should be looking at your advertising accounts daily. If a business owner or operator can spend time and effort monitoring their campaign, they can manage a simple and profitable marketing campaign themselves."

When setting up your search marketing campaign, it helps to remember a few pointers on keywords, defined by Google as, "words or phrases you choose to match your ads with corresponding user search terms and relevant web content." These terms, when searched by a search engine user, trigger your ad to appear. A few pointers that Sargent recommends:

1. Use keywords that are short, to the point, but not too generic or specific.
Good: Divorce attorney Las Vegas
Bad: Attorney; Divorce attorney with 25 years experience
2. Use negative keywords, which allow you to exclude word combinations that don't relate to your business, to help control your costs and search results.
3. Take advantage of the keyword research resources offered by the search platforms. Enter in a few core keywords into the tool and it will return several options for your campaigns. Since the information is derived from the search engines, it may give you new keywords to target or candidates for negative keywords.
4. Start slow and set a small budget. When profits begin to grow, you can increase your budget knowing you're doing something right.
5. Be sure to monitor your campaigns for effectiveness, and modify based on the results you see from the reporting tools.



Social media has affected the way we talk to our consumers, respond to feedback, build credibility in the marketplace and deliver customer service. And these wildly popular platforms are not going anywhere. "Just having a presence on a particular social media site is not enough in itself to drive business advantage," says Kristi Lutzenberger, director of business development for Orbis Solutions, Inc. "You need to first select the right media for your business, then work at it to build a following rather than just hope that the following will find you."

Social media doesn't have to be an all-encompassing exercise in vigilance and monitoring, however. Once you have determined which social media channels make most sense for your company (not all of them will), there are several social media management tools to help organize your accounts and manage your activities. You can even preload messages to deploy regularly. Lutzenberger recommends using a social media dashboard such as Hootsuite or Sproutsocial to help monitor, schedule and analyze your social media activities. This gives you an advantage in responding to comments, repurposing useful information and deploying messages across several channels at once - saving you time and increasing your presence.

Reputation management has become essential as online ratings and reviews continue to climb as major influencers for buying behavior. Addressing negative reviews on high-ranking websites such as Yelp, Google and TripAdvisor can minimize damage to your company's reputation. Claiming your business on these sites can help you directly address negative comments and respond proactively to constructive criticism. Lutzenberger also recommends finding an app or service to help monitor your mentions around the web. Google Alerts are quick to set up, and can be programmed for your company name, employees' names and other relevant keywords. Apps such as Mention will alert you every time your business is brought up online. Lutzenberger always recommends responding to comments and feedback, especially if they are negative. "Refer the user posting the negative feedback to contact you directly for quicker resolution," she advises. "You'll build credibility and gain respect from your followers. Unanswered feedback may turn followers and potential business away."



“Google Business View is the natural evolution of Google Street View,” explains Stormie Andrews, president of Yokel Local Internet Marketing. Through specially-trained photographers, search engine users can see panoramic photographs sewn into a 360-degree virtual tour of the interior of a business, giving consumers more data to help them make a decision about using a business. The technology can help a business’ transparency with customers, increase their search rankings due to the amount of time a user may spend on their website browsing their Business View, and allow consumers to interact more personally with a company. Companies can also infuse the personality of their business in their listing, helping to connect more potential customers with the brand. “When consumers go online, they’re looking for more validation [before making a purchase]. They’re looking for more of an assurance that this is a quality, reputable place. It gives them that ‘warm and fuzzy’ feeling that helps influence their purchase,” explains Andrews.

The technology, relatively new to the Las Vegas area, is easy to set up and is a one-time charge to incorporate (not including updates to photography). Setting up the process, Andrews explains, involves calling a Business View Trusted Agency and setting up a site visit to your business to determine the number of panoramic shots required, suggestions for optimizing the shoot and scheduling the shoot. After the Google-certified photographer photographs your business, the tour is published to Google in about two weeks. For more information, visit Google.com/maps/about/partners/businessview.

While the ways you can market your business – in both traditional and new media – reach across the board and the budget, it helps determine your visibility and usually, your first impression, to potential customers and keeps you front-of-mind to your customers. And if you’re limited by cost, time or other factors, your marketing doesn’t have to be complicated to be successful. It just has to make sense for your company. As *Mad Men*’s Don Draper says, “Make it simple, but significant.”

Stormie Andrews, President,
Yokel Local Internet Marketing, yokellocal.com
Kristi Lutzenberger, Director of Business Development,
Orbis Solutions, Inc., orbissolutionsinc.com
R. Scott Peet, Owner, Sign-A-Rama Summerlin,
signarama.com/nv-las-vegas-summerlin
Gary Sargent, Founder, Expert Internet Marketing,
expertinternetmarketing.com


BUSINESS LISTINGS


- **Google:** Google.com/business/placesforbusiness
- **Bing:** Bingplaces.com
- **Smallbusiness.yahoo.com:** Smallbusiness.yahoo.com/local-listings


SEARCH ADVERTISING


- **Google:** Google.com/adwords
- **Bing:** Advertise.bingads.com
- **Yahoo:** Advertising.yahoo.com


SOCIAL MEDIA CHANNELS

 **Facebook** – Allows your customers to get to know the people behind your business and to portray your business in an approachable manner, while also allowing you to ask questions, solicit feedback and conduct conversations

 **Twitter** – An ongoing conversation where posts are limited to 140 characters, especially useful for breaking news, updates, questions, surveys, and other frequent posts

 **LinkedIn** – A primarily business-related social network, this gives you an opportunity to grow your business connections and use them to seek business, service providers, etc.

 **Instagram** – A fun, more casual way to snap a photo, apply filters and other optional settings and then push out to followers. You can also use Instagram to post photos to other social media networks.

 **Pinterest** – Ideal for businesses for which visual imagery is a main feature or selling point

PROTECT YOUR REP!

- **Yelp:** biz.yelp.com/claiming
- **TripAdvisor:** tripadvisor.com/owners
- **GoogleAlerts:** google.com/alerts
- **Mention:** mention.com

METRO CHAMBER BUSINESS DIRECTORY

- **LVChamber.com**

give your business some buzz at business expo!



It's never been easier to take advantage of thousands of business-building opportunities. With nearly 200 exhibitor booths and about 2,000 attendees throughout the day, Business Expo is packed with ways to make new connections, gain new business, get customers, find suppliers and access information to help your business. You can also sample cuisines from some of Las Vegas' most popular restaurants and caterers, including Carmine's New York City, Las Vegas Country Club, Truffles N Bacon Café, Maggiano's Little Italy and more. It's also a great way to get plugged in about the latest and greatest in the Las Vegas marketplace - all for just \$10 a ticket. Want to make sure you get the most of your afternoon at Expo? Reserve your tickets early to maximize the day and check out LVChamber.com/business-expo for a list of this year's exhibitors.

Exhibiting: Your Business, In the Spotlight

If you want to boost your brand recognition and increase your opportunities for making new contacts and customers, exhibitor booth spaces are still available. Exhibiting at Business Expo gives you an affordable, high-traffic way to reach nearly 2,000 attendees throughout the day. **Available exclusively to Metro Chamber members, standard and double booths are an effective method for your company to reach the Las Vegas business community.** Are you a first-time exhibitor? Some of our seasoned exhibitors have a few pieces of advice:

"The best way to get the most out of it (Expo) is to come from behind the table and greet each person. Make your display/booth inviting so people will stop and want to talk to you. Knowing your business and what you can offer someone is very important. I have visited booths and some people working the booth can't really answer your questions, so make sure to have someone there that knows the business."
- Laura Fairchild, Storage West

"Have a booth that is easy to read and comprehend. They want to know what your products or services are by looking at your booth. Have something to get their follow-up information, and then follow up with them!"
- Christina Bennett, It Works

"We promote our participation in email communications and informal meetings. Sometimes this turns out to be a good conversation starter. We also make contact with other exhibitors and get to know their businesses."
- Andrea Pineda, BELFOR Property Restoration

"Take advantage of setting up the day before. Wear comfortable shoes, get some rest the night before and make sure you eat a good breakfast the day of the show. And most importantly, there should be no such thing as 'I ran out of business cards.'"
- Ace Fair, FAIR Solutions, Inc.

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

Nevada Business

THE DECISION MAKER'S magazine

CCIM

SPECIAL REPORT **July 2014**



Nevada Business Magazine has again partnered with CCIM (Certified Commercial Investment Member) to produce its annual focus on the organization and commercial real estate in Southern Nevada. The insert will reach a readership of over 82,000 decision makers and will be reprinted for use by CCIM throughout the year.

The July issue presents a unique opportunity to reach an elite group of business leaders in commercial real estate. Be a part of this special issue by calling *Nevada Business Magazine* today.

Contact a sales representative
for further details.

Call 702.735.7003

what's happening

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

june sponsors:

3 TUESDAY, JUNE 3
PRESIDENT'S CLUB AND EXECUTIVE LEVEL LUNCH
 Engage the experts for a deep dive into the world of medical tourism and the economic development opportunities it brings to Southern Nevada.
 Guest speakers:
 • Doug Geinzer, CEO, Las Vegas HEALS
 • Cheryl Smith, Medical & Wellness Tourism Manager, Las Vegas Convention and Visitors Authority
11:30 a.m. - Noon: Registration and Networking
Noon - 1:00 p.m.: Program
Fleming's Prime Steak House
6515 S. Las Vegas Blvd.
 Complimentary and exclusive to President's Club and Executive Level members
 Sponsor: Chamber Insurance & Benefits

4 WEDNESDAY, JUNE 4
BUSINESS AFTER HOURS
 Create new business opportunities among the laid-back vibe of Cabo Wabo Cantina. Work the room, introduce yourself and reacquaint your business with other attendees as you enjoy cocktails, light bites and views of the Las Vegas Strip.
5:30 - 7:30 p.m.
Cabo Wabo Cantina inside
Miracle Mile Shops at Planet Hollywood
3663 Las Vegas Blvd. S.
 Complimentary for members and their guest.
 Sponsors: Bank of Nevada, Chamber Insurance & Benefits, Las Vegas Review-Journal

5 THURSDAY, JUNE 5
VYP'S BUSINESS, BREWS & BASEBALL
 Join Vegas Young Professionals as it teams up with the Las Vegas 51s for a casual night of business, brews and baseball. VYP will have its own section at the stadium as guests enjoy \$1 beers and a complimentary 51s baseball cap.
7:00 - 9:30 p.m.
Cashman Field
850 Las Vegas Blvd. N.
 Tickets for this event must be purchased in advance online for \$11 using promo code: VYP
 Presenting Sponsors: Chamber Insurance & Benefits, UnitedHealthcare, Wells Fargo

9 MONDAY, JUNE 9
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. N.
 FREE for guests
 \$60 to join, \$36 every six months.

10 TUESDAY, JUNE 10
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
 \$54 every six months. Guests always complimentary.

00 - CHAMBER EVENT

00 - VYP EVENT

how to register:

Visit LVChamber.com and click on the Events Calendar.

Call 702.641.5822.

june 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, June 2 | Tuesday, June 3
Monday, June 16 | Tuesday, June 17**

11

WEDNESDAY, JUNE 11 BUSINESS EXPO 2014

Boost your brand and elevate your networking! Business Expo is the Metro Chamber's signature annual trade show and networking event. With nearly 200 exhibit booths and about 2,000 attendees, it's your opportunity to explore the latest and greatest in the Las Vegas marketplace.

Noon - 5:00 p.m.

World Market Center (now International Market Centers)
495 S. Grand Central Pkwy.

\$10 per ticket

Platinum Sponsors: Chamber Insurance & Benefits, Cox Communications, NV Energy, United Healthcare, Wells Fargo.

Gold Sponsors: CenturyLink, Nevada Drug Card, *Las Vegas Review-Journal*, Southwest Gas, Sunrise Health System, Vegas PBS

18

WEDNESDAY, JUNE 18 BUSINESS POWER LUNCHEON

THE MARGIN TAX: WHAT YOU DON'T KNOW WILL HURT YOUR BUSINESS

If passed by voters, how will the proposed Margin Tax impact your business? What would it mean for small businesses, jobs and families? Hear from a panel of four experts who will explain how the proposed Margin Tax will impact employers, including small businesses. A Q&A period will follow.

11:30 a.m. - Noon: Registration and Networking

Noon - 1:00 p.m.: Program

**Four Seasons Hotel Las Vegas
3960 Las Vegas Blvd. South**

\$50 Members, \$65 Non-members

\$65 at the door

\$500 per table of 10

Sponsors: Chamber Insurance & Benefits, KNPR, SuperPawn

19

THURSDAY, JUNE 19 LEADERSHIP NORTH LAS VEGAS CLASS OF 2014 GRADUATION DINNER & CELEBRATION

Celebrate the newest group of Leadership North Las Vegas Alumni and the successful completion of the 2014 program year.

6:00 - 8:00 p.m. Program and Dinner

Aliante Casino & Hotel-Scottsdale Ballroom, Level 1
7300 Aliante Pkwy

\$50 per person

Complimentary for 2014 Graduates and one guest

Program Sponsors: CenturyLink, Chamber Insurance & Benefits, Nevada State Bank, NV Energy and Wells Fargo.

20

FRIDAY, JUNE 20 LEADERSHIP LAS VEGAS CLASS OF 2014 GRADUATION GALA

Celebrate the 2014 graduates of the Leadership Las Vegas program and Gina Gavan '06, as she is inducted into the Leadership Las Vegas Hall of Fame.

6:00 - 7:00 p.m.: Cocktails

7:00 - 8:30 p.m.: Dinner and Program

**Four Seasons Hotel Las Vegas, Acacia Ballroom
3960 Las Vegas Blvd. S.**

\$100 per person

\$1000 per table of 10

Complimentary for 2014 Graduates

Sponsored by: Bank of Nevada, CenturyLink, Chamber Insurance & Benefits, Cox Communications, *Las Vegas Review-Journal*, MGM Resorts International, NV Energy, Opportunity Village, Strategic Telecom Solutions, Sunrise Health System, SuperPawn, UnitedHealthcare, Wells Fargo.

23

MONDAY, JUNE 23 VYP TOASTMASTERS MEETING

See June 9 for details.

24

TUESDAY, JUNE 24 MORNING MINGLE

Learn how to maximize your Chamber membership by attending this breakfast series hosted by the Chamber Prospectors, who will give firsthand accounts of how they used the Chamber to build their business.

7:30 - 8:00 a.m.: Check-in & Networking

8:00 - 9:30 a.m.: Program

**Maggiano's Little Italy inside Fashion Show Mall
3200 Las Vegas Blvd, Ste. 2144**

By invitation only. Complimentary.

Sponsored by: Chamber Insurance & Benefits and CenturyLink

24

TUESDAY, JUNE 24 CHAMBER VOICES TOASTMASTERS

See June 10 for details.

26

THURSDAY, JUNE 26 VEGAS YOUNG PROFESSIONALS FUSION MIXER

Join VYP as we Bowl for Business inside the VIP Lanes at Red Rock Casino Resort and Spa. There is no time to "spare," as this Fusion Mixer is only open to the first 130 registered attendees.

5:30 - 8:30 p.m.

**Red Rock Casino Resort & Spa
11011 West Charleston Blvd.**

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

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

Mixer Sponsor: Vegas Inc.

member insights

HOW DO YOU CONVERT SOMEONE FROM A NORMAL CONSUMER TO LOYAL CUSTOMER?

With all of our customers it starts with compassion: compassion for the tough situation the food insecure are dealing with on an hour by hour, day by day level; compassion for the financial trust a donor is placing in us to be good stewards of their donation; compassion for the time being sacrificed out of a volunteer's busy life; and compassion for the advocates in our community who speak on behalf of Three Square.

[Darwin Bosen - Operations Support Specialist - Three Square](#)

We are earning new customers through our focus on simplicity and by specifically eliminating customer pain points (contracts, upgrade timelines, high international usage charges, and more). I gain loyalty from my customers by listening to their needs, so I can tailor solutions to meet my customers needs today, tomorrow, and beyond.

[Gina Colosimo - Business Development Manager - T-Mobile \(A\)](#)

It is equally important when identifying business problems to offer solutions. My goal is to always exceed client expectations and evidence a genuine concern for their business. Therein lies the natural bridge to establish customer loyalty.

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

By giving a better experience to each client and making them feel like they are the number one priority, catering to each client's needs and providing excellent service and high quality work with results and saving my clients' time and money while being attentive to their individual needs can turn a normal consumer into a loyal customer.

[Dawn Britt - President/CEO & Founder - one7 \(B\)](#)

Kill them with kindness. Build and nurture a relationship that goes beyond the business transaction. Make them feel like they are valued and are a friend or family member - more than just a customer.

[Richard Silva - Marketing Coordinator - Southern Fidelity Mortgage \(C\)](#)

Consider who you know that business prospects need to meet and work at putting your prospects in front of them. I always ask business owners who they need to meet. They send me names of three business owners they need to meet, three businesses they need as clients, and three types of businesses. Let them "shop" your LinkedIn.

[Clay Overlien - Senior VP of Financial Services - Cornerstone Merchant Services, Inc.](#)

We focus on a long-term relationship. The key in our opinion is to add value even before the 'official' commercial



relationship begins. This approach in our opinion helps establish the foundation for a mutually beneficial long-term relationship that is loyal both ways.

[Jose R. 'Pepe' Charles - Management Engineer & Executive Business Coach - MAP Consulting \(D\)](#)

We are heavily focused on our client relationships, always striving to transition from a transactional to a long-term relationship. The key is to hire client-oriented talent who know the difference between repeat clients and loyalty as an emotional connection.

[Beth Campbell - Principal & Managing Director - Gensler Las Vegas](#)

If you over-deliver on the needs of your customers and you do it well, you will have raving fans. ASK your customers how you could service them better. LISTEN to what it would take for you to deliver a level of service they have never experienced in your industry, or any industry.

[Kristi Lutzenberger - Director of Business Development - Orbis Solutions, Inc. \(E\)](#)

By providing trusted advisory services for protection from intrusion by unwanted, undesirable third parties.

[Brenna McClellan - President - CSSNevada.com](#)

It's about providing the best service, product and experience. We must be able to read people's non-verbal communication, understand people come from different places & times, take rejection lightly, constantly wear a smile and show passion for the hospitality industry. You won't win them all, but the ones you do win this way will be genuine and longer lasting.

[Britt Whalen - Citywide Sales Manager - The Palms Casino Resort \(F\)](#)

in the know

DIFFICULT DECISIONS, OPPORTUNITIES FOR CHANGE

BY COMMISSIONER MARY BETH SCOW,
CLARK COUNTY COMMISSION

F

rom across-the-board layoffs to the elimination of programs and the negotiation of wage cuts with our labor unions, my tenure in office as a County Commissioner has been marked by difficult choices that had to be made. What has kept me centered through

all of this is my belief that through difficult times come real opportunities for change. One of the best examples I can offer is our recent change in governance of the University Medical Center of Southern Nevada (UMC).

While the County has recently been fortunate to see our financial health improve, we are not the same organization we were before the recession began. The County has lost more than \$100 million in property tax revenue compared to collection levels in 2009. As a result, we are a much smaller organization than we were before the recession. All the while, demand for services across the County has never been greater.

Ultimately, at the heart of the governance change was the realization that the County would be challenged to sustain its financial support of UMC. In this era of increasing demands and limited funds, the County can no longer afford to treat UMC with a blank-check approach. To put the County's financial commitment at UMC into perspective, for the past several years the County has committed approximately \$200 million a year in taxpayer money to support the operations at UMC.

Another challenge has been the implementation of the Affordable Care Act (ACA), which will require UMC to begin competing with other area hospitals for paying patients while becoming less reliant on taxpayer subsidies. For decades, UMC functioned as the indigent hospital of Southern Nevada, and provided upwards of \$250 million annually in uncompensated care to the community. As the implementation of the ACA rolls out, affordable Medicaid coverage is intended to be greatly expanded to low-income Nevadans. As a result, UMC will compete with other hospitals for patients now covered by ACA. At the same time, UMC will see its Disproportionate Share Hospital (DSH) payments cut in half over the coming years based on the assumption that the ACA will lead to increased health



care coverage and therefore reduced uncompensated care costs.

In 2013, after years of evaluation, the Board of County Commissioners took the bold step of creating a dedicated UMC Governing Board made up of experienced, committed members of our community. I supported the creation of this Governing Board, because I believe it is the only way we are able to chart a strategic course to compete with other hospitals and reduce taxpayer subsidies.

Over the coming years it is my hope that the new Governing Board will help turn UMC into the kind of hospital that the entire community can get behind. One of the most difficult things to do as an elected official is knowing when it is time to let go of control and put governance in the hands of the community, but in the case of UMC this is our one real opportunity for change.

spotlights

(B) Jason Bruckman

Regional Vice President - The Eastridge Group of Staffing Companies

Jason Bruckman is the regional vice president of The Eastridge Group of Staffing Companies, a privately held staffing firm that has been named among the top 100 U.S. staffing companies in both the private and public sectors. With more than 12 years of staffing experience and an MBA in Entrepreneurship and Finance, Bruckman oversees the day-to-day success of Eastridge's divisions by delivering effective workforce solutions to clients within the administrative, convention, IT, legal, light industrial and health care industries.

(A) Bill Noonan **Senior VP - Administration -** **Boyd Gaming Corporation**

Bill Noonan is Senior Vice President of Administration for Boyd Gaming Corporation. He has oversight for the Company's Corporate Administrative Departments to include Human Resources, Benefits/ Insurance Administration, Emergency Management/Security, Safety, Risk Management, General Services, and Local Government and State Legislative Affairs. Noonan serves as a Management Trustee for Unite Here Health, and is a Board Member of Health Services Coalition of Southern Nevada and Southern Nevada Health Board. He has a Master's Degree in Public Administration from the University of Kansas.



(D) Suzy Saline **President - Safari Interiors**

Suzy Saline is the president of Safari Interiors. Since 1980, Saline has also founded and continually operated three successful woman-owned businesses. Her work experience includes extensive roles in operations, finance and new business start-up. Saline is a proud member of NAPW (National Association of Professional Women).

(C) William Wright **President - Chamber Insurance & Benefits LLC**

Chamber Insurance and Benefits' President William (Bill) Wright brings more than 35 years of experience in the insurance and benefits industry. He is a licensed agent and broker in property, casualty, surety, life and health insurance. In addition to serving as a sales executive, Wright has many years of experience as an agency manager. He understands business development and retention, and has both administrated and negotiated plan benefits. Wright actively serves his community on various boards and commissions and is a 1990 Leadership Las Vegas graduate.

president's
club

Tina Quigley

General Manager – Regional Transportation Commission of Southern Nevada (RTC)

Tina Quigley shares her passion and vision for Southern Nevada through her oversight of roadway planning and funding, freeway and traffic management, and public transportation. Under her strong leadership and collaborative spirit, the RTC is working to enhance transportation infrastructure and improve workforce mobility and transit accessibility, which will help diversify our economy and attract new businesses to Southern Nevada.

Russell Harris

CEO – The Harris Network LLC

Russell Harris is the founding officer of The Harris Network, moving the organization from Virginia in 2012. He is responsible for all operational and financial aspects of the business. Previously, he served as a senior executive at the United States Department of Labor. Harris' career appointments include a U.S. Presidential appointment and appointments by Governors of Virginia.

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. He received a Masters in Public Administration from the University of Delaware.



executive
level

Paul Green

Campus Director – University of Phoenix

Paul Green joined the University of Phoenix in 1997 at the Utah campus where he served as operations manager, director of finance and director of business development. In 2003, Green launched a start-up campus in Spokane, Washington, where he was campus director for 10 years and now oversees the Las Vegas campus. Paul earned his Bachelor's degree in Finance from the University of Utah, and a Master of Business Administration degree from the University of Phoenix.

Janet Lee

President – TheLivingPages

Janet Lee has gained her experience through managing several restaurants in Toronto, Canada and today, as a founder and CEO of TheLivingPages. Her personal passion for success has been driven solely by helping small business fight the large competitors by turning obstacles into opportunities. With her focus on optimum and effective marketing, Lee has brought forth an empowering tool for Vegas' small business – a voice.

David McCurdy

Owner – The Advisory & Consulting Group

David McCurdy has a solid track record of effective business structuring, undertaking strategic and tactical planning and managing business operations, risk and financial challenges across diverse industries and stages of organizational growth. His successes include growing an \$8 million company to \$95 million in four years. He is very successful in helping management teams communicate better, manage risk and focus on customer service and reputation to achieve their goals.

sun safety 101

PASS THIS ALONG TO YOUR EMPLOYEES

S

un safety is never out of season. Summer's arrival means it's time for picnics, trips to the pool...and a spike in sunburns. The need for sun safety has become clear over the past 30 years, with studies showing that excessive exposure to the sun can cause skin cancer. Harmful rays from the sun, sunlamps and tanning beds may also cause eye problems, weaken your immune system, and give you unsightly skin spots, wrinkles or "leathery" skin.

Sun damage to the body is caused by invisible ultraviolet (UV) radiation. People recognize sunburn as a type of skin damage caused by the sun. Tanning is also a sign of the skin reacting to potentially damaging UV radiation by producing additional pigmentation that provides it with some—but often not enough—protection against sunburn.

Everyone is a potential victim of sunburn and the other detrimental effects of excessive exposure to UV radiation. Although all people need to take precautions to protect their skin, people who need to be especially careful in the sun are those who have pale skin, light hair or be at risk for skin cancer (previously diagnosed or a family history of the disease).

If you take medication, ask your doctor about extra sun care precautions as some medications may increase sensitivity to the sun. Cosmetics that contain *alpha-hydroxy acids* (AHAs) may increase sun sensitivity and susceptibility to sunburn.

Reduce time in the sun from 10:00 a.m. to 4:00 p.m. when the sun's rays are strongest. Even on an overcast day, up to 80 percent of the sun's UV rays can get through the clouds, according to the FDA. Stay in the shade as much as possible throughout the day.

Dress with care. If you plan to be outside on a sunny day, wear a wide-brimmed hat, long sleeves, and long pants. Consider using an umbrella for shade.

Be serious about sunscreen. Check product labels for a Sun Protection Factor (SPF) of 15 or higher. A good rule of thumb to follow: the higher the number, the better

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the protection. Broad spectrum protection sunscreen protects against UVA and UVB rays. Finally, be sure to reapply water resistant sunscreen as instructed on the label, as water resistant does not mean waterproof.

Tips for Applying Sunscreen

- Apply the recommended amount evenly to all uncovered skin, especially your lips, nose, ears, neck, hands, and feet.
- Apply sunscreen 15 minutes before going out in the sun.
- If you don't have much hair, apply sunscreen to the top of your head, or wear a hat.
- Reapply at least every two hours.
- Apply sunscreen to children older than six months every time they go out. Ask a doctor before applying sunscreen to children under six months old.

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 the U.S. Food and Drug Administration. (Updated 2013).

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- Heather

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member news

PRESIDENT'S CLUB MEMBER | EXECUTIVE LEVEL

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

announcements



B&P Advertising, Media and Public Relations announce the addition of three senior-level public relations executives: James Stover, APR,

Juliet V. Casey and Lenora Kaplan.

The Neon Museum launched its enhanced membership program, including discounts on photo tours and event rentals, as well as membership in the North American Reciprocal Museum Association (NARM), which offers holders reciprocal benefits at other qualifying NARM members.

America First Credit Union held its 75th annual meeting and selected Linda Carver to serve as board chair, Barney B. Chapman as vice chair and Mike W. Roden as secretary.



Kolesar & Leatham welcomed Richard Hy to the firm's civil litigation practice. Michael R. McNerny joined the firm as an associate in its real estate department.



The Ferraro Group hired Laura Carroll as an account executive. Carroll will oversee public relations efforts, and develop social media and marketing campaigns.

Bank of Nevada named Michael Cunningham as executive vice president, regional president.

AET Environmental announced the appointment of Edward J. Domanico as its director of environmental affairs. He will be responsible for AET's regional strategic marketing policies and expanding the company's operating capability.



Michael Vannoizzi has been promoted to director of public policy for the **Las Vegas Global Economic Alliance**.

Stacey Martini has joined **City National Bank** as vice president and manager of its Green Valley branch. The bank also hired banking professional Ray Weamer as vice president and SBA loan specialist for its Southern Nevada and San Diego regions.

Jessica Murray joined **R&R Partners** as public relations account supervisor and will work on the **Las Vegas Convention and Visitors Authority** account.



Bank of George welcomed Wanda Shumar as senior vice president regional manager of its Henderson office.

community service

Fashion for Three Square raised \$2,020,055 funds for **Three Square's** Bag Childhood Hunger initiative, providing more than six million meals to hungry children in Southern Nevada.

As part of its Caring, Giving, Changing community campaign, **Miracle Mile Shops at Planet Hollywood Resort & Casino** collected donations in its fountain throughout May for **Community Counseling Center of Southern Nevada**.

Opportunity Village announced a five-year, \$136 million capital campaign to establish a new model of residential facilities and a campus in the northwest part of Las Vegas, as well as expand and retrofit its three existing campuses.

congratulations



Lewis Roca Rothgerber gaming partner Anthony Cabot was honored by the **UNLV** Gaming Law Journal with a new award created in his name.



The Las Vegas-Clark County Library District received the National Medal for Museum and Library Service, the nation's highest honor conferred on museums and libraries that demonstrate innovative approaches to public service, making a difference in the lives of individuals in their community. First Lady Michelle Obama presented the medal to

Executive Director Jeanne Goodrich and community member Avree Walker at a White House ceremony.

Nevada State Bank was recognized by the National Association of Hispanic Real Estate Professionals, Nevada Chapter (NAHREP) as one of the top 10 national mortgage banks for 2013, based on the highest number of closed transactions.

University of Nevada Cooperative Extension celebrated its centennial in May. Governor Brian Sandoval declared May 8, 2014 as University of Nevada Cooperative Extension Day in Nevada.

Bridal Spectacular Events, Inc. was awarded the Star Award by Bridal Show Producers International in the Fashion Show category.

upcoming events

Houldsworth, Russo & Company will host a Breakfast Briefing, "Are You Covered? Making Sure You Have Adequate Business and Personal Insurance," on June 5. Register online at www.trusthrc.com.

The Las Vegas 51s are hosting LGBTQ Night on Thursday, June 5, at 7:05 p.m. benefitting **The Center**. Tickets are available for purchase online at TheCenterLV.org.

Nathan Adelson Hospice is partnering with The Moyer Foundation to launch Camp Erin® Las Vegas, a free weekend overnight camp for children who have experienced the death of someone close to them. For more information, contact Jennifer Mauceri at 702-733-0320 or visit www.nah.org.

Caesars Hospitality Research Center at **UNLV** will hold its 2014 Summit on Crisis Management in the Hospitality Industry on Thursday, June 12, from 8 a.m. - 4:30 p.m. at the Stan Fulton Building on UNLV's campus. Register at unlv.edu/hotel/CHRC.

Local HIV/AIDS nonprofit **Golden Rainbow** will hold its 28th annual "Ribbon of Life" fundraising production, "Under the Big Top," on Sunday, June 22, at 1 p.m. in The Penn & Teller Theater at **Rio All-Suite Hotel & Casino**.

wheeling and dealing

Burke Construction Group completed the \$4 million expansion project of the Seven Hills Behavioral Institute.

William Skupa and Gino Vincent of **MINT Property Group, Ltd.** represented the seller in the disposition of an investment property located at 2515 W. Craig Rd. in North Las Vegas.

Station Casinos LLC will invest \$20 million in **Green Valley Ranch Resort** by introducing a new lineup of four restaurant and bar concepts and other amenities. It is also investing \$35 million in its other luxury resort, **Red Rock Resort**, bringing a total of \$55 million in capital improvements and new offerings to both resorts.

The Howard Hughes Corporation will open One Summerlin, a 200,000-square-foot, eight-story, Class A office building in the heart of Downtown Summerlin in late 2014.

Lorenzo Doumani, president and founder of **Clubhouse Children's News Network**, launched clubhousenews.com, a news & information internet network. The "family-safe," commercial free website features kids from 12-18 as on-air personalities who will anchor the news, serve as reporters, and write much of their own copy.

Skinvisible Pharmaceuticals, Inc. received notification from the Federal Public Service Health, Food Chain Safety and Environment in Belgium that it has extended the registration of DermSafe, its unique antimicrobial hand sanitizer, until December 31, 2024.

The Las Vegas Urban League unveiled its North Las Vegas facility, located at 3575 West Cheyenne, Suite 101. It's open Monday through Friday from 8 a.m. to 5 p.m.



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*Offer valid until 8/31/14 and is available to new subscribers of Cox Business VoiceManager™ PRI and Cox Business Internet™ 25 (max. 25/5 Mbps). Prices based on 3-year service term. After completion of the 3-year service term standard rates apply. Equipment may be required. Free install requires a 3-year service contract and is limited to standard installation; maximum outlets and allowances may apply. Prices exclude equipment, installation, taxes, and fees, unless indicated. Speeds not guaranteed; actual speed may vary. Rates and bandwidth options vary and are subject to change. Discounts are not valid in combination with or in addition to other promotions, and cannot be applied to any other Cox account. Services not available in all areas. Other restrictions may apply. ©2014 Cox Communications, Inc. All rights reserved.

member to member

AFFORDABLE CARE ACT UPDATES YOU NEED TO KNOW

S

ince the Affordable Care Act (ACA) was signed into law in 2010, employers, healthcare providers, hospital administrators and insurance professionals have continued to seek answers to their questions as to which provisions of the law are required of them.

As more of the key provisions of the law take effect, it is crucial that employers and their employees stay informed about the compliance items pertaining to their own companies. Below are requirements under the law already in force as well as things you must know as an employer in preparation for 2015.

- The individual mandate under the ACA took effect on January 1, 2014. All Americans are required to either obtain minimum essential health coverage through a private insurer or public program or face a tax penalty. There are specified exceptions, and violators will be subject to phased-in tax penalties for noncompliance of either a flat-dollar amount per person or a percentage of the individual's income. In 2014, the penalty is \$95 or one percent of the individual's income, whichever is greater. In coming years, the penalty will be significantly higher.
- All group plans must cover children up to age 26. Dependents can be married and also be eligible for the group health insurance income tax exclusion.
- All plans must be offered on a guaranteed issue basis. Pre-existing conditions limitations, as well as annual and lifetime limits, are now prohibited.
- All fully insured small groups (up to 100 employees in 2015) must abide by strict modified community rating standards with premium variations only allowed for age, tobacco use, family composition and geographic region. Medical claims experience rating is prohibited.
- New employee waiting periods of more than 90 days is prohibited for all plans.
- A national premium tax on most fully insured health insurance issuers has taken effect.
- All health insurance plans must pay transitional reinsurance fee annually from 2014 through 2016. The fee will be a flat amount based on the number of covered lives.

Required in 2015:

- Employers with more than 200 employees will have to auto-enroll all new employees into any available employer-sponsored health insurance plans.
- The employer responsibility requirements will take effect for companies that employ more than 100 full-time equivalent employees. Employers subject to the mandate that do not offer minimum essential coverage to full-time employees and their dependent children, or do not offer them coverage that meets minimum value and affordability standards and have employees who obtain subsidized coverage through the exchange, will be fined beginning with plan renewals in 2015.
- Employers will be required to report coverage information to the exchange for the purposes of enforcing both the employer and individual coverage mandates.

Because of the many facets of the ACA and the potential penalties facing employers, it is prudent to seek counsel from your health insurance broker or a knowledgeable financial professional proficient in the requirements of the ACA.



By William Wright, President, Chamber Insurance & Benefits, LLC, www.ChamberIB.com. Bulleted items provided by Media Relations Chairman of the National Association of Health Underwriters, Clark County chapter, Larry Harrison.

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ribbon cuttings

CELEBRATING BUSINESS GROWTH

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



GORGEOUS LASH LOUNGE

Gorgeous Lash Lounge celebrated its grand opening at 9550 S. Eastern Ave. in Henderson. It offers tanning, lash-dip, semi-permanent mascara and eyelash extensions, as well as 3-D permanent makeup and skin care by professionally trained technicians. In addition, it also offers reflexology and an infrared light slimming machine. Call 702.545.0777 or visit gorgeouslashlounge.com.



EL THE CHARLES MARSHALL FOUNDATION

The Charles Marshall Foundation announced its support of local non-profit organizations and Clark County School District schools through their Community Promise Day of Giving. The Foundation provides these schools and organizations with much-needed supplies to keep programs running. Call 702.835.9325 or visit charlesmarshall.org.



EL AT&T

AT&T announced the grand opening of its newly remodeled store in Las Vegas, located at 920 S. Rampart Blvd. in Boca Park. AT&T has consistently provided innovative, reliable, high-quality products and services and excellent customer care. Call 702.933.7781 or visit att.com.



ORIGINAL TOMMY'S HAMBURGERS

Original Tommy's Hamburgers celebrated its grand opening at 7079 W. Craig Rd. and more than 65 years in business. In 1946, Tommy Koufax introduced Los Angeles to its chiliberger and has grown to 35 locations in California and Nevada. Call 702.207.6361 or visit originaltommys.com.



HEARTLAND PAYMENT SYSTEMS

Heartland Payment Systems celebrated its ribbon cutting, new location and renewed Metro Chamber membership at 2470 St. Rose Pkwy., Ste. 115. Call 702.235.7214 or visit heartlandpaymentsystems.com.



MENOPAUSE THE MUSICAL

Menopause The Musical commemorated its eighth smashing year and grand reopening at the Luxor Hotel & Casino with members of the cast and Metro Chamber members. For more information, call 702.610.4400, or visit fourproductions.com.

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OLIVE CREST

Olive Crest commemorated its 40th anniversary and new location at 4285 N. Rancho Dr. Since 1973, Olive Crest has transformed the lives of more than 60,000 abused, neglected and at-risk children and their families. Call 702.685.3459 or visit olivecrest.org.



PC CENTURYLINK

CenturyLink celebrated its brand new retail store, located at 6464 N. Decatur Blvd. CenturyLink offers internet, home phone, television, home security and bundled packages. Call 702.515.2507 or visit centurylink.com.



SEARS HOME APPLIANCE SHOWROOM

Sears Home Appliance Showroom commemorated its grand opening at 7930 W. Tropical Pkwy., Ste. 150. It has 4,500 products with America's top technicians in its home appliance showroom. Call 702.656.0516 or visit searshomeapplianceshowroom.com



OPPORTUNITY VILLAGE

The Oakey Campus of Opportunity Village, located at 6300 W. Oakey Blvd., commemorated the dedication of the Opportunity Village Board Room, generously funded by Caesars Foundation. It took place at its Oakey campus and was part of Phase I of a recent Revive and Renew initiative. Visit opportunityvillage.com.



BRADDAH'S ISLAND STYLE-BURRITOS, BOWLS & TACOS LAS VEGAS

Braddah's Island Style-Burritos, Bowls & Tacos Las Vegas celebrated its grand opening with friends, family and Metro Chamber members at 2330 S. Rainbow Blvd. It starts with only the freshest ingredients and customizes each meal for its customers. Call 702. 222.0767 or visit braddahstacos.com.



LAS VEGAS CONVENTION AND VISITORS AUTHORITY

The Las Vegas Convention and Visitors Authority unveiled four electronic vehicle charging stations to serve visitors and convention delegates at the Las Vegas Convention Center, the nation's third largest convention center. The stations were made possible through a \$50,000 grant made earlier this year by the Consumer Electronics Association. Call 702.892.0711 or visit lvvva.com.

working for you

GOVERNMENT AFFAIRS AND PUBLIC POLICY



new fees proposed for select city of north las vegas businesses

If your business does business in the City of North Las Vegas, you may be affected by the following proposed new fees, released through three business impact statements sent to businesses these additional costs may affect.

Per Nevada Revised Statute 237.080, the City of North Las Vegas invites any potentially affected businesses to submit data or arguments as to whether these proposed changes will impose a direct and significant economic burden upon their business or directly restrict the formation, operation or expansion of their business.

Pool Contractors – The City of North Las Vegas is proposing a \$25 fee be added to each

pool or spa permit for the purpose of child drowning prevention, detailed in a letter sent to Southern Nevada pool contractors. In Clark County, drowning is the fourth leading cause of accidental death among children. The revenue collected will be used for drowning prevention efforts, including public education materials, pool safety devices and swimming lessons. This would be a change to the City of North Las Vegas Municipal Code Title 15, Buildings and Construction section.

Real Estate Professionals – Real estate professionals with a fixed business address located within the City of North Las Vegas would require business licenses for real estate professionals. The fee would be \$200 annually. This shift would be reflected in the City of North Las Vegas Municipal Code Title 5, Business Licensing section.

Professionals – The City of North Las Vegas does not currently require business licenses for professionals, but has the

authority to license – and assess licensing fees – to professionals, per Nevada Revised Statute 645. The City is proposing the requirement of licenses and the assessment of a \$300 annual fee to all professionals located within the City of North Las Vegas. This would be a change to the City of North Las Vegas Municipal Code Title 5, Business Licensing section.

Any responses to the business impact statements must be received by the City of North Las Vegas Business License Division no later than **June 26, 2014**. Responses must be submitted to:

City of North Las Vegas
Business License Division
2250 Las Vegas Blvd. North,
Ste. 110
North Las Vegas,
NV 89030

For more information, visit CityofNorthLasVegas.com or contact the City of North Las Vegas Community Development and Compliance Department at 702.633.1537.

CONGRATULATIONS TO THE 2014 GRADUATES OF THE LAS VEGAS METRO CHAMBER OF COMMERCE LEADERSHIP PROGRAMS!



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

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fusion mixer
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Join VYP as we "Bowl for Business" inside the VIP Lanes at Red Rock Casino Resort and Spa.

There is no time to "spare." Early registration is highly recommended, as this event is only open to the first 130 people.

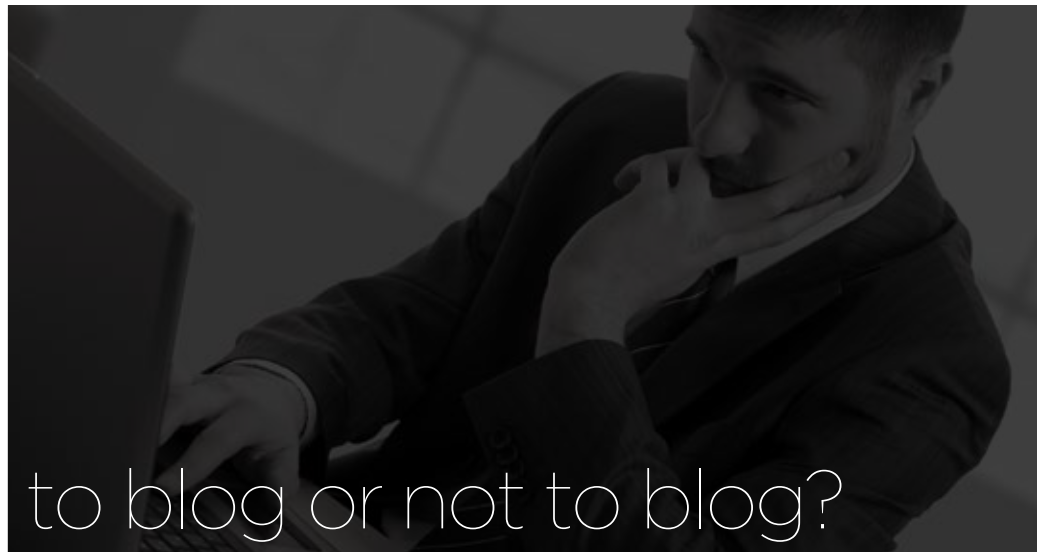
Thursday, June 26
5:30 - 8:30 p.m.
Red Rock Casino Resort & Spa
11011 W. Charleston Blvd.

Register online at VegasYP.com
or by calling 702.641.5822.

\$10 - Members
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to blog or not to blog?

A YOUNG PROFESSIONAL'S DILEMMA

M

any young professionals, early or midway through their careers, decide that their personal brand needs a bump. After all, it's your personal brand that makes impressions on potential new business or personal connections, gets the client or the promotion and creates the lasting impression on someone else. One of the easiest ways to convey your personal brand is by hosting a blog. It's also a great creative outlet for a hobby or a project you've been meaning to undertake. It's popular, as well - there are more than 152 million blogs out there in the world, and that number is climbing every day.

Your life experiences, professional expertise and unique perspective have armed you with the tools you need to begin a blog. With the opportunity to share your expertise and perspective with a market (sometimes a niche market, and other times more broad-based), the potential to eventually monetize a blog and promoting and enhancing your personal brand, why wouldn't you hop online now and get going?

Some common objections include not having a strong programming or technical background. Starting a blog doesn't take a lot of advanced programming or web design talent, although for a more advanced aesthetic, you may want to reach out to a web designer for theming and layout. It also doesn't require a hefty financial investment. There are free tools on the web to walk you through setting up and getting started with your blog. Of course, there are always upgrades

to consider, but for the basics, there are plenty of free themes, publicity tools and forums to help you launch your blog.

Between working long hours, becoming or keeping active in the community and with non-profit work, family and other time constraints, young professionals usually bemoan their lack of free time. Even blogging once a week will help establish your credibility on the subject matter on which you're writing and help you get into the practice of regularly contributing content. Blogging also doesn't need to be an exercise in length; some of the most effective bloggers, like Seth Godin, are known for short, compelling copy that gets to the point, shares easily and leaves an impression on the reader.

With the popularity and potential for blogs only expanding - an estimated 128 million people in the United States are active blog readers - it's an opportune time to get started.



fusion
mixer
@
lily bar & lounge



As the Las Vegas summer began heating up, so did the networking opportunities at Lily Bar and Lounge inside the Bellagio. Nearly 200 VYP members mixed, mingled and grew their professional networks at the May Fusion Mixer.

the final word

METRO CHAMBER SUPPORTS SOUTHERN NEVADA HIGH SCHOOL STUDENTS FOR CONGRESSIONAL ART COMPETITION

E

ach year, the Congressional Art Competition invites submissions from student artists all over the country. Congressional representatives then select a piece of art from their respective district to display in the Capitol Building. This year's competition welcomed 359 submissions from 18 high schools within the Clark County School District, representing one of the largest submission pools in the competition's 14-year history. Since its inception, more than 650,000 high school students have participated in the annual program. During the reception honoring these talented students, Metro Chamber president and CEO Kristin McMillan remarked, "Whether hung on the walls of the Congressional offices of our Nevada representatives or in the United States Capitol complex where hundreds of thousands of visitors will pass - elected Congress men and women, dedicated Congressional staff, fellow citizens from around the country and visitors from around the world - your art has the ability to communicate, to inspire and to influence."

For more information on the Congressional Art Competition, visit conginst.org.



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More Nevadans Have Access To Prescription Savings

Statewide Prescription Assistance Program Offers a Prescription to High Healthcare Costs

The Centers for Disease Control reports that Americans spend more on prescription drugs than people in any other country: some \$45 billion in out-of-pocket dollars in the last year alone. With that in mind, the Nevada Drug Card is reminding all residents who aren't insured or who take prescription drugs that aren't covered by their health insurance plans, can use the Nevada Drug Card to obtain discounts of up to 80 percent off the retail price for FDA-approved medications.

Nevada Drug Card has been working closely with the Las Vegas Metro Chamber of Commerce to distribute free discount prescription cards to all Nevadans so that each resident will have access to this free program. Nevada Drug Card was launched to help the uninsured and underinsured residents afford their prescription medications. The program can also be used by people that have health insurance coverage with no prescription benefits, which is common in many health savings accounts (HSA) and high deductible health plans.

Another unique component of the program is their preferred pharmacy option. Nevada Drug Card has chosen CVS/pharmacy as their preferred pharmacy so that residents who don't have access to a computer and can't obtain a hard card, can visit any CVS/pharmacy to have their prescriptions processed through Nevada Drug Card. Residents can simply reference "Nevada Drug Card" to have their prescription processed through the program. Nevada Drug Card is accepted at over 56,000 participating regional and national pharmacies.

Nevada Drug Card has helped residents save over \$21 million since its inception in 2008. You can print a free Nevada Drug Card at www.NevadaDrugCard.com. Nevada Drug Card is also available as an app for iPhone and Android. You can search "Free Rx iCard" in the app store. Anyone who is interested in ordering free customized cards can email Suzanne Domoracki, Program Director, at suzanne@nevadadrugcard.com.



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Prescription
to Save!



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What You Don't Know
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WEDNESDAY,
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Four Seasons Las Vegas
3960 Las Vegas Blvd. S

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

\$50: Members
\$65: Non-members
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