

business voice

LAS VEGAS METRO CHAMBER OF COMMERCE | LVChamber.com | OCTOBER 2014



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For more information call 702.586.3889 or visit ChamberHealthOptions.com



setting the stage for our future

KRISTIN MCMILLAN
PRESIDENT & CEO

R

obert Louis Stevenson once said, “Don’t judge each day by the harvest you reap but by the seeds that you plant.” In our 103-year history, the Metro Chamber has always been about the long term and sustaining our community for the future; it’s consistently been about what’s next, what’s on the horizon and how we can capture the most of our opportunities. Las Vegas itself was built on the concept of “the next best thing.” It is what keeps us in perpetual motion, never stopping and always moving forward, planting the seeds for the next harvest.

This month, the Metro Chamber is moving into its permanent location inside the Boman Pavilion of The Smith Center for the Performing Arts. This move brings us back to our roots – we opened our first office in Downtown Las Vegas in 1911, and we’re excited to return to the heart of our city for our next chapter. The Smith Center gives us a central location, positioning the Chamber right in the middle of the action: adjacent to local government, neighbors to the dynamic Downtown transformation, and partners with many who are working together to rebuild and reinvent. It’s exactly where you told us where you wanted us to be. We look forward to welcoming our members to a business center so you can meet, connect and get down to business. It will be the center of our business community, and I am excited to share it with you, our members. You’ll hear more about when our offices will be ready for you to visit in upcoming communications, so be sure to check both your inbox and your mailbox.

We are also excited about the leadership role the Metro Chamber is continuing to play in protecting

your business and providing valuable benefits to help your bottom line. Last month, we introduced you to Chamber Health Options, a health insurance exchange that gives you choices with plans and providers while giving you access to the same expertise and experience you’ve come to trust and rely upon for the last 30 years. I strongly encourage you to visit ChamberHealthOptions.com to see what options you have for your health insurance options, both for you and your employees. In the coming weeks, we will also be rolling out some exciting new benefits and services to help your bottom line. We asked our members what they needed for their business to succeed and thrive, and you came back with some suggestions that we took to heart and implemented. Be on the lookout for these soon.

We’re also getting ready for a high-impact election on November 4, and are gearing up for a strong showing on behalf of our business community at the 2015 Legislature. Our endgame is clear: represent the best interests of our membership. Keep Southern Nevada at the forefront of job creation and economic development. Create new opportunities for us to succeed. Defeat harmful legislation that would derail our economic recovery. In short: Protect the seeds which we, as a community, have planted so that our harvest is bountiful.

I’m looking forward to not only a great new chapter for our Metro Chamber, but the next round of building and strengthening our community with you. After all, it’s not about where we’ve been; it’s about where we’re going.

A Natural Partner For Your Business



Natural gas is America's foundation fuel for our present and for our future. It's the energy-efficient solution for today's energy challenges.

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SOUTHWEST GAS



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President & CEO
Las Vegas Metro Chamber of Commerce

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Jay Barrett 2013

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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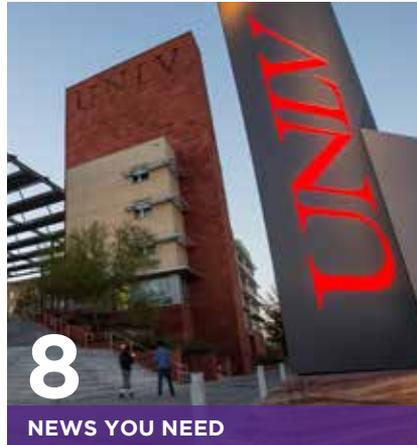
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CELEBRATING BUSINESS EXCELLENCE



NEWS YOU NEED



CHAMBER-ENDORSED CANDIDATES



RIBBON CUTTINGS



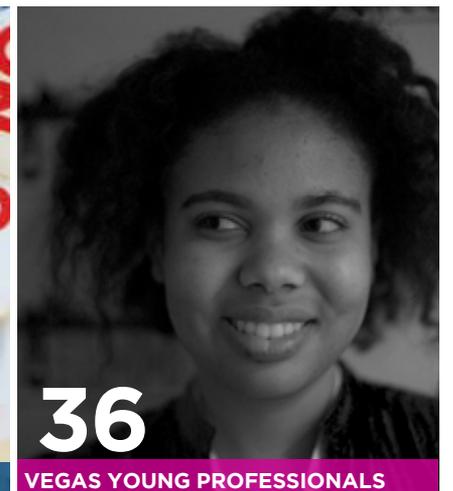
LARGE GROUP HEALTH OPTIONS



MEMBER NEWS



THE FINAL WORD



VEGAS YOUNG PROFESSIONALS

chamber news



get an insider's look at southern nevada with focus las vegas

Are you or an employee new to the Valley, recently promoted or want to be more involved in the community? Focus Las Vegas is an immersive two-day experience that gives participants a crash course in the systems and people that shape Southern Nevada. Creating a better understanding of the workings of the community and its challenges, Focus Las Vegas builds a solid foundation of community stewardship and involvement for participants to amplify their business and philanthropic goals. The two-day program runs on Monday, October 20, and Monday, October 27, from 7:30 a.m. - 5:00 p.m. at The Innevation Center. For more information, including prices and registration, visit LeadLV.com or call 702.641.5822.

mix it up at business blend

Join the Metro Chamber and Vegas Young Professionals for a night of connecting at Business Blend on October 16. Held at Brooklyn Bowl in The Linq, Business Blend combines a cool ambiance with upbeat music and conversation. The destination gives you the opportunity to bowl in the exclusive upstairs lanes, sample light bites from the award-winning Bromberg Brothers' Blue Ribbon and listen to live entertainment below - all while building your business and making new connections among Metro Chamber and Vegas Young Professionals members. For more information or to register, visit LVChamber.com or call 702.641.5822.

metro chamber & lvcva to honor customer service stars

Las Vegas is home to the best customer service in the world, so it is only fitting that the Metro Chamber and the Las Vegas Convention and Visitors Authority recognize those individuals who make our city a better place to live, work and visit. The Customer Service Excellence (CSE) Luncheon is a special celebration for those who have gone above and beyond in offering the highest quality of customer service. The CSE Luncheon will honor employees who have been recognized multiple times throughout the program year, as well as announce the Customer Service Excellence Person of the Year. The luncheon will be held on Friday, November 14, at The Orleans Hotel & Casino. For more information on how you can utilize the luncheon to honor your best employees, visit LVChamber.com or call 702.641.5822.



paul moradkhan appointed metro chamber vp of government affairs

The Metro Chamber announced that Paul Moradkhan has taken the reins as the new vice president of government affairs. Moradkhan will oversee the Metro Chamber's extensive advocacy efforts on public policy priorities at the federal, regional, state and local levels. Moradkhan joined the Metro Chamber in 2010, and has served as the director of government affairs since 2012. With a Master's degree in public policy from Pepperdine University, Moradkhan has been the Metro Chamber's chief lobbyist on local government issues and has played an active leadership role in the strategic development and implementation of the Metro Chamber's engagement and advocacy on federal issues. For more information on the Metro Chamber's advocacy efforts, visit LVChamber.com.



Let's talk about a brighter future.

At Valley Electric Association, we are a nonprofit utility cooperative dedicated to accomplishing meaningful progress for our state.



Since 2010 we've increased our workforce by

38%



Between 2008 and 2010 VEA's residential members saved an average of

7.6%

annually when compared to national electric rates

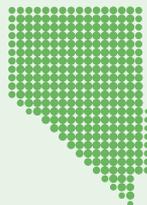


VEA members enjoyed

\$13

MILLION

in total savings between 2008 - 2012



VEA contributed

\$4.1

MILLION

in total sales and use tax between 2007 and 2013 in the state of Nevada



Since 2008 VEA has made more than

\$452

THOUSAND in charitable donations

Together, we're doing powerful things.

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news you need



unlv symposium to discuss unmanned aerial systems, privacy and technology

UNLV's William S. Boyd School of Law is presenting a symposium on unmanned aerial systems (UAS) in Nevada, and the implications of this technology on privacy and law on October 16. Featuring panels, open discussions and a keynote addressed by Erwin Chemerinsky, Dean of the University of California, Irvine School of Law, this interactive session is open to the public, but registration is required. For more information, visit law.unlv.edu/SymposiumUAS.

new online classes added to sba learning center

Knowledge is power in the business community and an education on basic business practices is essential, especially for small businesses. That is why the U.S. Small Business Administration (SBA) is offering three new free online training courses to give companies knowledge in some critical business areas. The 30-minute sessions cover strategic planning, savings plans for small businesses and selling your business. There are plenty of other training courses available as well. Feel free to take a look at these sessions, as well as several others offered on an ongoing basis, on the SBA dedicated learning center at sba.gov.

irs issues alert for phone scams

Telephone scam artists pretending to be from the IRS are tricking unsuspecting people into giving out personal information. These callers can be convincing, which is why the IRS announced five tell-tale signs for identifying scam callers. The IRS will never call about taxes without sending an official notice and will not demand a payment without providing an opportunity for an appeal. The IRS does not require a specific payment method and will never ask for a debit or credit card number over the phone. Additionally, the IRS will never threaten to notify law enforcement and does not use unsolicited email, texts or social media to discuss a personal tax issue. For information on reporting tax scams, visit irs.gov.



need to know information for nevada's upcoming general election

Election Day is Tuesday, November 4, and there are several items and candidates on the ballot, including the Margin Tax Initiative, that will impact your business. For those who might want a head start on the process, early voting starts October 18, and continues through October 31. Residents can complete online registration (the last day to register to vote is October 14), check their registration status and confirm their polling place by visiting clarkcountynv.gov/vote. More information can be accessed through the website's homepage through the election tab under Services, or by visiting the election center at nvsos.gov.

for your benefit

gain valuable brand exposure with metro chamber sponsorships

Sponsorship is an affordable way to gain exposure for your business, create brand loyalty and build company relationships among the Southern Nevada community. With more than 100 events throughout the year, the Metro Chamber has several opportunities for members to explore the role of sponsorship within their business. Some of the programs available for sponsorship in 2015 are Preview Las Vegas and Business Expo, business breakfasts, luncheons and other programs that fit your business' goals, mission and strategies. Also available are sponsorship opportunities within the Las Vegas Metro Chamber of Commerce Foundation, including the Leadership Institute of Las Vegas, JumpStart Vegas and Vegas Young Professionals. 2015 sponsorships are being filled now. If you are interested in taking advantage of the exclusive sponsorship opportunities, visit LVChamber.com or call 702.641.5822.



Celebrating 15 years of

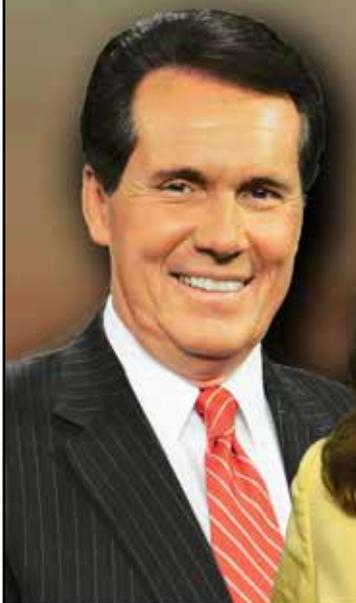
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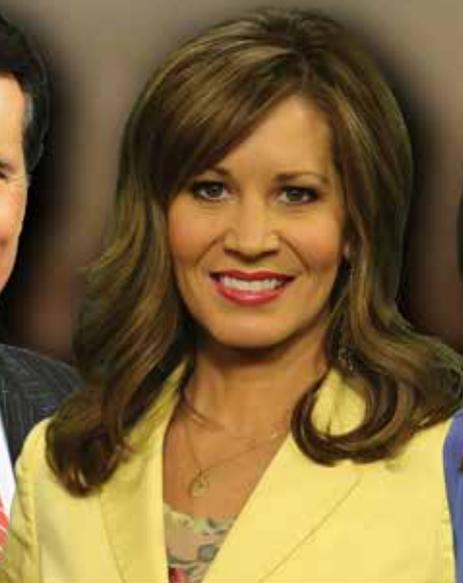
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GOVERNMENT AFFAIRS AND PUBLIC POLICY

metro chamber- endorsed candidates



Mark Hutchison
Lieutenant Governor



Patricia Farley
Senate District 8



Becky Harris
Senate District 9

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he Metro Chamber is proud to endorse several candidates for the General Election on Tuesday, November 4. The Metro Chamber has also taken a position on two state-wide ballot initiatives.

The Metro Chamber's endorsed candidates are selected by your fellow Metro Chamber members on the Government Affairs Committee. Through an engaged and extensive interview process over the course of several weeks, committee members met with candidates in multiple races covering districts across the State of Nevada. Candidates were questioned on topics relating to the Metro Chamber's key policy priorities, including K-12 reform; higher education funding and governance reform; tax issues and funding; economic development; transportation and infrastructure development; consolidation of local government business licensing; improving the effectiveness of business impact statements, as well as their position on the proposed Margin Tax Initiative (Question 3). The Metro Chamber considers candidates' understanding of business and fiscal issues, and their knowledge about how decisions in government may impact employers, employees and the economy.

STATE CONSTITUTIONAL OFFICES

- Brian Sandoval** — Governor
- Mark Hutchison*** (pictured) — Lieutenant Governor
- Barbara Cegavske** — Secretary of State
- Kim Wallin*** — State Treasurer

STATE SENATE

- Patricia Farley** (pictured) — Senate District 8
- 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



* Las Vegas Metro Chamber of Commerce member

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
- PK O'Neill** — Assembly District 40

CLARK COUNTY SHERIFF

Joe Lombardo

CLARK COUNTY COMMISSION

- Susan Brager** — Clark County Commission F
- Mary Beth Scow** — Clark County Commission G

STATEWIDE BALLOT QUESTIONS

Question 1: *VOTE YES*

Shall the Nevada Constitution be amended to create a Court of Appeals that would decide appeals of District Court decisions in certain civil and criminal cases?



A “Yes” vote would create a Court of Appeals within the existing court system.

A “No” vote would retain the existing court system.

Early Voting:
October 18 - 31

General Election:
November 4

Question 3: *VOTE NO*

Shall the Nevada Revised Statutes be amended to create a 2% tax to be imposed on a margin of the gross revenue of entities doing business in Nevada whose total revenue for any taxable year exceeds \$1 million, with the proceeds of the tax going to the State Distributive School Account to be apportioned among Nevada’s school districts and charter schools?

A “Yes” vote would impose a 2% margins tax on Nevada businesses with revenue in excess of \$1 million with the tax proceeds being deposited in the State Distributive School Account in the State General Fund and used to fund K-12 public education.



A “No” vote would retain the existing tax liability for businesses in Nevada and retain the existing sources of K-12 education funding.

The Las Vegas Metro Chamber of Commerce encourages you to vote **NO on Question 3.**

For more information, visit **NoOn3.com.**

V



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E

your scene | you're seen



eggs & issues
featuring u.s.
congressman
steven
horsford



U.S. Congressman Horsford, serving on the U.S. House Financial Services Committee and the Committee on Oversight and Government Reform, addressed Metro Chamber members on myriad issues impacting their businesses and participated in a Q & A period with the audience. Eggs & Issues gives Metro Chamber members the opportunity to connect with key federal policy makers in a breakfast forum.



president's
club &
executive level
reception at
tpc summerlin



President's Club and Executive Level members engaged in high-level relationship building while sampling TPC Summerlin's award-winning cuisine and taking in the ambiance of one of the most lauded golf courses in the United States.

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The Honorees Are...

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he Las Vegas business community is truly a diverse one, encompassing small and large companies, startups and franchises, sole proprietors and multi-national corporations. Celebrating the spirit of these businesses and their stories is the annual Las Vegas Metro Chamber of Commerce Business Excellence Awards, sponsored exclusively by

Nevada State Bank. "Nevada State Bank is proud to once again sponsor the Las Vegas Metro Chamber's 2014 Business Excellence Awards," said Cassaundra Johnson, SVP/director of sales for Nevada State Bank. "This awards program celebrates and shares the stories of businesses that strive for excellence, innovation, and philanthropy, both in their workplace and in our communities. This excellence is at the heart of Southern Nevada and results in providing jobs, products and services to help stimulate commerce. It is certainly our honor to recognize their achievements."

With a record number of nominations that truly reflected the diversity, ingenuity, creativity and resilience of our Valley, the Metro Chamber is celebrating these job creators, economic diversifiers and community builders. They are the cultivators, the groundbreakers, the innovators, the torchbearers, the trailblazers and the pacesetters of Southern Nevada's vibrant business community.

Be sure to join the Metro Chamber and Nevada State Bank on Thursday, October 30, at Green Valley Ranch Resort, Spa & Casino for the annual Business Excellence Awards Luncheon. Seats and tables are available by visiting LVChamber.com or by calling 702.641.5822.

GROUNDBREAKERS

Bold, Trendsetting, Forward, Spearheading, Inspired

Alpine Mortgage Planning - More than 15 employees of Alpine Mortgage Planning nominated their business because of its culture, charitable partnerships, customer care and empowerment. Together, these strong components help to facilitate better business relationships across the mortgage industry. Just one example of the company's collaborative nature is its Builder Tour, which connects local residential builders and realtors to create synergies within the industry. As one employee said in her nomination, "At Alpine, it is imperative that every employee has the training, the resources and the support to serve their clients well." Visit alpinemc.com or call 702.534.6100.

Andson - Collaboration is the central theme around Andson's mission and vision. Through creating substantive partnerships with other organizations, this non-profit organization's core programs aim to improve academic success, enhance financial literacy and create mentorship and tutoring opportunities for children with the goal of narrowing the economic and educational disparities that exist. Andson engages and collaborates with other key organizations and institutions throughout Nevada to implement key programs to foster better outcomes for Nevada's youth. Visit andson.org or call 702.785.0020.

CrossFit 702 - Opening at the height of the recession, CrossFit 702 aims to build fitness and overall wellness by tailoring its programs to the individuals taking part in it. A single class may have young adults, pregnant women, grandparents and Special Forces soldiers participating in it. Also involved in community affairs, CrossFit 702 has held fundraisers for local nonprofits, and launched a pilot program that combines fitness with a classroom component to help students prepare for the SAT exam. This pilot program is in the process of expanding due to its success, and CrossFit 702 has seen steady and continual growth as a result of its bold programming. Visit cf702.com or call 702.462.6212.



Max's Restaurant - Known as “the house that fried chicken built,” Max's Restaurant has been serving traditional Filipino cuisine in a warm and friendly ambiance since 1945, adding Las Vegas to its roster of locations in 2013. After World War II, founder Maximo Gimenez befriended American troops stationed in the Philippines. They would often stop by his home for a drink or a meal. Eventually, his popularity led him to open a café, which soon expanded out of the Philippines and into the United States, Canada and the Middle East. Paying tribute to its founding story, Max's Restaurant holds an annual Military Appreciation Day and shares its story with both regular and new customers. Visit maxschicken.com or call 702.433.4554.



PACESETTERS

Leadership, Foresight, Paradigm-Busting, Guidance, Originality

Baby's Bounty - Baby's Bounty, launched in 2008, has since helped more than 3,000 babies by providing their low-income families with newborn essentials for a healthy start in life. Each month, 50-75 newborns receive cribs, car seats, bathtubs, clothing and diapers in a timely manner to ensure babies leave the hospital safe, warm and ready to be nurtured. In addition, more than 100 local social service agencies access the organization's “baby bundles,” which help clients recovering from domestic abuse, coping with teen pregnancy and motherhood, and addressing mental health issues and unemployment. Visit babysbounty.org or call 702.485.2229.



Matt Smith Physical Therapy - Matt Smith Physical Therapy has been an institution in Las Vegas since 1984, but continually seeks to expand patient outreach. Earlier this year, the company launched an online store dedicated to furthering patient resources. Designed to be a source for patients and community members who want to maintain and work towards their health goals, the store enables customers to compare multiple products and select from a wide variety of tools and exercise products to help them realize these aspirations. The organization also gives time and resources to several local non-profit organizations. Visit mattsmithpt.com or call 702.256.9738.



McDonald's Owners and Operators Association - Through innovative programs in community outreach and employee development, the Greater Las Vegas Operator Association passionately serves the Las Vegas community. It has awarded scholarships totaling more than \$3.1 million to more than 1,350 high school students in Clark and Nye counties. In addition, internal training initiatives such as the Next Generation program offer unique opportunities for employees to train for management and other leadership roles, including owner-operation positions. Local schools also benefit from programs such as MAC Grants, in which teachers apply for grants to fund exceptional learning experiences for their classes. Visit mcnevada.com.

Wirtz Beverage Nevada, Inc. - A fourth-generation family-owned business, Wirtz Beverage employs more than 500 individuals throughout the state and consistently believes in “investing in our people.” The company offers new sales training, development and advancement opportunities, and recently launched a new sales force automation tool to help enable the team for success. Its Celebrate Success program recognizes and rewards exemplary teamwork; the company is also launching Wirtz Perks, a company-wide intranet to help employees achieve work/life balance. Wirtz Beverage also believes in consistently communicating its three-year plan to its employees so each of them know how they contribute to the big picture and overall success of the organization. Visit wirtzbev.com or call 702.735.9141.



INNOVATORS

Rethink, Transform, Revolutionize, Update, Retool

American Medical Response - Servicing pre-hospital care from individual 911 calls to Las Vegas' largest events since 1953, American Medical Response (AMR) has continued to serve the Las Vegas community in new and innovative ways, scaling its operations to ensure the safety and well-being of Southern Nevada's citizens. It responds to call every 5.17 minutes, 365 days a year. AMR's partnership programs continue to benefit responders and the community at large, including the AMR Angels, a group of employees who volunteer throughout the community; the Community Paramedic Program, which connects patients with in-home health care options, including post-surgical intervention and agency referrals; and the Las Vegas Academy for Pre-Hospital Emergency Care, created by AMR to provide continuing education opportunities for paramedics and firefighters. Visit AMR.net or call 702.671.6900.

Clubhouse Children's News Network - Clubhouse News Network gives children and adolescents an entertaining, educational and informational resource to learn about the news stories and topics that shape the world around them, as well as help them find their voice and form their own opinions about current events and hot topics. All programs are written, edited and reported by local youth, including the Clubhouse News Weekend Show, a weekly commercial-free show presented for and by kids and The Chat, a weekly talk show providing a forum for youth to discuss news and cultural issues, entertainment and society. The station provides empowerment opportunities for Southern Nevada's children and teenagers as they learn about media and current events. Visit clubhousenews.com or call 702.749.3360.

D & R House of Diamonds - Creating a new business model to keep overhead low and prices competitive, D & R House of Diamonds is an appointment-only operation, giving the company flexibility with its schedule and cutting the expense of a retail store. Because of this, the company was able to partner with one of the largest diamond wholesalers in the world to produce certified and ethically sourced diamonds to the Las Vegas community. Taking the service one step further, it also creates custom designs using 3D CAD/CAM software to show true-to-life renderings of these one-of-a-kind creations and build memorable customer experiences. Visit dandrhouseofdiamonds.com or call 702.758.3421.

Lazer Ladies Gifts and Awards - As a veteran-owned company, Lazer Ladies found a niche in a reliable, all-inclusive gift shop capable of meeting the rapid response needs of military organizations. Through strong word-of-mouth and recommendations that spread globally as awardees were deployed or reassigned all over the world, they were able to purchase a 5,000-square-foot building to perpetuate their vision as the premier award distributor for the Department of Defense and continue to cultivate a wide client base. The company has also revamped its website to reflect the global nature of its clientele while simultaneously bolstering its local marketing efforts to encourage the Southern Nevada community to shop local. Visit lazerladies.com or call 702.435.8611.



TORCHBEARERS

Initiate, Lead, Transform, Exemplify, Epitomize

Four Seasons Las Vegas - Nominated by a catering client, the Four Seasons Las Vegas builds upon their company's culture of truly above-and-beyond customer service standards to create memorable experiences for their group meetings and special events clientele. Noting responsiveness, adaptability, top-notch cuisine and service that transcends courteousness and fulfilling a contractual obligation, the catering staff and management of the Four Seasons Las Vegas live the company's credo, "Our greatest asset, and the key to our success, is our people. Because satisfying our guests depends on the united efforts of many, we are most effective when we work together cooperatively, respecting each other's contribution and importance." Visit fourseasons.com/lasvegas or call 702.632.5000.

Gensler - Gensler Las Vegas is a global architecture, design and strategic planning firm that believes, "You can't be global if you're not first local." Its philanthropic arm, gServe, supports different charitable organizations by creating socially conscious design efforts, including redesigning workspaces for optimal use and functionality, as well as aesthetic appeal. Gensler supports the development of innovative places with a philosophy of value-based design, offers comprehensive services that allow clients to collaborate with a dedicated team from planning to construction, and has helped companies use design to strengthen and enhance their brands, identities and business goals, improving the way our community works and lives. Visit gensler.com or call 702.893.2800.

Nathan Adelson Hospice - Nathan Adelson Hospice was the second hospice to open an inpatient facility in the United States, and has maintained its standard as a paradigm for end-of-life and palliative care since opening more than 35 years ago. The organization has cared for 58,000 patients, and continues to serve nearly 400 patients daily. Several of its programs have pioneered efforts nationwide to make end-of-life care as comfortable and dignified as possible, such as the Families in Need, which helps patients and their families who can't afford everyday living essentials; the Osteopathic Fellowship in Hospice and Palliative Care, one of only 11 in the nation; and Camp Erin, a free bereavement camp for children dealing with loss and grief. Visit nah.org or call 702.733.0320.

Vegas PBS - Vegas PBS embodies the potential of media to broaden horizons and provide a gateway to new ideas and concepts in science, history, nature, current affairs, literature and the arts. Vegas PBS has pioneered several enriching and vibrant programs to educate, diversify and inspire curiosity throughout Southern Nevada, such as the Stories of Service, a multi-year initiative to increase dialogue and solutions as veterans return home; the Global Online Advanced Learning (GOAL) Initiative; a Women's Engagement Council that focuses on issues affecting women and girls; and Vegas PBS Backyard Sessions, which gives emerging local musicians a platform to showcase their talents. Visit vegaspbs.org or call 702.799.1010.





TRAILBLAZERS

Advocacy, Impact, Compassion, Education, Vision

AA Printing Company - Embracing the American dream, AA Printing was founded in 2011 with just one employee, and has since grown to five. With strong principles rooted in serving customers who need products delivered with a quick turnaround time and with friendly customer service, AA Printing's steady growth has also been attributed to creating lasting partnerships throughout the community to foster repeat clientele and referrals. Founded by John Pinnington, a first generation American citizen, the company also assists the Las Vegas community by participating in several fundraising initiatives and public speaking opportunities. Visit aaprintinglasvegas.com or call 702.527.7474.

Las Vegas HEALS - Founded in 2002, Las Vegas HEALS (formerly the Southern Nevada Medical Industry Coalition) drives numerous regional initiatives to improve the quality of healthcare delivery and spur economic diversification opportunities in Southern Nevada. Through more than 600 volunteers comprised of healthcare professionals, consumers, local government representatives, educators and community stakeholders, Las Vegas HEALS has helped implement plans to increase the region's medical tourism, expand graduate medical education and recognize excellence within the local health care industry in a broad effort to improve the quality of life throughout Southern Nevada. Visit lasvegasheals.org or call 702.952.2477.

Nevada P.E.P., Inc. - Education, empowerment and encouragement are the central themes to Nevada P.E.P.'s core mission of providing information and guidance for Nevada families of children with disabilities. Through critical services to help caregivers and other family members be lifelong advocates for their children, including those at risk or who have serious emotional disturbances, the organization provides workshops, webinars, early intervention services, individual assistance, transition services and publications. Last fiscal year, it served more than 16,800 individuals statewide through a variety of services provided free of charge to families. Visit nvpep.org or call 702.388.8899.

Visiting Angels - Through a customized personal care plan, Visiting Angels has been both an advocate for the elderly who wish to remain as independent as possible, as well as their families. Through compassion, respect and dignity, Visiting Angels' providers assist families with respite care, companionship, personal care and hygiene, meal planning, housekeeping, medication reminders and connections to valuable community resources. The company also offers specialty programs for individuals with Alzheimer's, partnering with the Alzheimer's Foundation of America to become the first national non-medical senior home care provider in North America to offer an AFA-sponsored training and qualification program for caregivers. Visit visitingangels.com/vegas or call 702.407.1100.

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CULTIVATORS

Culture, Experience, Development, Environment, Enrichment

Eureka Casino Resort - Company culture is a central tenet to the success of Eureka Casino Resort. Driven by “The Eureka Way,” its core values of customer service, strong culture, pride and community were written by a group of employees and are continually reinforced every day at the organization. Empowerment, candor and understanding have led to nearly half of the employees having been part of the organization more than five years, substantially decreasing turnover. This strong company culture has overflowed into the Mesquite community, with several annual events (such as the Mesquite Fourth of July Celebration) becoming community flagship and partnership programs. Visit eurekamesquite.com or call 702.346.4600.

Goodwill of Southern Nevada - Goodwill of Southern Nevada’s employment programs have helped more than 10,000 people overcome barriers to employment, and have put more than 2,000 people back to work with 700 local employers. Behind this major impact on Southern Nevada’s economy is a strong and vibrant company culture, guided by purposeful work and core values that stress dignity, courtesy, teamwork, innovation and transparency. Through these strong convictions, Goodwill of Southern Nevada has grown from just two retail stores with 30 employees to one of the largest operations in the community today, with 14 stores employing 700 locals and continuing to play a major role in transforming lives throughout the Valley. Visit sngoodwill.org or call 702.214.2000.

InCorp Services, Inc. - As the company’s nomination quipped, “Just like a teenager, we’re rebels in our industry.” A company that provides incorporation services and registered agent services, InCorp Services twists the idea that their industry can’t be fun by creating an atmosphere of merriment and a unique company culture that encourages individuality and a relaxed, productive work environment, as well as staying active in its philanthropic efforts within the Las Vegas community. They also stay innovative with their unique client portal and internal system to better serve their customers. Visit incorp.com or call 702.866.2500.

The Mob Museum, National Museum of Organized Crime and Law Enforcement - With a comprehensive, fascinating look into the battle between organized crime and law enforcement, The Mob Museum core values of bold thinking, commitment to community and taking responsibility (among others) underscore its programming and focus on creating partnerships and community spirit. It was voted one of the top workplaces by the *Las Vegas Review-Journal* in 2014 and continues to garner national attention with several accolades and honors, all while challenging itself with new ideas and creative approaches. Recent additions include audio tours in English, Spanish and Mandarin Chinese; a new exhibit on the life of legendary Sheriff Ralph Lamb; and an interactive kiosk at the North Premium Outlet Mall. Visit themobmuseum.org or call 702.229.2734.

Sumnu Marketing - Sumnu Marketing’s family-owned business concept of “something new” actively embraces the color orange, as you’ll see on everything from the company’s logo to branded polo shirts. By relating their core identity with a color that relates to social communication, inspiring two-way conversations and mentally stimulating people to think and talk collaboratively, Sumnu Marketing continues to build its clients’ grassroots marketing efforts and communications solutions. Through this fun, focused and client-driven culture, the company continues to grow and exceed expectations for client projects and philanthropic efforts. Visit sumnumarketing.com or call 702.562.6397.



what's happening

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

october 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.

Tuesday, October 7
Tuesday, October 21

how to register:

Visit LVChamber.com and
click on the Events Calendar.

Call 702.641.5822.

- 1 WEDNESDAY, OCTOBER 1
BUSINESS AFTER HOURS AT CENTURYLINK**
Win 'Fast Raffle' Prizes including "Drive a Ferrari" drivers' experience, go-cart racing, and a helicopter tour. Gift bags will also be available for the first 100 attendees, so be sure to arrive early to facilitate the connections to grow your business.
5:30 – 7:30 p.m.
CenturyLink
6700 Via Austi Pkwy.
Complimentary for Metro Chamber members
Sponsor: CenturyLink
- 2 THURSDAY, OCTOBER 2
YOUR CHAMBER HEALTH OPTIONS:
FREE MEMBER INFORMATION MEETING –
TWO SESSION OPTIONS!**
Don't miss this information-packed workshop to help you better understand the changes brought on by the Affordable Care Act, as well as options for finding the solutions that best fit the needs of your business and employees.
Morning Session:
7:30 – 8:00 a.m. Registration
8:00 – 9:00 a.m. Program
Afternoon Session:
4:30 – 5:00 p.m. Registration
5:00 – 6:00 p.m. Program
SpringHill Suites by Marriott
2989 Paradise Rd.
Complimentary and exclusive to Metro Chamber members and their employees
Sponsor: Chamber Health Options

- 7 TUESDAY, OCTOBER 7
HEALTHCARE POLICY COMMITTEE MEETING**
Members will hear from Dr. Joel Dvoskin, chairman of the Governor's Advisory Council on Behavioral Health and Wellness, and Dr. Kenneth McKay, clinical director of Healthy Minds Las Vegas. The discussion will focus on a set of recommendations made by the advisory council as part of the strategy to improve mental healthcare in Nevada.
11:30 a.m. – 1:00 p.m.
Las Vegas Metro Chamber of Commerce
8363 W. Sunset Rd., Ste. 250
Complimentary and exclusive to Metro Chamber members and their employees
- 13 MONDAY, OCTOBER 13
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 Window
150 Las Vegas Blvd.
FREE for guests
\$60 to join, \$36 every six months.
- 14 TUESDAY, OCTOBER 14
CHAMBER VOICES TOASTMASTERS**
Become a better speaker and a more effective presenter. Open to all members.
10:45 a.m. – Noon
First American Title Company
2500 Paseo Verde Pkwy., Ste. 120
\$54 every six months. Guests are always complimentary.

00 - CHAMBER EVENT

00 - VYP EVENT

october sponsors:



Office DEPOT UnitedHealthcare

CHAMBER HEALTH OPTIONS WELLS FARGO

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16

**THURSDAY, OCTOBER 16
BUSINESS BLEND AT BROOKLYN BOWL**

Join the Metro Chamber and Vegas Young Professionals for a night of conversation, music and cool ambiance at one of the most talked-about hot spots in The Linq, Brooklyn Bowl. Bowl in the exclusive upstairs lanes, sample light bites from the Bromberg Brothers' Blue Ribbon, and listen to live entertainment below – all while building your business and making new connections.
5:00 – 7:00 p.m. - Please note earlier start time

**Brooklyn Bowl at the Linq
3545 Las Vegas Blvd S. Ste. 22**

Complimentary for members and their guest.

Sponsors: Chamber Health Options, UnitedHealthcare, Wells Fargo

20
27

**MONDAY, OCTOBER 20 AND 27
FOCUS LAS VEGAS**

Focus Las Vegas program is an immersive two-day experience that gives participants an insider's look at the Valley. This is an excellent opportunity for those who may be new to the Valley, recently promoted or want to get more involved in community issues. Focus Las Vegas is ideal for those who want to get a "crash course" in the systems and people that shape Southern Nevada. Creating a better understanding of the workings of the community and its challenges, Focus Las Vegas builds a solid foundation of community enrichment and involvement for participants.

7:30 a.m. – 5:00 p.m.

**The Innevation Center – 3rd floor
6795 Edmond St.**

\$499 Chamber member

\$650 Chamber member plus one guest

\$699 Non Chamber member

Sponsor: Wells Fargo

27

**MONDAY, OCTOBER 27
VEGAS YOUNG PROFESSIONALS
TOASTMASTERS MEETING**

See October 13 for details.

28

**TUESDAY, OCTOBER 28
MORNING MINGLE**

Learn how to maximize your Chamber membership at this breakfast hosted by the Chamber Prospectors, who will give first-hand accounts and best practices 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 at Fashion Show Mall
3200 Las Vegas Blvd. S. Ste. 2144**

Complimentary.

Sponsored by: Chamber Health Options, Las Vegas Review-Journal, Office Depot

28

**TUESDAY, OCTOBER 28
CHAMBER VOICES TOASTMASTERS**

See October 14 for details.

30

**THURSDAY, OCTOBER 30
BUSINESS EXCELLENCE AWARDS**

Celebrate the diversity, creativity and ingenuity of the local business community at the Business Excellence Awards Luncheon. Don't miss this high-energy, dynamic event, where you'll hear about some of the most innovative, forward-thinking companies doing business in Southern Nevada today!

11:30 – 12:00 p.m. Check-in & Networking

12:00 – 1:00 p.m. Program

**Green Valley Ranch Resort, Spa & Casino
2300 Paseo Verde Pkwy.**

\$55 Members

\$70 Non-Members

\$70 Walk-ins

\$550 table of 10

Exclusive Sponsor: Nevada State Bank

answers to your questions, choices for your business:



CHAMBER HEALTH OPTIONS

Last month, the Las Vegas Metro Chamber of Commerce and Chamber Insurance & Benefits announced Chamber Health Options, a comprehensive online marketplace for health insurance. Through this website, you'll be able to search through individual and small-group health insurance options, seek out subsidies if applicable, and purchase health insurance for you and your employees on your time and on your terms. You may also continue to work directly with your Chamber member broker for your health insurance needs if that is your preference. Within the Chamber Health Options marketplace, you can request that a Metro Chamber member broker contact you if you do not have one, or you may call, email or chat with a Chamber Health Options professional to assist you in navigating through the process.

You may shop now for individual plans through the easy-to-navigate ChamberHealthOptions.com, or request a small, medium or large group quote to fit your business needs. Small group insurance plans will be available to purchase directly online beginning November 1.

It is important to note that current Chamber small group coverage through Health Plan of Nevada's Chamber Health Plan will terminate on November 30, so replacement policies must be in effect by December 1. Still have questions? Here are a few frequently asked questions for you to peruse. You can also call Chamber Health Options at 855.676.6863 or visit ChamberHealthOptions.com to find additional information.

What does Chamber Health Options offer my business and my employees?

Chamber Health Options is a private insurance marketplace where Chamber members and their employees/dependents can access a variety of health insurance plans that fit their needs. It offers plan choices for individuals and sole proprietors, as well as for businesses of all sizes (no employee limit). Members and employees can choose from several carriers and health plan options, as well as additional types of health care products including vision, dental, long and short-term disability and life, to name a few. It is one-stop shopping for all your health insurance needs.

I currently have a Chamber policy that will end on 11/30/2014. Who do I call if I have additional questions about starting a new policy?

You should call your broker or Chamber Insurance & Benefits at 702.586.3889 to review any questions you may have. Qualified

professionals are ready and willing to help make the process easy for you. As a Metro Chamber member, you will receive regular communications regarding any important changes or announcements that you should know. In addition, a free workshop will take place on Thursday, October 2, at two convenient times: 7:30 a.m. or 4:30 p.m., at SpringHill Suites by Marriott Las Vegas Convention Center. At these interactive meetings, you can find out more about Chamber Health Options, ask questions about the changes in health care, understand changes brought on by the ACA and sign up for your new health insurance plans, if desired. Please register online at LVChamber.com.

I, or one of my employees, may be eligible for a federal subsidy. Can federal subsidies be accessed if I shop at the Chamber Health Options marketplace?

Yes. ChamberHealthOptions.com is an easy-to-use, dependable online marketplace tool that will help members and their employees shop, capture available subsidies, and purchase health coverage with the trust and peace of mind that the Metro Chamber brand brings.

Will these new products offered by Chamber Health Options be ACA-compliant?

Yes. All products offered through Chamber Health Options will be ACA-compliant and include the essential benefits prescribed under the ACA.



■ LAS VEGAS
preview
BRIGHT LIGHTS. **BIG IDEAS.**

RESERVE YOUR BOOTH NOW. SAVE \$200!*

(Must reserve by October 15, 2014)

Access nearly **2,000** executives
empowered to make purchasing decisions

Renew business relationships

Get valuable brand **exposure**

Generate new **leads**

SEE WHAT'S NEW!

Friday, January 30, 2015

Thomas & Mack Center - Cox Pavilion

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

PreviewLasVegas.com or 702.641.5822

*Reserve your standard exhibit booth for \$1,000 (a savings of \$200) or your double booth for \$1,550 (a savings of \$250). Earlybird exhibitor form and payment must be received by October 15, 2014, to qualify for the earlybird special. Your company must be a member in good standing of the Las Vegas Metro Chamber of Commerce to exhibit at Preview Las Vegas 2015.



spotlights

(B) Nelson Diaz

Assistant District Manager – Firestone Complete Auto Care

Nelson Diaz was named assistant district manager for the Bridgestone Retail Operations Arizona/Las Vegas District in October 2012. Diaz oversees the daily operations of all Firestone Complete Auto Care (FCAC) stores in the Las Vegas Metro area. Previously, he successfully opened the first of many FCAC stores in the Las Vegas market. Throughout his more than 15 years with FCAC, Diaz has held various positions at the store, district and regional level. He and his team are committed to providing Las Vegas residents with the highest level of automotive service available.

(A) Timo Kuusela

General Manager – Boulevard Mall

Timo Kuusela oversees the daily operations and strategic future direction of the property and has ultimate responsibility for the center's marketing, leasing, and property management. His background and expertise in large retail projects include the opening of the Shoppes at The Palazzo, The Grand Canal Shoppes at The Venetian, assignments at Meadows Mall and Ontario Mills, and a repositioning of The Outlets at Orange in Orange, CA, earning Simon Property Group's Best Property Enhancement Award for his work on the project. A native of Finland, Kuusela relocated to Las Vegas in 2005.



(D) Jeff Oberschelp Vice President & General Manager, Nevada – CenturyLink

Jeff Oberschelp, a veteran of the telecommunications industry, has operational and financial responsibility for CenturyLink in Nevada. Throughout his career, Oberschelp has served in numerous executive positions, including area vice president at Idearc Media and vice president and general manager at McLeodUSA. Oberschelp specializes in building high performing teams, strategy development and execution, building and managing large organizations and market share acquisition. Oberschelp received his Bachelor of Science in Marketing at Eastern Illinois University.

(C) Beth Campbell

Principal, Managing Director – Gensler

Gensler is the world's leading design firm for business, offering expertise in 20 specific industry sectors and project types related to the changing ways people work and live around the world. Beth Campbell, managing director in Las Vegas, has more than 20 years of architectural experience with projects in planning, development and the design and construction of corporate office buildings and interiors, retail and educational facilities. She delivers value to clients through her expert knowledge and experience, resulting in strategic, cost-effective and timely design solutions.

president's
club

William Moore
Chief Executive Officer -
Desert Radiologists

William P. Moore, II joined Desert Radiologists in 2006 to provide hands-on management of daily operations as well as to oversee the organization's strategic development and long-term institutional goals. Moore works closely with the physician-leadership and senior-management teams. He also directs the company's internal functions for the achievement of corporate objectives. With more than 20 years of management and leadership experience in health care, Moore has provided oversight of major hospitals and medical organizations.

Stephanie Tyler
President -
AT&T Nevada - AT&T

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

Douglas Geinzer
Chief Executive Officer -
Las Vegas HEALS

Douglas Geinzer is an influential leader in the healthcare employment arena. He has built and sold several media and employment-related businesses since he moved to Nevada from Pittsburgh, PA. Geinzer currently serves on the Las Vegas Metro Chamber of Commerce Business Council and has held board positions with the American Heart Association and the Governor's Workforce Investment Board for the State of Nevada.



executive
level

Joshua Miller
President -
Keystate Corporate &
Captive Management

KeyState provides corporate and captive management services in Nevada and Delaware. Josh Miller received his BA in Economics and Foreign Affairs from the University of Virginia. He has served on the boards of the Las Vegas Rotary, the Public Education Foundation, the Nevada Taxicab Authority, and the Nevada Captive Insurance Association. He is also involved in various other community organizations in Southern Nevada.

Patrick Byrne
Administrative Partner -
Snell & Wilmer, LLP

Patrick Byrne has been with Snell & Wilmer since 1988. In 2001, he opened the firm's Las Vegas office. Byrne is a member of the standing committee on judicial ethics and election practices for the State of Nevada. He also serves on the board of trustees of the Las Vegas Boys & Girls Club Foundation. Byrne earned his law degree with high distinction from the University of Kentucky.

Stefan Gastager
President -
Hofbrauhaus Las Vegas

Stefan Gastager visited Las Vegas in 2000 and decided to introduce high-quality Bavarian food, premium beer and coziness - "Gematlichkeit" - to the country at a location that would appeal to tourists and locals. Partners Klaus Gastager, Franz Krondorfer and Anton Sinzger spent three years making Hofbrauhaus a reality. They have created an authentic replica of the Munich Hofbrauhaus that was originally commissioned in 1589 by King William V.

captive 101:



WHAT YOUR MEDIUM TO LARGE GROUPS NEED TO KNOW

A

s part of its expanded offerings for Las Vegas Metro Chamber of Commerce members, Chamber Health Options is introducing a brand-new captive insurance option for businesses with 20 - 1,000 employees.

The Chamber Group Captive is a self-funded option for businesses that want to manage their costs and

risks. A group captive is an insurance facility formed by companies joining together to reduce the cost of insurance. Each participating company desires to control their own risk, and member companies generally maintain good loss histories and effective risk management programs. It provides cost savings through risk management, loss control and wellness, yet is predictable for its members. Captive models have been long-established in other markets and within many large businesses throughout the country. Now, through the unique Chamber Health Options model, Metro Chamber members can have the same access that large businesses and industries have enjoyed for decades.

Following are some of the basics to help you decide if the Chamber Group Captive is right for your business.

- The Chamber Group Captive provides premium cost savings to group members as well as competitive and cost-effective advantages, such as minimizing some taxes and eliminating adjusted community rating, for employers who subscribe to it.
- A captive provides better access to claim information, cash flow benefits and more flexibility in benefits offerings and network providers. These benefits are possible based on the concept of shared risk. Together, the large group member employers of the Metro Chamber manage their own health care costs by collectively assuming risk, resulting in more control and flexibility within their plan.
- It is a turnkey solution with every company paying for its own risk.
- In a captive, certain fixed charges associated with a normal premium plan become variable. If claims are lower than the premium, the employers get a return of those dollars instead of the insurance company. In addition to more control and flexibility throughout the process, participation in this dividend helps smooth volatility and minimizes financial impact.
- Companies participating in the Chamber Group Captive have full access to claims data, allowing for complete customization of plan design.



Each employer participating in the Chamber Group Captive receives a stop-loss policy from an "A" rated insurance company headquartered in the United States and admitted in Nevada. Each participating employer's maximum costs are outlined in the proposal and participation agreement. "The Chamber Group Captive will uphold the tradition of trust and service that Chamber Insurance & Benefits has been providing to Chamber members for nearly 30 years," says Bill Wright, president of Chamber Insurance & Benefits. "This exciting new offering for larger businesses will give our members more opportunities as they navigate the changing landscape of healthcare."

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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

Matt Smith Physical Therapy recently announced the addition of two physical therapists, Kayla Rowzee and Michelle Nalepa, to its offices.



Vegas PBS welcomed to its team Annie Emprima-Martin as veterans coordinator for workforce training & development and Lori Lea as president of Southern Nevada public television.

Mark A. Clayton, a former member of the Nevada State Gaming Control Board, joined **Greenberg Traurig**. Clayton will be part of the firm's Global Gaming Practice in its Las Vegas office.



Jennie Bowman is the new Director of Marketing and Business Development for **JBA Consulting Engineers**, headquartered in Las Vegas. She is responsible for leading the growth and strategic development of JBA's global marketing, branding and communication, and driving domestic business development strategies for JBA's engineering business units.

Scene Clean Decon LLC announced its newest technician, Hannah R. Mitchell.



Tom Sager, the former general counsel at DuPont Co., has joined **Ballard Spahr, LLP** as a partner.

Richard A. Perlman, Enrolled Agent has signed an agreement with the Internal Revenue Service, authorizing him to act as a Certifying Acceptance Agent. A Certifying Acceptance Agent is authorized to expedite the processing of IRS Form W-7, Application for IRS Individual Taxpayer Identification Number (ITIN), for alien individuals and foreign persons.

upcoming events

Opportunity Village introduces "HalloVeen" at the Magical Forest on weekends in October and on Halloween Eve, as well as Halloween from 5:00 - 9:00 p.m.

Catapult Groups, LLC announced the launch of a quarterly roundtable for Las Vegas business owners. The series will kick-off on Wednesday, October 1, at 8:00 a.m. at **TPC Summerlin**.

Nathan Adelson Hospice is gearing up for its 15th Annual Wine & Food Tasting Extravaganza from 5:30 to 8:00 p.m. on Thursday, October 9, to benefit the hospice's Pediatric Program and Families in Need Program. Purchase tickets by calling 702.938.3910.

The **University of Nevada Cooperative Extension's** Lifelong Learning Center will hold The Conservation District of Southern Nevada's third annual Solarbration Solar Festival on October 11. Visit solarbration.com for more details.

St. Rose Dominican Hospitals invites the public to its 6th annual Rose Regatta Dragon Boat Race & Festival on October 11, at the Lake Las Vegas Marina in Henderson. Visit roseregatta.org.

Safe Nest will hold its annual Domestic Violence Awareness Luncheon on Friday, October 17, at the Rio All-Suite Hotel and Casino. For tickets, tables and sponsorships, visit safenest.org.

Express Employment Professionals invites Metro Chamber members and their families to celebrate the grand opening of its Central Las Vegas office on Monday, October 20, from 4:00 to 6:00 p.m. at 101 S. Rainbow Blvd. Ste. 17.

FortuneDNA Inc. will host Hush Hush V: Secrets of the Ultra Wealthy Conference from November 13-16, at M Resort. The event will include conference workshops, speaker panels and a cocktail party. Visit hushvipevents.com for tickets.

TR Realty celebrates the grand opening of its new location with food, gifts and giveaways. The event is Thursday, October 16, from 4:00 - 8:00 p.m. at 1820 E. Sahara Ave. For more information, call 702.727.4030.

congratulations

Ten attorneys from **Brownstein Hyatt Farber Schreck** were selected by their peers for inclusion in the 2015 edition of *Best Lawyers in America*.

CORE Constructions Services celebrated the grand opening of a new campus for **The Delta Academy** in Las Vegas. Delta Academy is a charter school that provides students with college preparation as well as vocational training. CORE completed significant renovations to repurpose the building to meet Delta's unique needs.

Anarae Design Group celebrated its first year in business by receiving accreditation through the Better Business Bureau of Southern Nevada.



Former Nevada Governor and Senior Partner at **Kolesar & Leatham**, Robert List, has been selected for inclusion in the 2015 edition of *Best Lawyers in America* for his work in the practice area of Government Relations.

Jolley Urga Woodbury & Little Attorneys at Law co-founder R. Gardner Jolley is one of the recipients of the Presidential Award from the State Bar of Nevada.

The Culinary Academy of Las Vegas celebrated its 20th anniversary on September 18, with its First Taste of Hospitality: 20 Years of Changing Lives event.

Lewis Roca Rothgerber congratulates the 11 attorneys at its practice that have been selected for inclusion in the 2015 edition of *Best Lawyers in America*.

wheeling and dealing

City National Bank has funded a \$5.8 million loan to the Red Rock Residential Care Center in Las Vegas. This facility is a minority-owned healthcare related business that Srinivasan and Sarah Ganti have owned for the past 13 years.

Commercial Executives Real Estate Services represented 5957 McLeod, LLC in the purchase of a 6,556-square-foot industrial building. The sale is valued at \$645,000.

World Realty opened its new offices at 5990 S. Rainbow Bldg. B2, on the corner on 215 and Rainbow.

community service

The Caesars Foundation, a philanthropic extension of **Caesars Entertainment**, announced the approval of 16 grants totaling nearly \$1 million dollars to be distributed strategically to fund education, health, sustainability and elder care.

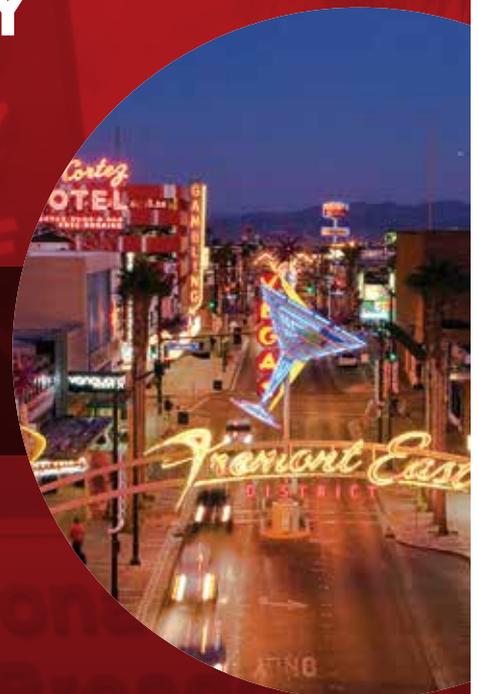
Bank of Nevada presented a check for \$10,000 to **The Delta Academy**, an innovative charter school, at its new North Las Vegas location at 818 W. Brooks Ave. The donation will allow the school to purchase a comprehensive literacy program.

The **Outside Las Vegas Foundation**, in partnership with the City of North Las Vegas, presents Get Outdoors Nevada Day on October 25, from 9:00 a.m. - 3:00 p.m. at Craig Ranch Regional Park. For more information, visit outsidelasvegas.org.

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

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

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



ribbon cuttings

CELEBRATING BUSINESS GROWTH

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



GO GLOBAL

Go Global commemorated its grand opening, located at 6085 W. Twain Ave., Ste. 203. Go Global Realty is a real estate and property management company. Call 702.778.1500 or visit grlv.com.



USO LAS VEGAS

USO Las Vegas announced its grand opening of the USO Center in Terminal 3 of McCarran International Airport, honoring various community supporters for their generous contributions. Call 702.261.6590 or visit uso.moments.org/share/, to support visit uso.org/donatelasvegas, and to volunteer, visit usovolunteer.org.



PC GENSLER

Gensler, a global architecture, design and planning firm, commemorated more than 30 years of business. It helps local companies use design to strengthen and enhance their business goals by being at the forefront of forward-thinking and innovative design. Visit gensler.com.



PODS OF LAS VEGAS

PODS of Las Vegas, located at 4550 Engineer Way, Ste. 106, celebrated its ten-year anniversary. PODS of Las Vegas revolutionized moving and storage by introducing the concept of portable storage containers. PODS will move your PODS container across town or to one of its secure storage center facilities. Call 888.518.4812 or visit pods.com/las-vegas.aspx.



PC H2U HEALTH CENTER

H2U Health Center at Sunrise Hospital & Medical Center announced its opening at 3131 La Canada St., Ste. 216. H2U Health Center is a full-time employer-sponsored health center which is conveniently located near its worksite, giving immediate access to a broad scope of acute and primary care services. Visit h2u.com.



PC THE NATIONAL ATOMIC TESTING MUSEUM

The National Atomic Testing Museum presented "Live at the Museum," an event celebrating the grand re-opening of the 'Area 51: Myth or Reality' exhibit, located at 755 E. Flamingo Rd. The exhibit has been updated with recently declassified information and a new look. World-class experts from nuclear testing and Area 51 were available for questions. Call 702.794.5151 or visit nationalatomictestingmuseum.org.

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LUCKYTHAI-ARTNFOOD

LuckyThai-Artnfood announced its grand opening with friends, family and clients with some of its specialties. Lucky is a chef, specializing in Thai food, who teaches individual or group classes in homes, as well as caters any special event. Call 702.588.8164, luckym.702@gmail.com or visit luckythai-artnfood.com.



BETTER@HOME

Better@Home participated in the 'Spirit of 45' at the Palace Station and Hotel. Better@Home helps people of all ages who need extra assistance to stay healthy and happy in their homes. Call 877.786.8660 or visit betterathome.us.



WELCOMEMAT SERVICES

Welcomemat Services commemorated its office launch and Las Vegas Metro Chamber of Commerce ribbon cutting ceremony at Dom DeMarco's. Call 702.592.9672 or visit welcomematservices.com



DANNY VEGAS LIVE

Danny Vegas Live celebrated Danny Vegas Live Business and Consumer Expo IV with its members, friends and vendors. Danny Vegas Live's mission is to build a social and online community of small to mid-sized businesses to give maximum exposure and business knowledge. Call 702.491.6237 or visit dannyvegaslive.com.



MADRIVO MEDIA

Madrivo Media, located at 3889 S. Eastern Ave., announced its grand opening with staff, dignitaries, friends and family. Madrivo Media is an integrated marketing agency that helps companies acquire customers digitally and to establish the most cost-effective online presence. Call 855.623.7486 or visit madrivo.com.



THINIQUE MEDICAL WEIGHT LOSS

Thinique Medical Weight Loss celebrated its grand opening at 4360 Blue Diamond Rd., Ste. 103. Thinique™ is the physician supervised, non-invasive, non-surgical weight loss program that can assist with weight loss through a personalized program of healthy lifestyle choices, nutrition and exercise counseling. Call 702.843.5139 or visit thinique.com.

member to member

A NEW COURT OF APPEALS: GOOD FOR BUSINESS

A

lthough no business looks forward to directly experiencing the court system, litigation is a fact of business life. Given this reality, Nevada businesses have an interest in making our state's judicial system as professional, efficient and fair as possible. The second – efficiency – can be improved, and that is the goal of the effort to create a new court of appeals. Question 1 on November's ballot will give Nevada's voters the opportunity to amend our state's constitution to create a new, separate court of appeals, thus bringing our judicial system into the 21st century and improving the quality of justice in the Silver State for all its citizens and businesses.

Currently, Nevada's system for adjudicating business disputes includes one level of appellate review – the Nevada Supreme Court. All disputes are first heard and decided by one of 82 District Courts throughout the state. If a party wants to appeal the District Court's decision, it can file an appeal with the Nevada Supreme Court, which must decide the appeal. In other words, all appeals go to just one appellate court, which must decide them all. In 2012, more than 2,500 such appeals were filed with the Supreme Court. This means that Nevada's Supreme Court has one of the highest caseloads in the country as measured by the number of appeals per justice. Much of this increase in the caseload is the result of Nevada's tremendous population growth during the past several decades. In fact, Nevada is now the most populous state in the country that does not have a court of appeals.

This extraordinarily heavy caseload causes two problems for Nevada's business community. First, it means that it takes longer for a case to be decided. In fact, approximately 63 percent of all civil appeals pending in the Supreme Court have been there for more than six months, and nearly one-third have been pending for over one year. This is a long time for a business to wait for a resolution of a dispute. In addition, the Supreme Court's extremely heavy caseload means that the Court is not able to issue as many written opinions on important legal issues as it probably should. This is important because written, published opinions from the Supreme Court provide precedent for subsequent panels of Supreme Court Justices and District Court judges to decide cases in a consistent and predictable way, something that is critically important for businesses when making decisions that implicate potential legal disputes. Because so few decisions are published,

there is uncertainty with respect to the many important areas of Nevada law that are most relevant to Nevada's businesses.

Beyond these practical problems, the fact that Nevada does not have a court of appeals might suggest to the business community outside Nevada that our judicial system is antiquated and unsophisticated, thus potentially creating a negative opinion in the minds of corporate leaders around the country about the quality of justice in our state. Obviously, this is an image that Nevada cannot afford to have as we try to convince job-creating companies from other states that Nevada is a desirable place to invest.

The new court would cost very little, because it would be housed in existing facilities and would utilize existing "central staff" assets from the Supreme Court. Therefore, applying a fiscal cost/benefit analysis to the new court reveals substantial benefit with almost no cost. This is the rare new government "program" that actually makes fiscal sense. Creating a new appellate court is essential to improving the quality of justice in our state. There is also general agreement that it is absolutely critical to our ongoing efforts to make Nevada the most business-friendly state in the country. Simply put, the creation of a new court of appeals would be good for business in Nevada.



By: Greg Brower,
Partner, Snell & Wilmer,
and Kelly Dove,
Associate, Snell & Wilmer

SPECIAL

**Legal
Opinions**
2014

REPORT



A Resource of Doing Business in Nevada

November 2014

The November issue of *Nevada Business Magazine* will include a special feature written by some of the state's most prominent attorneys and addressing issues of concern to those doing business in Nevada.

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member insights

WHAT HAS BEEN THE MOST EFFECTIVE WAY YOU HAVE BUILT YOUR BUSINESS BRAND THIS YEAR?

We hired a marketing company to help us revamp our business, customer interaction and online shopping experience. Our marketing campaign revolved around the realization that WE are our brand and the face of our company. Without an outside set of expert eyes, our brand would have remained stagnant.

[Marylou and Cindy Soto, Owners, Lazer Ladies Gifts and Awards \(A\)](#)

Attend the Metro Chamber functions! Meet everyone in the room! Join a policy committee! Study the website! Find out who your Ambassador is and request he/she introduce you to those Chamber members you believe you will benefit from. Givers gain; give your business to others in the Las Vegas Metro Chamber!

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

I have built my business brand by enthusiastically promoting what my company is currently promoting, such as being the official Beauty Sponsor of Project Runway. I also share the information about the Mary Kay Charitable Foundation being dedicated to ending women's cancers and domestic violence. When people know you are not just selling them something but a part of something bigger, it builds your credibility and loyalty. "Selling" the company will sell your products.

[Dawn L. Walker, Senior Sales Director, Mary Kay \(B\)](#)

We love branding; it's the heartbeat of our business. We've found that building personality around your business connects the human side of your business to the lifestyle of your target market. You have to understand the changing market, and "business as usual" isn't so usual. Today's customers are in search of an experience that moves them to share it, post it, like it, pin it and follow it. So you have to ask yourself, when defining your brand, if my business walked into a room, how would it walk, how would talk, dress and interact? Doing this will grow revenue increase customer loyalty because people connect with personality.

[Michael Durant, CEO, Creating Genius \(C\)](#)



We have launched our first local podcast, Rethink Your Business Las Vegas. This podcast has allowed us to connect with thousands of local entrepreneurs who are looking to take The Prosperity Challenge and change the way they look at their own financial success forever.

[Dave Hall, CPA, Founder, Dave Hall, Certified Public Accountants & Strategic Business Advisors \(D\)](#)

The *Transformative CEO* author Jeffrey J. Fox provides instruction to become a transformational leader. The lessons explore industry game changers in how they embrace the transformational process for success. Transformational leadership involves learning and applying new ways of thinking to change yourself first, then your business, and your family.

[Dana Everage, Founder, The Dana Everage Leadership Institute \(E\)](#)

Show up to every meeting. Mingle. Go to any parties if you get invited and talk to anyone if you have a chance and exchange your business card.

[Lucky Mansour, Owner, Luckythai-artnfood \(F\)](#)

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- Heather

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Shavonnah Tièra, Director of VYP & Entrepreneurship - Las Vegas Metro Chamber of Commerce Foundation

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For more information or to register, visit VegasYP.com or call 702.641.5822.

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VEGASINC

I love a good productivity tool. As a mobile worker with at least three "offices," many of the tools I use are software enabled. There's nothing wrong with a pen and paper or a good sticky note brainstorming session, but software allows me a way to take my existing workflow and super-charge it with the power of the internet and tiny robots ready to do my bidding. The key to not getting too bogged down with productivity tools is to truly understand what your goals are and what tasks need to be achieved to get there.

Check out VegasYP.com for the blog post with links to all the tools below.

Thinking

Workflowy

The Workflowy app (workflowy.com) is my go-to stream-of-consciousness app. If you're like me and think in bullet points or lists, it's a great way to streamline your thought process and categorize items with tags.

Mural.ly

If you're more of a visual person, Mural.ly (mural.ly) allows you the opportunity to turn your browser into a mobile

white board. Complete with sticky notes and commonly used icons, I've done everything from brainstorming to mocking up the websites with this app.

People/Social

Hootsuite

Get the browser extension and when you've taken a trip down the deep winding tunnel of the interesting internet abyss of time manipulation, quickly add links, articles, photos and videos to your Hootsuite content calendar (Hootsuite.com) for future posting.

Linked In App / Rapportive

I'm not a stalker, but I like knowing to whom I'm talking when I receive an email. Office 365 has a handy LinkedIn app that allows me to see your profile and picture with the click of a button. Gmail users get even better access to knowing who's in their inbox with Rapportive (rapportive.com). Pop open a message and along the right sidebar all sorts of social goodness appears.

Streak

This is the easiest and most flexible CRM tool I've ever used. With a couple of clicks, you can turn your Gmail account

into a well oiled customer relationship management tool. Complete with a visual pipeline you can add to the top of your message stream, this is one of my favorite tools to use. (Streak.com)

Taking Action

Any.do

While ease of use and flexibility are the standard for a productivity tool to be efficient, one often under-appreciated and under-implemented standard is good design. This beautiful web and mobile app (Any.do) makes my crazy to-do list look manageable. The mobile version even gives rewards as you complete tasks throughout the day.

Hack Pad

This app allows you a place to put all of your teams thoughts and action items in one shared place. You can add to-do lists and documents all in line. With some

formatting, all hackpads (Hackpad.com) have a nifty table of contents along the right sidebar that makes it easy to navigate.

Connecting Apps

Ifttt (If This then That)

Ifttt.com allows you to make all of your favorite apps talk to each other. You can tie Facebook and Dropbox together and automatically save pictures in which you or your company is tagged to a Dropbox folder. There are hundreds of custom recipes that other users have already created that you can add to your Ifttt list. If you work in a larger business with more custom apps, Zappier is also a great way to connect apps like Mailchimp to your CRM system.

These are just some of the great apps I use on a daily basis. Check out VYP's LinkedIn page and share your favorite productivity apps and hacks.

MAKERS

WOMEN IN NEVADA HISTORY



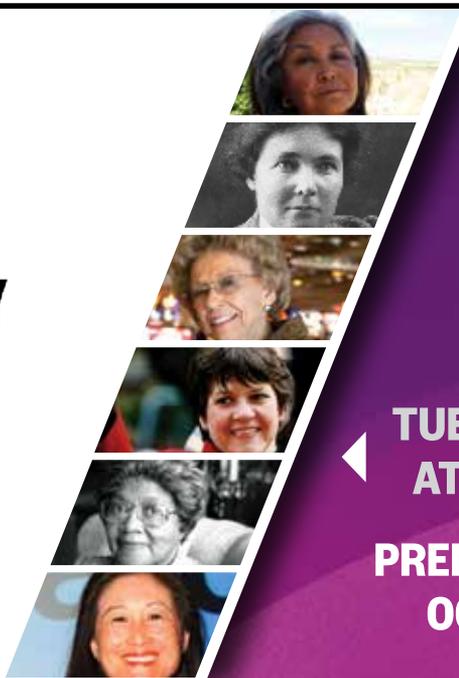
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the final word

**IT'S UP TO YOU NOW:
BE SURE TO VOTE!**



T

his Election Day, Nevada voters will not only decide which representatives will serve our state, county and local jurisdictions, but will determine the future of business and economic growth and development in Nevada.

Be sure that as an involved and concerned member of the business community, your voice is heard. Early voting takes place from **October 18 - 31, and Election Day is Tuesday, November 4.** Whether you vote early or turn out to the polls on Election

Day, it is imperative that you, as a concerned and involved member of the Nevada business community, vote **NO** on Question 3, the Margin Tax Initiative, to protect our jobs, economic recovery and ability to remain competitive in an increasingly aggressive global marketplace.

Remember - **No on 3**, come November 4. Your business' health and vitality and Nevada's future growth depend on it.



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