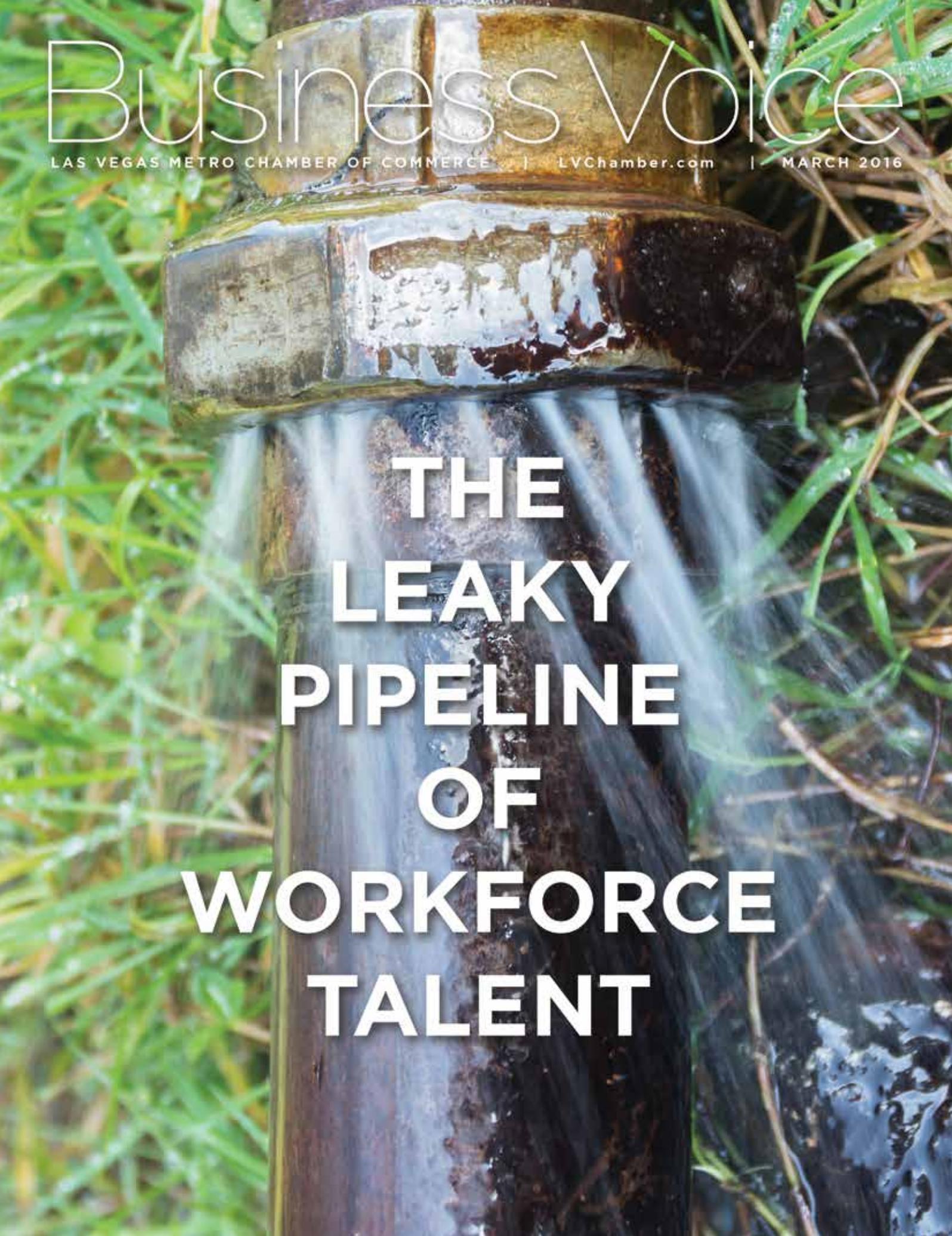


Business Voice

LAS VEGAS METRO CHAMBER OF COMMERCE

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| MARCH 2016



THE LEAKY PIPELINE OF WORKFORCE TALENT



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Patching the Leaky Pipeline

KRISTIN MCMILLAN
PRESIDENT & CEO

A few years ago, I gave a talk during Women's History Month on the leaky pipeline of women in leadership roles. Research yielded some disarming facts: although men and women enter the workforce at about the same rate, as they ascend the ladder, a significant number of women drop off before reaching executive leadership roles or board positions, even though they have the same or greater level of education.

As March is Women's History Month, we thought it would be a good time to revisit the subject. While some strides have been made, that proverbial pipe is still dripping. In fact, the World Economic Forum's *Global Gender Gap Report* ranks the United States 28 out of 145 countries surveyed, a slip from 2014's twentieth place and falling behind the Nordic countries, Ireland, New Zealand and others. In the decade the World Economic Forum has been publishing this report, the global gender gap across health, education, economic opportunity, and politics has only closed by four percent. On this track, that pipe won't be fixed for another 118 years.

With more women than men now graduating with bachelor's (or higher) degrees (30.2 percent of women to 28.5 percent of men, according to the U.S. Census Bureau's 2014 American Community Survey), the pipe isn't just leaking opportunities, tuition dollars, and potential economic output from these women. On a workforce development level, the global gender gap could be creating significant inertia for the U.S. in the global economy. As workforce talent becomes an even greater factor in attracting and growing businesses in a global economy, that leaky pipe could be doing some serious damage to our infrastructure.

As leaders in the business community, it is up to us to recognize that in the fight for competitiveness in the global economy, every piece of human capital and every resource we have is critical to our success. Read on and see how we, as leaders in our organizations, can take steps to not only patch the pipe, but ensure its stability for the future.

"Although men and women enter the workforce at about the same rate, as they ascend the ladder, a significant number of women drop off before reaching executive leadership roles or board positions, even though they have the same or greater level of education."



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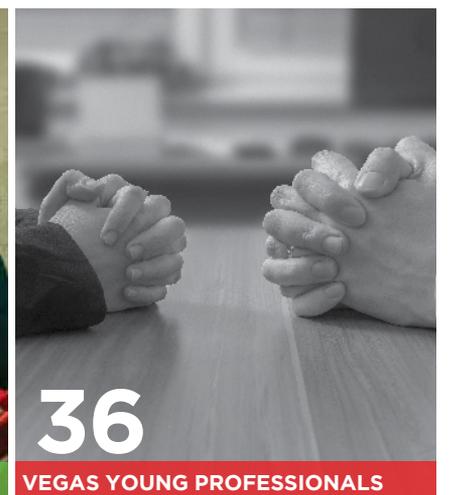
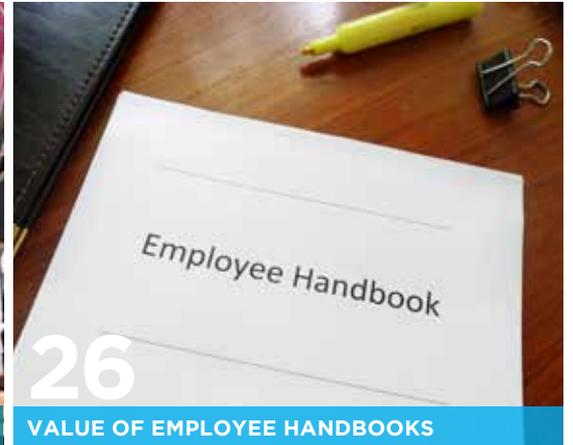
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The *Business Voice* is a member newsletter of the Las Vegas Metro Chamber of Commerce. The Las Vegas Metro Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we 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, 575 Symphony Park Avenue, Suite 100, Las Vegas, NV 89106.

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Chamber News

March Business Power Luncheon: How Medical Education is Transforming Southern Nevada

With three distinctive medical schools in the Valley, the scope of health care and the business of medicine is shifting. During an information-packed Business Power Luncheon on Thursday, March 17, at the Four Seasons Las Vegas, deans from UNLV School of Medicine, Touro University Nevada and Roseman University of Health Sciences will give updates on their respective campuses, provide insights on how expanding medical education and graduate medical education will support and bolster economic development efforts in the community, and explain how you - the business community - can engage with these economy-driving forces to positively impact our region. Don't miss these panelists as they present valuable information, insights and ways to engage:

- **Dr. Barbara Atkinson**, Founding Dean of the UNLV School of Medicine
- **Dr. John Dougherty**, Dean of the College of Osteopathic Medicine at Touro University Nevada
- **Dr. Mark A. Penn**, Chancellor of the Summerlin Campus and Founding Dean of the College of Medicine at Roseman University of Health Sciences

Seats are \$50 for Metro Chamber members, \$65 for non-members, and \$500 for a table of ten. For more information, tickets or table purchases, visit LVChamber.com or call 702.641.5822.

Get Engaged with BE Engaged: An Education Conference for Business Leaders to Accelerate Achievement

Southern Nevada businesses are coming together to commit time, talent and resources to accelerate student achievement in the classroom. The Business + Education (BE) Engaged Conference 2016: Accelerating a New Nevada, co-presented by the Metro Chamber and the Las Vegas Global Economic Alliance, will include experts and panel discussions focused on four areas of need in our public schools which are directly tied to student success in the classroom: literacy, poverty, workforce development and human capital. The BE Engaged Conference will be held Monday, March 7, at The Smith Center for the Performing Arts. Tickets are \$10 for the panel discussions and breakfast. For more information, call 702.641.5822. Tickets can be purchased online at thesmithcenter.com.

Prepare Your Business from Potential Threats at Focus Las Vegas

How will your business survive in the event of a natural - or man-made - disaster? Are you prepared to continue operations if your company experiences a serious breach of operations? Join the Metro Chamber and the Red Cross of Southern Nevada for Focus Las Vegas: Open For Business. During this session, you will learn how to protect your business, your employees and your investment from potential threats, including cybersecurity, an active shooter situation, fire and more. Focus Las Vegas will help you be prepared for natural and man-made situations that could arise and cause a major interruption - or closure - of your business. For more information on topics to be presented, see page 20, and join in on Wednesday, March 23, from 9:00 a.m. - 2:15 p.m., at the Innevation Center. Register at LVChamber.com. Seating is limited.

Last Chance for Earlybird Savings at Business Expo!

Business Expo, the Metro Chamber's popular annual trade show, is an excellent platform for members to get their brands, products, services and people in front of the Las Vegas business community and seek out new prospects and business opportunities. With more than 150 exhibitor booths and about 2,000 attendees, you'll meet new prospects, service providers and connectors for your business. **Exhibiting opportunities, available exclusively to Metro Chamber members, are now available for a savings of \$100 until March 31.** Early registration is recommended to secure your place and save. For more information or to register for a booth, visit LVChamber.com or call 702.641.5822.



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News You Need



SBA Adjusts Size Standards for Wholesale and Retail Trade Industries

The U.S. Small Business Administration (SBA) increased small business size standards affecting businesses in 46 industries in North American Industry Classification System (NAICS) Sector 42, Wholesale Trade, and in one industry in Sector 44-45, Retail Trade. The revised size standards define the maximum number of employees a firm in these industries could have and still be classified as a small business. It primarily affects the eligibility for SBA's financial assistance programs, as almost 4,000 more firms will become eligible for SBA's loan programs under these new size standards. SBA also retained the current 500-employee size standard for federal procurement of supplies under its non-manufacturer rule. Wholesale Trade and Retail Trade NAICS codes and their size standards do not apply to procurement of supplies. Therefore, the eligibility for contracting opportunities for small businesses is not affected by these revisions. For more information, visit regulations.gov or sba.gov.

LVCVA Invites Minority-Owned Businesses to Submit Proposals for LVCC District Project

The Las Vegas Convention and Visitors Authority (LVCVA) is inviting minority, women and veteran-owned businesses to submit subcontractor proposals for the Las Vegas Convention Center District Project. Phase One of the project is underway. In December, the LVCVA reviewed qualifications submitted by prime contractors and identified a list of those candidates who are qualified to bid as prime contractors on the project. The LVCVA will soon release an invitation to bid, along with contract bid documents to pre-qualified prime contractors, with a deadline to provide a competitive bid by March 22. For more information, visit lvccdistrict.com.

Better Business Bureau Warns of Phishers Posing as Chambers

The Better Business Bureau has issued a warning for businesses to be wary of directory scams. Many business owners throughout the United States have reported these phishing scams, where someone claiming to represent a local chamber or the American Chamber of Commerce (which does not exist) asks for an employee, to update a company's listing in its directory. They ask to verify business information, such as address, business name, contacts and phone numbers, which can easily be translated into identity theft or targeting the business with other scams, such as phony invoices. For more information on this type of phishing operation, visit bbb.org. You can also call the Metro Chamber at 702.641.5822.

IRS unveils the Dirty Dozen List of Tax Scams for the 2016 Filing Season

The Internal Revenue Service is warning taxpayers to be on the lookout for scams and schemes they might encounter this tax season. Compiled annually, the "Dirty Dozen" lists a variety of common scams that taxpayers may encounter any time, but tend to peak during filing season. Illegal scams can lead to significant penalties and interest and possible criminal prosecution. IRS Criminal Investigation works closely with the Department of Justice to shut down scams and prosecute the criminals behind them. For more information on the "Dirty Dozen," visit irs.gov.

For Your Benefit



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Whether you're rewarding your super-star employees or recognizing great service at a coffee shop or dry cleaner, the Customer Service Excellence program is a free, easy and rewarding way to tip your hat to your favorite front-line employees. **This quarter, a record 2,810 nominations were submitted for instances of outstanding customer service.** It is a stellar way to kick off a great year of rewarding those individuals who take good care of millions of Las Vegas' visitors and residents.

In partnership with the Las Vegas Convention and Visitors Authority, the Customer Service Excellence program invites anyone in the community to nominate someone for great customer care. There are several easy ways to nominate:

- Visit LVChamber.com/cse to nominate using an easy form
- Fill out a comment card or special Customer Service Excellence nomination card
- Mail in letters of commendation from customers
- **NEW! Text "CSEnom" to 95577 to cast your nomination via text message**

Recognition ceremonies for individuals nominated include a complimentary breakfast, photo opportunity with a local celebrity or dignitary, commemorative pin and certificate of achievement. For more information on the program, including how to get your company involved to recognize its customer service stars, contact Pomai Weall at pweall@lvchamber.com or 702.641.5822. You can also visit LVChamber.com/cse.

JOIN THE PROGRAM TODAY!

The Customer Service Excellence program is a FREE turnkey way to recognize your employees who provide great customer service. Nominating is easy:

- Online at LVChamber.com/cse
- Mail in nomination cards provided to you, comment cards or letters of commendation
- Use the new "Text to Nominate" feature by texting "CSEnom" to 95577



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Find out more at LVChamber.com or 702.641.5822



Working For You

GOVERNMENT AFFAIRS AND PUBLIC POLICY

METRO CHAMBER **PROTECTS** NEVADA'S EMPLOYERS AND BUSINESS CLIMATE

T

he Metro Chamber and several partners, including the Latin Chamber of Commerce and the Chamber of Reno, Sparks and

Northern Nevada, filed a lawsuit to challenge the filing of a minimum wage initiative petition in District Court in December 2015. The Metro Chamber opposed this measure because of the negative impact it would have had on Nevada's employers and legal climate.

At the time of the court filing, Kristin McMillan, president and CEO of the Las Vegas Metro Chamber of Commerce, stated, "This is a job-killing proposal, pure and simple. Nevada's employers cannot weather the effects of this punitive initiative." The Metro Chamber and its partners continued its efforts by filing a notice of appeal to the State Supreme Court regarding the initiative petition. Legal counsel of behalf of the Metro Chamber and its partners filed the notice of appeal with the courts in February. The Metro Chamber was committed to continue fighting this measure in the courts and take additional steps as necessary to protect its members. "Protecting Nevada's small

employers against this damaging ballot initiatives is one of the leading priorities for this organization," says Hugh Anderson, chairman of the Metro Chamber's Government Affairs Committee.

On February 18, supporters of the Minimum Wage Ballot Initiative formally withdrew its petition with the Secretary of State's office. As a result of this action to withdraw the petition, the initiative petition will not proceed and will not appear on the November ballot.

This ill-conceived measure would have gone far beyond changing the minimum wage and would have imposed new regulations and stiff penalties intended to harm employers - even those who have minor, unintentional violations. If the measure had been passed by voters, the Nevada Minimum Wage Increase Initiative would have done the following:

- Created a system that severely punishes all employers by mandating three times the actual damages, even for unintentional violations;
- Provided a constitutional right for class action lawsuits;

- Required even the smallest employers to pay plaintiffs' attorneys fees; and
- Substantially reduced the time employers have to implement any changes in minimum wage.

No business would have been excluded from these changes; small and large businesses would have been adversely impacted, regardless of their profitability or number of employees. Its impact would have been felt across all industries.

As the largest and broadest business association in the state, the Metro Chamber is committed to fighting ballot initiatives that would harm Nevada's economic climate, hinder job creation and adversely affect employers.

Protecting member businesses against onerous ballot initiatives is just one of the advocacy benefits provided to members. If you are interested in helping in these efforts, please consider supporting BizPAC, the Metro Chamber's Political Action Committee. You can make a contribution at LVChamber.com or contact Maisie Rodolico at 702.586.3846.

UPDATES AT A GLANCE

Save the Date for the Annual Washington, D.C. Trip!

The Las Vegas Metro Chamber of Commerce will travel to Washington, D.C. June 6-10, 2016. Open exclusively to President's Club members, as well as members of the Metro Chamber Board of Trustees and Government Affairs Committee, the Metro Chamber's annual Washington, D.C. delegation includes meetings with Congressional members, policy groups, trade associations and think-tanks. The Metro Chamber will also host several receptions during the trip to further build relationships with Congressional leadership and strengthen existing connections.

- Registration Fee: \$995 per person (includes all transportation from hotel to meetings plus meals and receptions)
- Hotel: The Henley Park Hotel, \$209 per night. Please contact Maisie Rodolico, as the Metro Chamber has a dedicated RSVP website for the room block.
- Please note that you are responsible for your own air travel and transportation from the airport to the hotel.
- Additional information will be made available in the coming weeks at LVChamber.com.
- All transactions are final.

If you have any questions or need any additional information, please contact Maisie Rodolico at 702.586.3846 or mrodolico@lvchamber.com.

Conservation District of Southern Nevada Ballot Question

The Conservation District of Southern Nevada (CDSN) recently met to discuss its proposed ballot question that would generate an excess of \$2.3 million from Clark County business and residents to fund the CDSN, based on land parcel fee assessments. At the meeting, the Metro Chamber opposed the proposed ballot question, encouraging CDSN board members to make the ballot question process more transparent by engaging with businesses and residents who would be assessed this new fee before moving forward. As a result, CDSN voted to refrain from placing a question on the 2016 ballot that would result in a new assessment for Clark County businesses and residents. This ballot question will not appear on the November ballot.

Homeland Security Funding Secured

In February, the U.S. Homeland Security Department announced that Las Vegas will receive \$2.9 million in funding from the Urban Area Security Initiative (UASI) program in FY 2016.

Originally, it was projected Las Vegas would not be granted any funding. The Metro Chamber submitted a letter to U.S. Secretary of Homeland Security Jeh Johnson regarding the potential loss of funds and the negative impact it would have on Las Vegas. These federal dollars help protect the community, as well as more than 42 million annual visitors, from potential terrorist attacks. Funds were in jeopardy because of how the funding formula is calculated by the Department of Homeland Security. U.S. Senate Minority Leader Harry Reid, Nevada's Congressional Delegation and Governor Brian Sandoval led efforts to secure these dollars along with support from groups including the Metro Chamber, the American Gaming Association, the City of Las Vegas and the Las Vegas Convention and Visitors Authority.

Las Vegas Valley Water District Rate Committee Formed

The Las Vegas Valley Water District has formed a new committee, consisting of nine community representatives including the Metro Chamber, to review rates and structures for commercial and residential users. The introductory meeting was held on February 17. The process will last approximately 9-10 months and is expected to meet on a monthly basis.

Your Scene | You're Seen

Looking **"FUTURE. FORWARD"** to a Connected and Collaborative Tomorrow

At Preview Las Vegas, nearly 2,000 business and community leaders gathered to hear a dynamic line-up of speakers discuss what's next for Southern Nevada, get a big-picture economic overview from the Center for Business and Economic Research at UNLV's Lee Business School, and see the latest products, services and technology on the packed exhibitor floor. Emceed by Kristin McMillan, president and CEO of the Metro Chamber, Preview Las Vegas was a morning of information, insights and networking.

Jim Murren, chairman and CEO of MGM Resorts International, delved into what's next for Nevada's largest private employer and issued a powerful call-to-action to business leaders to become agents of change for Southern Nevada's future.

Dag Reckhorn, vice president of global manufacturing for Faraday Future, provided a glimpse into its \$1 billion manufacturing facility that recently broke ground in North Las Vegas, as well as detailed how it will create jobs and bolster workforce development efforts.

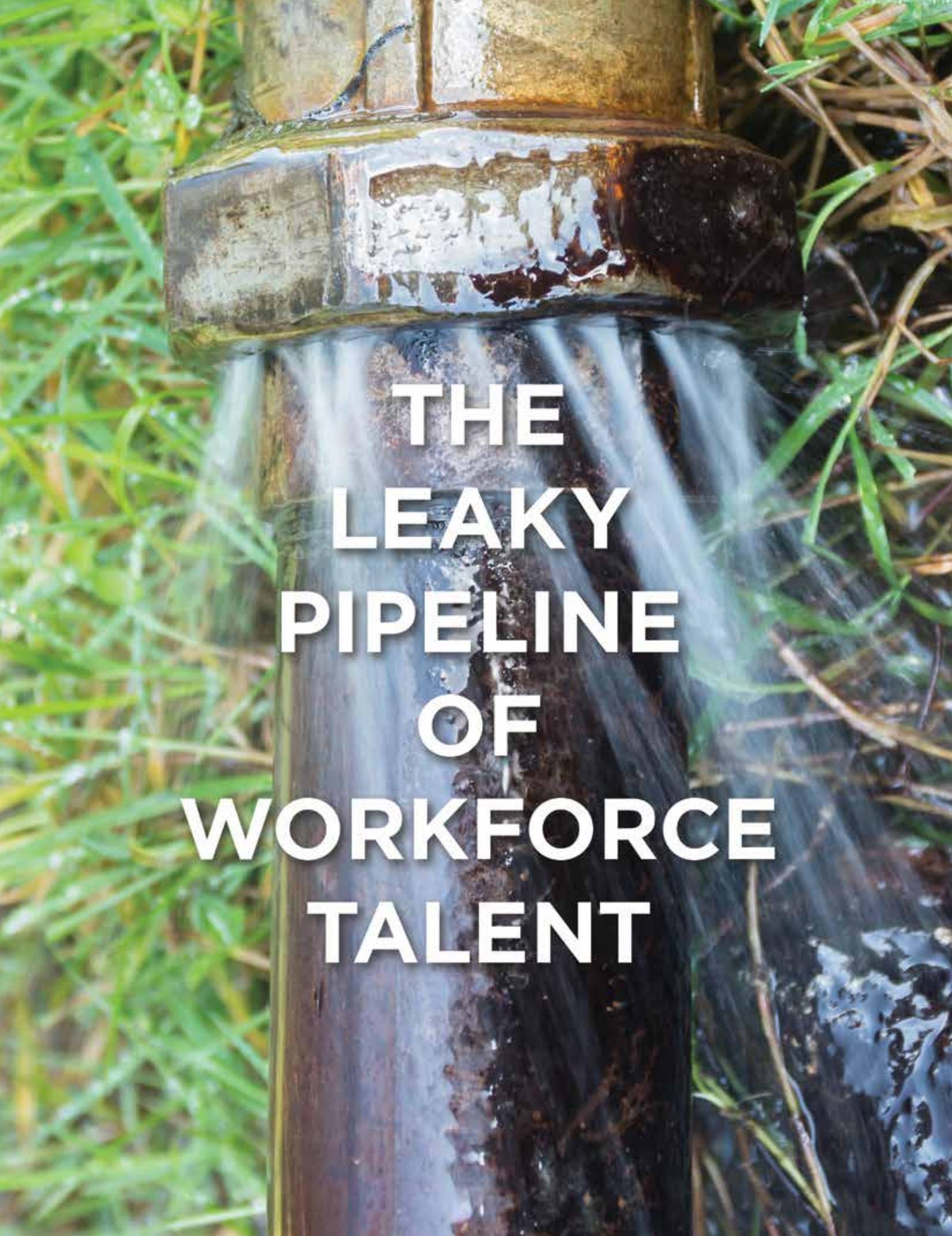
Rossi Ralenkotter, president/CEO of the Las Vegas Convention and Visitors Authority, led a high-energy panel on the future of Southern Nevada's core travel and tourism industry, including improving the visa process, infrastructure to accommodate more international traffic and creating additional assets to remain the number one business travel destination in the world.

Dr. Robert Lang, executive director of Brookings Mountain West and The Lincy Institute, provided an overview of how Southern Nevada's biggest competitors are investing, highlighting what our region is doing right and how it can improve. Dr. Lang's session concluded with a call-to-action for Southern Nevada business and community leaders to lead the region's "Metropolitan Revolution" and seek out public-private partnerships to move our region forward.

For more on Preview Las Vegas, including photo galleries and news, visit PreviewLasVegas.com.







**THE
LEAKY
PIPELINE
OF
WORKFORCE
TALENT**

“A nation’s competitiveness depends, among other things, on whether and how it educates and utilizes its female talent.”

-World Economic Forum

In the competition for growth in the global economy and the fight to stay at the forefront of technology, knowledge and major breakthroughs, it is paramount to maximize the potential of our entire workforce. It means capitalizing on talent that stretches across generations, demographics ... and genders. And when more women are graduating from institutions of higher education with more degrees than ever before, but are reaching fewer positions of executive and board leadership, it raises a red flag.

That red flag isn’t just an alert for women, or men, or business owners. It is a warning that we are not making the most of our potential workforce pool, both currently and for the future.

In fact, our pipeline of human talent is leaking. The World Economic Forum annually publishes *The Global Gender Gap Report*, which measures the relative gaps between men and women in four key areas to determine different countries’ gender disparities: health, education, economy, and politics.

Overall findings indicate that there are about 1.75 billion women in the global workforce, with an extra quarter of a million added since 2006. The United States ranks 28 out of 145 countries surveyed, slipping from 20 in 2014 and falling behind the Iceland, Norway, Finland and Sweden (numbers 1-4, respectively, on the index), Ireland, the Philippines, New Zealand and Rwanda, among others. In the ten years that the World Economic Forum has published the report, the global gender gap across health, education, economic opportunity and politics has closed by only four percent in the past decade, with the economic gap closing by a mere three percent. On this track, it will take 118 years to close the gap completely.

THE HIGHER EDUCATION PARADOX

In 2015, the U.S. Census Bureau reported that for the first time in its 75-year history of collecting college education statistics, women are more likely than men to hold a bachelor’s degree or higher. The overall educational attainment of the U.S. increased to 30 percent (in 1940, under five percent of Americans held bachelor’s degrees). Data from the Bureau’s American Community Survey shows that in 2014, 28.5 percent of men had a bachelor’s degree or higher, while women climbed to 30.2 percent, marking the first year that women’s college attainment was statistically higher than men’s college attainment.

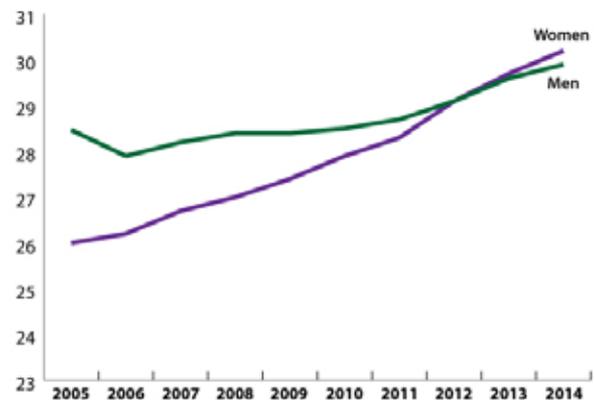


Figure 1: Percent of the Population 25 and Older with a Bachelor’s Degree or Higher by Sex, 2005-2014. Source: American Community Survey.

THE LEAKY PIPELINE

So women are now earning more higher education degrees than men. But in viewing the percentage of women in top leadership positions in the business world, the numbers are quite different. Women now comprise

about half of the U.S. labor force, and yet statistics don't play to the strengths of their numbers in the workforce or their education. Consistently, although men and women enter the workforce in the same entry-level positions at about the same rate, fewer women attain positions of significant leadership. For example, according to Catalyst, while 45 percent of the S&P labor force is female, just under 37 percent occupy first and mid-level management roles, 25.1 percent have executive and senior-level positions, 19.2 percent hold board seats and only 20 women hold CEO positions, a meager four percent.

Furthermore, in exploring the Pew Research Center's data trends, only 5.2 percent of *Fortune 500* CEOs were women in 2014 (up from 1.6 percent in 2004). Women only occupied 16.9 percent of board member seats in *Fortune 500* companies, as well. One in ten of these companies had no women sitting on their board.

In a study by McKinsey & Company specifically addressing the "leaky pipeline" of women in leadership roles, research performed at 60 major organizations found many women opting to take staff roles, stagnating in middle management or leaving the organization. The McKinsey study found that, "...it's even clearer that changing the game for middle managers is a crucial piece of the solution...Finding ways to help women in the middle stay in the game and advance to higher levels - particularly through their child-raising years - would reshape the pipeline at these companies and go a long way toward bringing more talent to the top."

The McKinsey research delineates where the most fall-off occurs. At the director level, women begin to shift towards staff roles over line roles, with staff roles having far lower odds of advancing to the C-suite than line roles. From that point forward, the disparities at the vice president, senior vice president, and C-suite only widen (6,000 women at the vice president level vs. 15,000 men; 1,000 women at the senior vice president level over 4,000 men).

The disparity in significant leadership positions is still a major issue in ensuring that organizations are operating with the top quality workforce at its helm. Especially given that women are obtaining higher education degrees now at a rate outpacing men, the gap isn't just a major diversity issue - it's a workforce potential issue that we're ignoring. By not maximizing workforce talent and expertise, the U.S. could be under-performing in

terms of economic potential and competitiveness in the global economy.

WHAT CAUSES THE LEAK?

The arguments for why women aren't climbing higher on the corporate ladder abound with rhetoric, myths, and stereotyping. However, here are a few themes that pervade:

- **Company structure and culture** - An organizational culture that undervalues, ignores, or simply does not realize disparities, and therefore does not put into place policies or guidelines to close those gaps.
- **Caregiving** - Women are still, for the most part, the primary caregivers in their families (whether it be to children, elderly relatives, or both) and may choose to shift responsibilities and favor roles that are more conducive to family life. Many of them choose to hit "pause" when they have the option to do so. Additionally, there may be a lack of realization that responsibilities placed on women may be undermining earning potential.
- **Networks, and mentorship vs. sponsorship** - Many women admit that they should have cultivated sponsors who championed them over mentorships, which are based more in advice and overall guidance. Men also tend to have more concrete, pipeline-based networks to help with advancement opportunities.

THE BUSINESS CASE FOR FIXING THE LEAK

It's a global economy, with more and more jobs requiring higher levels of skills. Maximizing workforce talent gives companies - and regions - a competitive edge.

As demonstrated by substantial research performed over time, the gender equality gap is a major issue with the potential to diminish the U.S.' competitiveness in the global economy. By undervaluing a significant piece of our workforce, particularly when it comes to employees with high levels of education and professional credentials, we fall behind in maximizing our resources. Additionally, elevating women in leadership roles in business leads to more women leaders in the community. Companies with proven records of hiring and advancing from a larger pool of

talent also tend to attract and retain their top workers and could have an advantage in recruiting top talent.

As business and community leaders, we must be rigorous in recruiting and retaining the top workforce talent available. With women representing a significant portion of our educated and qualified workforce, it is a business imperative to create guidelines, policies, and pathways to ensure they are reaching the top tiers of our businesses. Additionally, awareness of the data can help workers make informed choices when it comes to managing their careers.

WHAT CAN BE DONE?

The issue of gender equality in the global economy is tremendous. It encompasses more than wage equality, more than leadership development and more than cultural shifts in the way we regard balance and roles in today’s modern work and family dynamic.

The World Economic Forum outlines a few business best practices for companies to put in place. These suggestions are meant to reform the way employers approach gender diversity and turn the conversation to focus more on the benefits of employing such practices in recruiting, retaining and promoting talent. It specifically highlights leadership from the chief executive and executive teams to have public and concrete actions and plans, as well as regular communication, that articulates its goals of gender diversity and metrics. The report also highlights the importance of transparency in the process, from salary reporting to recruitment tools, to ensure that gender imbalances within organizations are recognized and remedied.

Other ways that organizations can participate in a more inclusive culture include becoming more intentional about diversity through all avenues of the human resources pipeline, including search committees (who is on them and having firm policies in place for them), applicant pools, and ensuring the proper pathways towards advancement, such as internship and championing opportunities.

The idea issue of work-life balance continues to arise in the corporate conversation. Reforming attitudes regarding childcare, parental leave, flexible hours and other work-life balance initiatives are also seen as priorities from *The Global Gender Gap Report*.

Steps towards this type of intentional inclusiveness in large companies like Netflix, Facebook, and Google are making the news and regarded as models – even if they’re not regarded as practical at this point for smaller companies. As Claudia Golden states in *A Grand Gender Convergence: Its Last Chapter* for the *American Economic Review*, “...it must involve changes in the labor market, especially how jobs are structured and remunerated to enhance temporal flexibility.” This would be a major and dramatic shift from the way the U.S. has typically structured its view of a hard worker and one deserving upward mobility.

Conversations about the bigger picture of why women exit the workplace and are not maximizing their full leadership potential – especially when women are earning more higher education degrees and are emerging ready to work and with the education and training to take on careers reflecting the global economy – are important to have now among senior leadership teams, but the World Economic Forum report cautions that these interventions are not merely a “checklist” of actions to produce results. It will take a thorough understanding of the corporate culture, as well as local policy and corporate practices and the immediate and long-term results of them. Only then, *The Global Gender Gap* surmises, “...the subsequent expansion of opportunities for women has the potential to transform economics, society and demography of countries.”

GLOBAL GENDER GAP INDEX 2015 Top 10 Leading Nations -	
GGGI 2015	Country/Economy
1	Iceland
2	Norway
3	Finland
4	Sweden
5	Ireland
6	Rwanda
7	Philippines
8	Switzerland
9	Slovenia
10.....	New Zealand
...	
28.....	United States

Source: World Economic Forum

Take the Lead:

LEADERSHIP LAS VEGAS AND LEADERSHIP ADVANCE



C

ultivating a community of leaders determined and focused on solving the most pressing issues in Southern Nevada is pivotal as we move forward to solidify a commanding place in the global economy. The Leadership Las Vegas and Leadership

Advance programs cultivate and converge some of our region's most prominent and promising leaders, giving them the tools, education and insights they need to create change within their organizations and in the greater community.

Leadership Las Vegas, the premier executive development program in Southern Nevada, brings together 48-50 individuals in leadership roles, as well as high-potential leaders, from a breadth of industries and local businesses for an intensive 10-month experience. Class members begin with an opening retreat where they get to know their fellow classmates and begin their Leadership Las Vegas experience. Through monthly session days, class members explore the innerworkings of Las Vegas, including its greatest strengths and most challenging issues, through expert panels, speakers, interactive tours, simulations and other activities. At the end of the class year, participants enhance their leadership skills, develop new perspectives on the community, and join a network of leaders committed to using their talents and strengths to improve Southern Nevada.

"As a result of Leadership Las Vegas, I developed a remarkably deep understanding of our community and found ways to positively impact the lives of others," says Jonathan Ullman, executive director of The Mob Museum, 2013 graduate of the program, and this year's curriculum chair. "Along the way, I gained invaluable contacts and what I expect will be lifelong friends. To accomplish this in any other fashion would take years, if it could even be possible at all."

For emerging leaders, Leadership Advance provides a fusion of in-depth community education with leadership skills training. Half of each session day is dedicated to a specific topic of influence within the community, such as armed forces, education, criminal justice and health care, and the other half brings in Dr. Randy McCrillis, an organizational leadership authority and author, for an intensive deep dive into each participant's leadership skills, giving them the opportunity to develop them and become better community and professional leaders.

Leadership Advance is built on the strong foundations of Leadership North Las Vegas and continues to share insights into challenges and opportunities in North Las Vegas. Its themes of cultivating community leadership and encouraging strong leaders in the Valley has made Leadership Advance one of the most effective, cost-efficient and creative programs to develop this community's future leaders.

"One important trait of great leaders is one who believes in continued education. We must continue to improve ourselves, continue to evolve and be open to new ideas and concepts. Joining leadership programs is a great way to advance one self," says Sonny Vinuya, VP/small business relationship manager and a graduate of the 2012 class.

Applications for the Leadership Las Vegas and Leadership Advance classes of 2017 are now available. Leadership Las Vegas applications are due no later than 4:00 p.m. on Thursday, May 19. Leadership Advance applications are due by 4:00 p.m. on Thursday, June 2. For more information on these programs, including tuition, program dates and financial assistance information, or to download an application, visit leadership.vegas.



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RESOURCES

Networking opportunities

Perks and discounts

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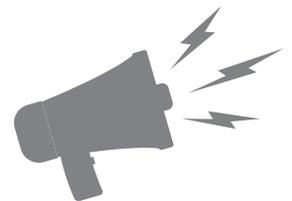


PARTNERSHIP

Community relationships

Boost our economy

Opportunities to volunteer



ADVOCACY

Representation at local, state and federal levels of government

Candidate endorsements

Promoting Nevada's economic development

What's Happening

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

CHAMBER UNIVERSITY

FRIDAY, MARCH 4:
Protect Yourself: Fraud Prevention & Protection

FRIDAY, MARCH 11:
Certifications You Need to Become a Woman or Minority-Owned Business

FRIDAY, MARCH 18:
Analyze That: How to Get Customer Feedback to Help Your Business

FRIDAY, MARCH 25:
Risky Business: Managing Risk in the Workplace

1 TUESDAY, MARCH 1
CHAMBER CONNECTIONS
Chamber Connections is a dedicated leads group comprised of professionals from a variety of industries. This is a place for professionals to grow their networks and their businesses by sharing contacts, referrals and ideas.
5:30 – 7:00 p.m.
Las Vegas Metro Chamber of Commerce
575 Symphony Park, Suite 100
Contact chamberconnections@lvchamber.com or call 702.641.5822 for space availability and cost.

1 TUESDAY, MARCH 1
CHAMBER VOICES TOASTMASTERS
Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.
10:45 a.m. – Noon
Las Vegas Metro Chamber of Commerce
575 Symphony Park, Suite 100
\$54 every six months. Guests always complimentary.

2 WEDNESDAY, MARCH 2
CUSTOMER SERVICE EXCELLENCE BREAKFAST CEREMONY
Join the Metro Chamber and the Las Vegas Convention and Visitors Authority to recognize all of the nominees for their dedication to great customer service. Find out more about the program at LVChamber.com.
7:00 – 8:00 a.m. Registration & Networking
8:00 – 9:00 a.m. Program
Cashman Center
850 Las Vegas Blvd. North
Complimentary for nominees and their guests.
Platinum Sponsors: Boyd Gaming, Cox Communications, Southwest Airlines
Gold Sponsors: Office Depot, Southwest Gas, Sunrise Health System
Media Partner: KTNV Channel 13
Program Partner: Las Vegas Convention and Visitors Authority

3 THURSDAY, MARCH 3
SOUTHERN NEVADA FORUM GOOD GOVERNANCE COMMITTEE
Join the Las Vegas Metro Chamber, along with Southern Nevada legislators, local government officials, business leaders and other community stakeholders as they gather to identify and discuss regional priorities for the 2017 legislative session.
9:00 – 11:00 a.m.
Las Vegas Metro Chamber of Commerce
575 Symphony Park, Suite 100
Complimentary.

7 MONDAY, MARCH 7
BUSINESS + EDUCATION (BE) ENGAGED CONFERENCE 2016: ACCELERATING A NEW NEVADA
Southern Nevada businesses are coming together to commit time, talent and resources to accelerate student achievement in the classroom. This conference will include experts and panel discussions focused on four areas of need in our public schools directly tied to student success: literacy, poverty, workforce development and human capital. It will highlight data that will make the case for businesses to get involved, as well as showcase examples of companies already involved in supporting local education, and include a presentation from Elaine Wynn, president of the Nevada Board of Education.
7:30 – 8:00 a.m. Registration & Networking
8:00 – 11:00 a.m. Panels & Discussions
11:00 a.m. – Noon Trade show
Noon – 1:30 p.m. Luncheon and Keynote Speaker-SOLD OUT
The Smith Center for the Performing Arts
361 Symphony Park Ave.
\$10 includes breakfast, panels and trade show
Presented by the Las Vegas Global Economic Alliance and Las Vegas Metro Chamber of Commerce

7 MONDAY, MARCH 7
VEGAS YOUNG PROFESSIONALS TOASTMASTERS
The VYP Toastmasters group is for all members to aid in the development of speaking, presentation and leadership skills.
6:30 – 8:00 p.m.
Las Vegas Metro Chamber of Commerce
575 Symphony Park, Suite 100
Complimentary for guests
\$60 to join, \$36 every six months.
Presenting Sponsors: Cox Communications and UnitedHealthcare

14 MONDAY, MARCH 14
VEGAS YOUNG PROFESSIONALS TOASTMASTERS
See March 7

15 TUESDAY, MARCH 15
SOUTHERN NEVADA FORUM TRANSPORTATION AND INFRASTRUCTURE COMMITTEE
Participants have the opportunity to discuss concerns and needs as it relates to transportation and infrastructure.
8:00 – 9:30 a.m.
Las Vegas City Hall – Council Chambers
495 S. Main St.
Complimentary.

15 TUESDAY, MARCH 15
CHAMBER CONNECTIONS
See March 1

00 - CHAMBER EVENT

00 - VYP EVENT

15 **TUESDAY, MARCH 15**
CHAMBER VOICES TOASTMASTERS
See March 1

17 **THURSDAY, MARCH 17**
BUSINESS POWER LUNCHEON
The scope of health care will change dramatically with the presence of three distinctive medical schools and the expansion of graduate medical education (GME) in Southern Nevada. Deans from UNLV School of Medicine, Touro University Nevada and Roseman University of Health Sciences will give updates on their respective campuses, provide insights on how the expanding medical education and GME will support and bolster economic development efforts in the community, and explain how you - the business community - can engage with these economy-driving forces to positively impact our region. Featured panelists are:

- Dr. Barbara Atkinson, Founding Dean of the UNLV School of Medicine
- Dr. John Dougherty, Dean of the College of Osteopathic Medicine at Touro University Nevada
- Dr. Mark A. Penn, Chancellor of the Summerlin Campus and Founding Dean of the College of Medicine at Roseman University of Health Sciences

11:30 - Noon Registration & Networking
Noon - 1:00 a.m. Program
The Four Seasons Hotel Las Vegas
3960 Las Vegas Blvd. S.
\$50 Members
\$65 Non-members
\$500 per table of ten
Sponsors: Sunrise Health System and Dignity Health

22 **TUESDAY, MARCH 22**
VEGAS YOUNG PROFESSIONALS ANNIVERSARY FUSION MIXER
Vegas Young Professionals is turning 10, so be sure to join in the fun for its anniversary party at Wolfgang Puck in Downtown Summerlin. Build your business relationships by the outside patio fire and enjoy craft beers, artisanal cocktails and the ambiance of one of the world's most recognizable restaurant brands as VYP celebrates this important milestone.
6:00 - 8:00 p.m.
Wolfgang Puck Bar & Grill
10955 Oval Park Drive
Online: \$10 for members, \$15 for non-members
At the door: \$15 for members, \$20 for non-members
Presenting Sponsors: Cox Communications, UnitedHealthcare
Media Sponsor: VegasSeven Magazine

23 **WEDNESDAY, MARCH 23**
NEW MEMBER BREAKFAST
Bring your business cards and join the Las Vegas Metro Chamber of Commerce Prospectors as they welcome the newest members of the Metro Chamber. This event is for all new members of the Las Vegas Metro Chamber of Commerce. Each participant will have the opportunity to introduce themselves and their business and network in a friendly and upbeat atmosphere.
7:30 - 8:00 a.m. Check-in & Networking
8:00 - 9:30 a.m. Program
Las Vegas Metro Chamber of Commerce
575 Symphony Park, Suite 100
Complimentary.
Sponsor: CenturyLink

How to Register:

Visit LVChamber.com and click on the Events Calendar.

Call 702.641.5822.

March Sponsors:

23 **WEDNESDAY, MARCH 23**
FOCUS LAS VEGAS: OPEN FOR BUSINESS
Learn how to protect your business, your employees and your investment from potential threats, both manmade and natural, that could cause a major interruption - or closure - of your business. Topics of discussion include continuity of operations plans, fire safety and knowledge, legalities of an emergency, proper insurance coverage, taking care of your employees after an emergency, testimonials from businesses that have recovered from disasters, cybersecurity, and active shooter/workplace violence situations.
9:00 a.m. - 2:15 p.m.
The Innevation Center
6795 Edmond St.
\$25 for members, \$35 for non-members
Presented in partnership with Red Cross of Southern Nevada and the Las Vegas Metro Chamber of Commerce Foundation

28 **TUESDAY, MARCH 28**
VEGAS YOUNG PROFESSIONALS TOASTMASTERS
See March 1

Women-Owned Small Business Certifications:

CRACKING THE MARKETPLACE

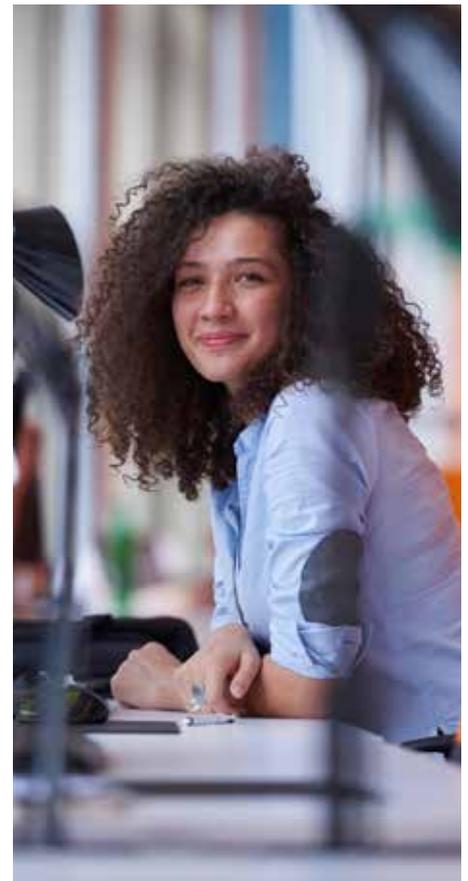
Small business owners are constantly looking for a competitive edge in the marketplace, and getting certified by the federal government can assist in bidding on or being awarded potentially lucrative public and private contracts. A woman-owned small businesses can get certified by qualifying under certain criteria, thus becoming eligible for specific set-asides – allocations in budgets for that specific business type to receive contracts – to help grow their company.

There are more than 80 industries currently eligible for women-owned small business set-aside contracts, categorized by NAICS code. These industries include building contractors, office furniture manufacturing, printing and support related activities, software publishers, wired and wireless telecommunications carriers, newspaper, book and directory publishers, real estate agents and brokers, and more.

The federal government must award five percent of its prime and subcontract dollars to women-owned small businesses. To be eligible as a women-owned small business, or WOSB, a company must be at least 51 percent owned and controlled by one or more women, and primarily managed by one or more women. They must also be U.S. citizens. In addition, the company must be small in its primary industry, according to SBA size standards for that particular industry.

A business can self-certify for this program or can go through a licensed third-party certifier. There are four in the United States approved by the U.S. Small Business Administration (SBA), and these organizations will (for a fee) review the required documentation and help determine eligibility, which sometimes affords more certainty in regards to eligibility. For more information on third-party certifiers, visit sba.gov.

To self-certify, the business owner or contracting officer must read the WOSB Federal Contract program regulations in the Federal Register and the WOSB Compliance Guide, both available on SBA.gov. The business must then register and represent its status in the System for Award Management (SAM) as a WOSB, or an economically disadvantaged WOSB (to have this status, the business owner must demonstrate economic disadvantage in accordance with the SBA's requirements) in SAM. Then, the business owner must log in to the SBA's General Login System (eweb.sba.gov/gls), obtain an account if he or she does not already have one, and navigate to the WOSB program repository and upload and categorize all required documents. A complete listing of these documents can be found at SBA.gov.



For questions or assistance with the program, call the SBA Answer Desk at 1.800.827.5722 or email wosb@sba.gov. Nevada's local Procurement Technical Assistance Center, or PTAC, can also assist these business owners in becoming certified. Visit diversifynevada.com for more information on resources available through this office.

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President's Club

(B) Prymas Vaz

President – Eyebrows R Us

Prymas Vaz came to the United States in 1999 with Monalisa Dias and founded Eyebrows R Us in 2005. With her knowledge of eyebrow threading, facials, and henna tattoos, and his business and marketing skills, what started with a single location is now a thriving business with 14 stores, employing more than 40 people, with plans to expand nationwide. Vaz has an MBA with a concentration in marketing from the University of Mumbai and 22 awards for outstanding performance in marketing.

(A) Mark Sherwood

Regional Vice President – Verifone Media

Mark Sherwood is RVP for Verifone Media, which owns one of the largest portfolios of tourist-centric marketing products in Las Vegas, including most of the Las Vegas Taxi Top advertising, 24/7 Magazine, Airport Shuttles and Taxi TV. Sherwood's other Southern Nevada media experience includes an executive position at the *Las Vegas Review-Journal* and publishing *Parents Guide of Las Vegas* and *Senior Connections* magazines. He has served in the Nevada State Legislature, and most recently Governor Sandoval appointed him to the Commission for Cultural Centers and Historic Preservation for the State of Nevada.



(D) Steve Moster

President – GES, Global Experience Specialists

Steve Moster was appointed president of Global Experience Specialists (GES) in November 2010. Moster joined GES in 2004, and has served as vice president of exhibit furnishings, executive vice president of products and services (where he led double-digit revenue growth from non-exclusive exhibitor products and services), and executive vice president and chief sales and marketing officer. Prior to joining GES, Moster was an engagement manager at McKinsey & Company, a management consulting firm advising companies on strategy, organization, technology and operation.

(C) Renato Ascoli

Chief Executive Officer - IGT

As the Chief Executive Officer of North America Gaming & Interactive (DoubleDown Casino) for IGT, Renato Ascoli is responsible for product development, manufacturing, marketing, and delivery of all the company's gaming offerings. This includes interactive and sports betting, as well as the DoubleDown Casino™ online social gaming business. Ascoli previously served as General Manager of GTECH S.p.A. and President of GTECH Products and Services, where he was responsible for overseeing design, development and delivery of state-of-the-art platforms, products and services.

Spotlights

(E) Heather Bressler

Vice President - Henriksen / Butler Nevada

As vice president of Henriksen Butler Nevada, Heather Bressler leads her local team with broad product expertise, strong knowledge of industry trends, high-performance work environments and interior design to deliver exceptional workspaces for her customers. Bressler is committed to helping clients create spaces where they can do their best work and impact the business results of their organization. She has more than 10 years' experience in the furniture industry and a bachelor's degree in design from the University of Kentucky.



(F) Paul Weinberg

President - Weinberg Partners, Ltd.

Paul D. Weinberg, CPA, President of Weinberg Partners, Ltd., concentrates his practice in taxation and business consulting. He is a serial entrepreneur and is recognized as an innovative marketer, having created a network of leading accounting firms to accept referrals of companies seeking his services to find them the right firm for their specific needs. Active in the community, Weinberg is Founding Director of UHOOPS.NET, an organization recognizing student-athletes who excel in the classroom and on the court; and supports The V Foundation for Cancer Research.

(G) Tracy Williams

Store Manager - Nordstrom

Tracy Williams started her career with Nordstrom in 2003 as a salesperson at Nordstrom International Plaza in Tampa. For the next eight years, she held positions in sales and management in both support and sales roles. In March of 2012, Williams relocated to Northern California and had varied experiences including Regional Customer Relationship Manager for NCAL and Hawaii, Men's Clothing Manager for the flagship store in San Francisco and Regional Merchandising Manager for Dresses and Special Sizes NCAL, Hawaii and Las Vegas. Williams' journey brought her to Vegas in 2014 where she now leads the Nordstrom Rack in Henderson.



(H) Dan R. Waite

Partner - Lewis Roca Rothgerber Christie LLP

Dan Waite focuses his practice primarily on business litigation, with an emphasis on real estate, mechanic's lien and fiduciary litigation. He has considerable experience representing owners, contractors, subcontractors, suppliers, trustees and other fiduciaries and governmental entities. Waite has represented business clients both domestic and international, including those from France, Germany, Italy, Switzerland and Canada. He regularly lectures to lawyers, lenders and construction professionals on mechanic's lien and real estate matters. Waite grew up in Las Vegas and has practiced law since 1990.

The Value of the Employee Handbook

It happens more often than one would imagine. After all the licenses and permits have been obtained, the lease signed and the business has officially opened, it's full speed ahead in trying to promote the brand and keep up with all the daily responsibilities of running a successful business. Most employers would never dream of trying to skip any vital steps, yet when employees enter the equation, most small business owners "wing it." They advertise the positions available, schedule some interviews, and hire those persons they feel will fit the company mold. It sometimes doesn't occur to them how important it can be to make sure that the hiring process and the employee relationship is handled professionally and according to Federal and State employment laws.

An employee handbook is an important communication tool between you and your employees. Within its pages, you describe your expectations for your employees and what they can expect from your company. It explains your legal obligations as an employer as well as their rights as an employee. To accomplish this, you have a few choices:

- Write your own handbook with the help of expert legal counsel in the area of HR law and compliance;
- Write your own handbook mirroring a template from another business or by attempting to piece together items that seem important, a tremendously risky approach when the goal is to protect your business from litigation or unnecessary aggravation; OR
- Purchase an Employee Handbook Creator from HRUSA, an online tool that is easy to use, provides a finished product that includes all important sections tailored to your company, and is managed and kept compliant by a team of legal experts in Human Resources. This tool alerts you when changes to HR law take place both federally and within Nevada.

Presenting a well-drafted employee handbook that is kept current can not only protect employers from a wide range of employee related problems, but it is a best practice for a healthy work environment. The best case scenario is to present the employee handbook at the time of hire and to keep employees informed about any changes. Out of date handbooks will eventually create inconsistency with company policies or, worse yet, become contrary to existing employment laws.

Taking the important step of providing a company employee handbook may seem daunting, but this practice will go a long way towards protecting you from employment related liability, which is especially important during an economic downturn when employment related litigation tends to increase.



It seems that many business owners prolong the step of creating an employee handbook for one of two reasons - They either believe it costly or they lack the necessary time and expertise. The HRUSA Employee Handbook Creator eliminates these road blocks by taking the guesswork out of becoming and staying compliant with HR responsibilities. Whether you have an HR Director or you are trying to wear the HR hat yourself, HRUSA will streamline and simplify the required HR compliance steps.

The Las Vegas Metro Chamber of Commerce recently partnered with HRUSA, a division of the California State Chamber of Commerce, to offer the Employee Handbook Creator tool along with a complete suite of additional HR resource items for small businesses in Nevada. The Employee Handbook Creator is thorough, compliant with all state and federal laws and is an inexpensive way to keep your business safe.

To find out more about these valuable resources, go to HRUSA.com or call the Metro Chamber at 702.641.5822.

FINANCING YOUR BUSINESS OR PROJECT

The first in the 2016 series of *Nevada Business Magazine's* Business First breakfasts, "Financing Your Business or Project" will provide insights into a key area for many business owners and commercial real estate executives. Sponsored by Snell & Wilmer and Wells Fargo, the Business First breakfast series brings leaders together to address topics decision-makers find vital to running their companies.

A recap of the event will appear in the April issue of *Nevada Business Magazine*, but in order to have your questions answered, directly from the source, you'll need to attend.

Don't miss this opportunity.

Reserve your seat today. RSVPs close on March 10, 2016.

**WEDNESDAY,
MARCH 16TH**

**7:30 am - 9:30 am
Orleans Hotel & Casino**

Cost \$22 each

*Cost includes: Breakfast, Seminar
Event and a one-year subscription
to Nevada Business Magazine
(\$44 value).*

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Member News

RED - PRESIDENT'S CLUB MEMBER



Announcements



Elite Media appointed Chris Angelo to sales manager and Cathy Hernandez to sales account executive. Angelo and Hernandez have more than 25 years combined experience in sales and marketing.



City National Bank hired Alberto Calderon as vice president and manager of its Green Valley branch. Calderon is a seasoned banking professional with more than 22 years of banking experience.



Nevada State Bank promoted Desiree Belcher to its communications office. Belcher is tasked with the development and implementation of communications plans and activities for internal colleagues, as well as the public.

The College of Nursing at **Roseman University of Health Sciences** has expanded its offering of nursing degree programs with the creation of a nine-month RN to BSN program. The college is enrolling its first class to start in May 2016.

Opportunity Village promoted Bob Brown to president and CEO. Brown is a long-standing Opportunity Village board member and served as chairman of the Metro Chamber in 2015.

United Way of Southern Nevada appointed Elaina Mulé to Vice President of Collective Impact and Social Innovation and Angel Williams to Vice President of Donor Engagement.

Three Square Food Bank's board of directors, led by Board Chair Anita Romero of **Southwest Gas Corporation**, elected new officers. George W. Smith has been appointed board treasurer and Shawn Gerternberger of the **University of Nevada, Las Vegas** has been named board secretary.

Applied Analysis has appointed Brian Haynes, Chris Drury and Irene Skarlatos as project managers. Project managers at Applied Analysis demonstrate their ability to lead major projects, develop skillsets of analysts within the firm and advance the company's business initiatives.

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

Wheeling and Dealing

Dignity Health-St. Rose Dominican Hospitals will build four new neighborhood hospitals in the greater Las Vegas area within the next two years. These neighborhood hospitals are designed specifically to increase access to high-quality emergency care in an underserved metropolitan area.

The master-planned community Summerlin, developed by **The Howard Hughes Corporation**, is adding to its robust list of 23 public and private schools with the opening of Doral Academy Red Rock, a public charter school set to open in fall 2016.

WGU Nevada launched a master's degree program in cybersecurity and information assurance. The coursework aligns with the latest standards from national security organizations.

Commercial Executives Real Estate Services represented Security National Mortgage Company in the lease of office space located at 1980 Festival Plaza Dr. The transaction is valued at \$2.6 million.

Congratulations

Debbie Leonard, partner and co-chair of the **McDonald Carano** Appellate Practice Group, completed her work as lead editor of the 2016 edition of *Nevada Appellate Practice Manual*.

The American College of Radiology awarded a three-year term of accreditation to **Comprehensive Cancer Centers of Nevada's** Radiation Oncology Division. The ACR awards accreditation to select facilities for the achievement of high practice standards after a peer review evaluation.

MountainView Hospital celebrated 20 years of caring for the community. In honor of the hospital's anniversary, it received a proclamation from the **City of Las Vegas** declaring February 1 as MountainView Hospital 20th Anniversary Day.

Dr. Eva Liang and Dr. Jeffrey Hart, board-certified ophthalmologists at **Center For Sight**, were honored by **Vegas Inc.** as Top Doctors in Southern Nevada.

Upcoming Events

The Candlelighters Childhood Cancer Foundation of Nevada is hosting an Evening of Hope on Friday, March 4, at World Market Center, at 6:30 p.m. The benefit features Las Vegas restaurants, children's art, silent and live auction prizes, and more for the foundation. For more information and to register, visit candlelightersnv.org.

Nathan Adelson Hospice is hosting its 12th Annual Multicultural Luncheon on March 8, at **The Orleans Hotel & Casino**. The theme of the luncheon is "Imagining Life...A Crescendo to the End." Dr. B.J. Miller will address the importance of encouraging families to start the conversation about what they want at the end of life. Tickets are \$75 per person or \$700 for a table of ten. For more information, visit nah.org.

MountainView Hospital released a list of upcoming events for March, including Yoga Thursdays and a multiple sclerosis stretch & flex class on Thursdays. Other events include a stroke support group, book club, sibling classes and a Lunch & Learn on Thursday, March 10, focusing on the CARE Act, presented by Barry Gold of AARP Nevada. For more information and to view all upcoming events, visit mountainview-hospital.com.

Make-A-Wish Southern Nevada is hosting its 15th Annual Walk for Wishes presented by the **Caesars Foundation**. Powered by wish families, volunteers, donors, and friends, Walk for Wishes is a nationwide fundraiser celebrating thousands of wishes that have already been granted, while raising funds for future wishes. For more information, visit snv.wish.org.

Community Service

City National Bank announced the results of its 8th Annual Holiday Book Drive with Barnes & Noble. This annual educational outreach program set another record with 85,000 new books valued at \$200,000 donated to 43 schools and nonprofit organizations in four states.

Ribbon Cuttings

CELEBRATING BUSINESS GROWTH

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



BESPOKE LV

BeSpoke LV announced its grand opening and ribbon cutting at 6040 W. Badura Ave., Ste. 140. Bespoke LV is a luxury custom handmade suit, shirt and apparel company providing high-quality fabrics from around the world. Expert tailors will measure customers for the perfect fit, and every detail of these custom suits is designed by the customer. Call 702.263.1263 or visit bespokelv.com.



INDOOR FARMS OF AMERICA

Indoor Farms of America, located at 4020 W. Ali Baba Ln., Ste. B, commemorated its grand opening with staff, friends, family, dignitaries and the Metro Chamber. Indoor Farms of America is dedicated to creating a sustainable food supply for generations to come. It educates the public on its vertical aeroponic farms that can grow up to 40 plants per square foot. Call 702.664.1236 or visit indoorfarmsamerica.com.



BCN - THE BEACON CENTER

BCN - The Beacon Center, located at 4505 W. Hacienda Ave., Ste. G., offers affordable high quality meeting, conference, and event space. They are based on a "put it back the way you found it" system to ensure that costs stay low and quality stays high. Call 702.528.0477 or visit meetingspaceforyou.com.



PC SPRING VALLEY HOSPITAL MEDICAL CENTER

Spring Valley Hospital Medical Center employees, alongside CEO/Managing Director Leonard Freehof and Kristin McMillan, President and CEO of the Las Vegas Metro Chamber of Commerce, cut the ribbon for the new CentRX Retail Pharmacy on the hospital's premises. Call 702.425.4623 or visit springvalleyhospital.com/centrx.



PC VALLEY HOSPITAL MEDICAL CENTER

Valley Hospital Medical Center employees, along with CEO/Managing Director Elaine Glaser, Las Vegas City Councilwoman Lois Tarkanian and the Las Vegas Metro Chamber of Commerce Ambassadors cut the ribbon for the opening of the new CentRX Retail Pharmacy on the hospital's premises. Call 702.425.4904 or visit valleyhospital.com/centrx.



PC CENTENNIAL HILLS HOSPITAL

Centennial Hills Hospital Associate Administrator Daniel Rincones and CentRX Pharmacy Director, Eunice Lee, along with hospital employees and Metro Chamber members celebrated the official ribbon cutting and opening of the new CentRX Retail Pharmacy at Centennial Hills Hospital Medical Center. Call 702.470.2694 or visit centennialhillshospital.com/centrx.

PC - President's Club **\$** - Chamber Member Discount



VENCER YOUTH SERVICES

Vencer Youth Services celebrated its grand opening, located at 4955 S. Durango Dr., Ste. 207, with a live preparation of traditional paella with Chef Oscar. Vencer Youth Services introduced a progressive evidence-based addiction treatment program specifically designed to help teenagers struggling with substance abuse, gambling and video gaming. Call 702.267.6277 or visit venceryouth.com for more information.



OASIS MEDICAL CANNABIS

Oasis Medical Cannabis, located at 1800 Industrial Rd., Ste.180, announced its open house event, which included a fund raiser for Candlelighters Childhood Cancer Foundation of Nevada, a ribbon cutting ceremony and tours of the facility. Community Oasis provides holistic healing and community support to patients and neighbors. Call 702.420.2405 or visit oasismedicalcannabis.com.



PC DESERT SPRINGS HOSPITAL MEDICAL CENTER

Desert Springs Hospital Medical Center CEO/Managing Director, Sam Kaufman and the administrative team, along with CentRX Pharmacy Director, Amber Benjamin, celebrated the opening of the hospital's new retail pharmacy. Call 702.425.4939 or visit Desertspringshospital.com/centrx.



PC SUMMERLIN HOSPITAL

Summerlin Hospital CEO/Managing Director Robert Freymuller and Summerlin Hospital employees and Metro Chamber volunteers cut the ribbon at hospital's new CentRX Retail Pharmacy on the hospital's premises. Call 702.470.2695 or visit summerlinhospital.com/centrx.



LA MAISON DE MAGGIE

La Maison de Maggie, located at 3455 S. Durango Dr., Ste. 112, commemorated its opening with friends, customers and Metro Chamber volunteers. Maggie serves quality interpretations of classic crêpes and daring new ventures into the uncharted territories of French cuisine. Its galette and crêpe recipes include authentic French buckwheat (sarrasin) and wheat flour (farine de blé) imported from France, along with unique flavors such as mint or grenadine syrups and vanilla chestnut jam. Call 702.823.4466 or visit maisondemaggie.com.



TICKLE ME ENTERTAINMENT

Tickle Me Entertainment announced its Metro Chamber membership with a ribbon cutting and hosting an evening at the "Island Heat" show at Treasure Island. Tickle Me Entertainment handles show production, talent management, corporate event planning, sound engineering and public relations. Call 702.825.1534 or visit Ticklemeentertainment.com for more information.



March 7, 2016
The Smith Center

Purchase Tickets

SUMMIT 2016 | ACCELERATING A NEW NEVADA

We cordially invite you to join us at a one-of-a-kind event promising to Engage Business owners and executives with leading local Education programs. Together they will work toward accelerating K-12 achievement and 2015 "New Nevada" education reforms.

Come and listen to Nevada Board of Education President Elaine Wynn – alongside other notable speakers – discuss real-time solutions. Be on hand for a special announcement that will significantly impact public education curriculum statewide.

Providing business leaders a forum to commit time, talent and resources, the event promises to make the business of education everyone's business.

\$10
Morning Session Only

7:30 a.m.
Check-in & Continental Breakfast

8 - 11 a.m.
Panels & Discussion

11 a.m. - Noon
Tradeshow

Noon - 1:30 p.m.
Luncheon & Keynote Speaker
Dr. Alan Gomez, The STEM Academy

\$50
Includes Morning Session, Lunch & VIP Seating

Limited Seating
All proceeds to benefit The Smith Center's Heart of Education Program.

BE Engaged will:

- Highlight areas of need tied to student success
- Showcase the need for businesses to engage
- Connect businesses with nonprofits making a proven difference

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JUNE 15, 2016

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*Earlybird special through March 31, 2016

In the Know



Take the PATH to Tax Savings

BY SCOTT TAYLOR,
TAX PRINCIPAL, PIERCY BOWLER TAYLOR & KERN

A

fter multiple years of waiting for last-minute extender bills for retroactive tax laws that many businesses rely on, whether to purchase or improve property or receive credits or deductions, tax extender legislation was signed into law last December. These tax breaks will make efforts to save on taxes and grow a profitable business easier and more certain. The Protecting

Americans from Tax Hikes Act of 2015 (PATH) finally provides a permanent way for both businesses and individuals to truly plan ahead for their taxes as they reinvest in and grow their organizations with vital provisions as part of the bill.

BREAKS FOR BUSINESSES

PATH gives business owners much to think about, as well. First, there's the enhanced Section 179 expensing election. Now permanent (and indexed for inflation beginning in 2016) is the ability for companies to immediately deduct, rather than depreciate, up to \$500,000 in qualified new or used assets. The deduction phases out, dollar for dollar, to the extent qualified asset purchases for the year exceeded \$2 million. Reminder, this deduction is limited to taxable income.

The 50 percent bonus depreciation break is also back, albeit temporarily through 2017. It's generally available for new (not used) tangible assets with a recovery period of 20 years or less, and certain other assets. However, the 50 percent amount will drop to 40 percent for 2018 and 30 percent for 2019. This deduction does not depend upon taxable income like the Section 179 deduction and could create a loss, if desired.

In addition, PATH addresses two important tax credits. First, the research credit has been permanently extended with some specialized provisions for smaller businesses and start-ups. Second, the Work Opportunity credit for employers that hire members of a "target group" has been extended through 2019.

Does your company provide transit benefits? If so, note that the law makes permanent equal limits for the amounts that can be excluded from an employee's wages for income and payroll tax purposes for parking fringe benefits and van-pooling/mass transit benefits.

FOR INDIVIDUALS

If you're a homeowner, PATH allows you to treat qualified mortgage insurance premiums as interest for purposes of the mortgage interest deduction through 2016. However, this deduction is phased out for higher income taxpayers. The law likewise extends through 2016 the exclusion from gross income for mortgage loan forgiveness.



Nevada residents especially (or who make large purchases, such as a car or boat) will be pleased that the itemized deduction for state and local sales taxes, instead of state and local income taxes, is now permanent. Your deduction can be determined easily by using an IRS calculator and adding the tax you actually paid on certain major purchases.

AND MUCH MORE...

Whether you're filing as an individual or on behalf of a business, PATH could have a substantial effect on your 2015 tax return but there are many more provisions that may impact your taxes such as items related to the Affordable Care Act. Contact your CPA to discuss your specific business or individual tax situation.

56% of consumers find print marketing to be the most trustworthy form of marketing. **40%** of consumers try new businesses after receiving direct mail.

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How to Negotiate Your Value

By Matthew Lindsey, Vegas Young Professionals Marketing Chair / Entrepreneur

TUESDAY, MARCH 22 **VYP ANNIVERSARY** **FUSION MIXER**

See the ad on the next page for information.

TUESDAY, MARCH 29 **BIGWIG LUNCH TIME**

Featuring Carolina Ciocca, President & CEO, Make-A-Wish Southern Nevada

11:30 a.m. - 1:00 p.m.
Las Vegas Metro Chamber of Commerce

\$15 - In advance
\$20 - At the door

Exclusive to VYP members. Space is limited.

Raise your hand if you've ever found yourself sweating bullets and fumbling for words when negotiating for a new position or raise (presumably, every hand in the room has gone up).

To most, openly talking about money has been a mystery, and about as uncomfortable as conversations can get. Our educational system hasn't equipped us with the soft skills needed to comfortably address the topic, and our work culture lacks the monetary maturity to directly equate value to any tangible skills, simply, because we haven't been taught to do so. It comes as no surprise that we are insecure when it comes to negotiating our value. Here are a few principles to consider when at the negotiation table:

Power of positioning. Nothing speaks louder than metrics. If you want a \$10,000 annual raise, your best shot at getting it is to be able to justify that your position (or department) alone will create that revenue, either by cost savings or value-added sales. Lead by example. Don't be afraid to speak of your hard work and dedication. Now is the time to shine and give concrete evidence of your accomplishments and use these as leverage at the negotiation table. Come prepared with a one-sheet outlining some of your most measurable achievements.

Comparative analysis. Before we sit down behind closed doors, ask yourself a potentially ego-bruising question: "What does the market say I'm worth?" I know what YOU think you're worth, but does that figure align with industry standards, or did you exclude yourself competitively by shooting way off the mark? Be prepared to give examples of comparative salaries in your industry and market size for the position (or raise) you are seeking. Show them you have done your homework. Chances are, they might not even know.

Don't get personal. It's in bad taste to frame your requests around personal needs like making rent or needing a new car. Laying on a guilt trip (even if it's your current reality) is never a good idea.

Focus on results, not emotions. Let's be honest, you've already spent the money in your head before you've even earned it (new boat? check!). This is a dangerous and weak position in which to be. If you don't get what you asked for, you're left feeling disappointed and defeated, which could lead to resentment and a decrease in productivity. Regardless of the outcome, it's important to embrace a spirit of servant leadership with no expectations (what a concept, right?). Communicate to your employers that your commitment remains even if this timing or budget doesn't work in your favor.

Ultimately, it's important to understand, no matter the outcome, it's just a number and not always indicative of your value and worth. In today's shaky financial climate, sometimes a large raise or cash bonus isn't feasible. However, there are other perks that can be negotiated

that can reward the value you bring to the company. Outside of standard health benefits, stocks options and paid vacation time, there are many perquisites to consider, like a transportation allowance, tuition or daycare reimbursement, and my personal favorite, the option to work from home (where I'm drafting this article). Many of these options can be a tax benefit to your employer and it will increase the quality of your life. It's a win-win.

And as always, after your meeting, it's good measure to send a follow up thank you card for their consideration.



10th ANNIVERSARY FUSION MIXER

Vegas Young Professionals is turning 10, so be sure to join in the fun for its anniversary party at Wolfgang Puck in Downtown Summerlin. Build your business relationships by the outside patio fire and enjoy craft beers, artisanal cocktails and the ambiance of one of the world's most recognizable restaurant brands as VYP celebrates this important milestone. Bring a colleague or a friend to help VYP usher in another ten years of making important business connections!

Tuesday, March 22, 6 - 8 p.m.
Wolfgang Puck Bar & Grill Downtown Summerlin



VYP PRESENTING SPONSORS



MIXER SPONSOR



Register now at VegasYP.com

Online: \$10 for members, \$15 for non-members
At the Door: \$15 for members, \$20 for non-members

The Final Word

FEBRUARY ACCOMPLISHMENTS

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he Metro Chamber had lots of love for its members during February. We introduced the spring semester of Chamber University, connected hundreds of our members together and worked at all levels of government to ensure the business community was well represented and protected. Here are a few of the things the Metro Chamber did for you in February:

- Introduced HRUSA, a comprehensive and affordable HR resource for your business that guides you through the compliance requirements for hiring, managing and terminating employees.
- Launched the spring semester of Chamber University, a free webinar series that gives members the tools they need to manage their businesses, which included sessions on website building, wellness in the workplace, medical marijuana and employer concerns and more.
- Successfully advocated on the federal level for homeland security dollars, which help protect our community and its tourism infrastructure assets from potential terrorist attacks.
- Had a fiesta and created new connections with Vegas Young Professionals for February's Fusion Mixer at Cantina Laredo.
- Actively worked to address concerns associated with transparency, process and business impact during the Conservation District of Southern Nevada meeting, when the Metro Chamber Government Affairs team opposed a proposed 2016 ballot question that would require the imposition of a fee on all parcels in a conservation district (in this case, all of Clark County).
- Kicked off another year of mixing & mingling for the first Business After Hours of the year at Chandelier Banquet Hall.
- Worked alongside Southern Nevada legislators, fellow community stakeholders and other business leaders to advance regional priorities during the Southern Nevada Forum committee meetings.
- Provided a guide to navigating Nevada's caucuses in advance of the Democrat and Republican caucuses processes to help members prepare for the sessions.
- Invited members to maximize their membership and introduce their business during Morning Mingle at Ricardo's Mexican Restaurant.



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THURSDAY, MARCH 17

Four Seasons Hotel Las Vegas
3960 Las Vegas Blvd South

11:30 a.m. – Noon: Check-In & networking
Noon – 1:00 p.m.: Luncheon program

\$50 – Members
\$65 – Non-members
\$500 – Table of ten

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MARCH 2016

EGGS & ISSUES



**U.S. CONGRESSMAN
JOE HECK**

APRIL 6, 2016

8:00 - 9:30 A.M.
\$40: MEMBERS
\$55: NON-MEMBERS
\$400: TABLE OF TEN

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