

# Business Voice

VEGAS CHAMBER | VegasChamber.com | March 2020

## Southern Nevada Forum: **Be a Part of Positive Change**

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**Leadership Las Vegas  
Accepting Applications**

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**Hope for Prisoners - What Is It?  
Free Workshop March 19**

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# WE MADE THE SWITCH.



“The Vegas Chamber is doing whatever it takes to make saving easy at no cost to our organization, while cultivating our growth and prosperity.”

Terri Janison, President & CEO | Grant a Gift Autism Foundation



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*Joe Caldera is a financial advisor and principal at Caldera Wealth Management Group. Advisory services offered through LPL Financial, a Registered Investment Advisor.*





**MARY BETH SEWALD**  
**PRESIDENT & CEO**



C

ultivating growth and prosperity in our region requires us as business leaders to think ahead – what challenges face our community and what solutions can we adopt to create a bright future.

An important part of that process is coming together as a community through the Southern Nevada Forum to set priorities ahead of the 2021 legislature. Since 2013, the Southern Nevada Forum has been a very effective process for passing legislation that has helped our community grow and flourish. You can read more about the Southern Nevada Forum in this month’s magazine and why it is so important to ensuring our region thrives. The Vegas Chamber is proud to facilitate these important community-wide conversations, and I encourage you to get involved. Your engagement can really help make a positive impact on our hometown.

Speaking of changing the world, few things transform a life more than a good paying job. And yet, finding employment opportunities can be especially challenging for those exiting our criminal justice system. That’s why the Vegas Chamber is partnering with Hope for Prisoners, a proven program in successfully connecting formerly incarcerated men and women with good employment opportunities.

Hope for Prisoners graduates undergo an intense rehabilitation program that combines character and leadership development with job skills training. The men and women who go through the program

transform themselves into valuable and dedicated employees. The program is endorsed and aligned with Las Vegas Metropolitan Police Department and supported by several employers in town including Keolis and Station Casinos. And President Donald Trump came to Las Vegas in February to honor the extraordinary work of Hope for Prisoners and how it has become a national model in reducing recidivism.

I encourage you to attend our Hope for Prisoners workshop on Thursday, March 19, from 4 to 6 p.m. at the Vegas Chamber. You will hear from Hope for Prisoners Founder Jon Ponder, along with members of law enforcement, workforce training, and fellow employers about how this program is transforming lives and how it is a great source of potential employees for your company. I look forward to seeing you at this inspiring event.

One of the most important things we do at the Vegas Chamber is develop great leaders to positively shape our community. Our Access Las Vegas program takes place this month on March 24 and March 31. Access is for executives new to our region who need to get up-to-speed on how Southern Nevada works. The program highlights the history and governance of the region, the various economic sectors, workforce development, infrastructure, water, and tourism. It also is an ideal program to connect your new executives to leaders in our community to help them build their peer network. You can enroll online at [VegasChamber.com](http://VegasChamber.com).

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**Business Voice**

VOLUME 41 NUMBER 03

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All content is subject to change. Questions or concerns about content of the *Business Voice* can be addressed to the Vice President of Marketing and Brand Strategy, Vegas Chamber, 575 Symphony Park Avenue, Ste. 100, Las Vegas, NV 89106.

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# A Positive Outlook

## What a Difference a Decade Makes

The road to 2020 hasn't been the easiest for Southern Nevada. We've endured our share of speed bumps and pot holes along the way, but as the new decade begins, our region is riding a wave of momentum that has it poised for one of its best years ever, while setting it up for success for years to come.

Before looking ahead, it's important to recall where we were just a decade ago. In 2010, unemployment was at 13 percent and rising; three out of four home mortgages were underwater; one in 10 homes was in foreclosure; developments stalled or disappeared altogether; and tens of thousands of people were out of work. I could list more, but living through those years was painful enough, so I won't belabor the point. The key takeaway is that, today, we're a long way from those lows. Southern Nevada has not only recovered since then, it has flourished.

The region is again among the fastest-growing metropolitan areas in the nation, both in terms of population and jobs. Employment is at an all-time high. Annual visitor volume and convention attendance are at near-peak levels. McCarran International Airport is welcoming more passengers than ever. These successes have been made possible in part by decisions and commitments made over the past decade in both the public and private sectors. For example, the development of T-Mobile Arena, the addition of Terminal 3 at McCarran and the Project Neon improvements along Interstate 15 not only helped pull Southern Nevada from the depths of the economic crisis, they set the stage for the next 10 years and beyond.

The first year of the new decade is setting up to be not just a marked difference from 10 years ago, but potentially a banner year for tourism in Southern Nevada. While our state and regional economies have diversified to be less reliant on tourism over the past 10 years, there is no doubt that tourism remains the primary engine of our economic success. The more than 42 million visitors who come to Las Vegas for business and pleasure directly or indirectly support 2 out of 5 jobs, a third of all wages and half of the regional economy. From servers on the Strip to accountants in Summerlin, we all benefit from a healthy and robust tourism economy.

That is why the next 12 months are so exciting for Southern Nevada. This is the year that Las Vegas becomes an NFL city, something that was inconceivable 10 years ago. It starts in April when Las Vegas hosts the NFL Draft, a signature event for the league and a showcase for its future talent. Soon thereafter, the Raiders will officially relocate here and take up residence at their new Henderson headquarters and Allegiant Stadium, with 10 home games on the schedule. UNLV football will share the stadium as a home field, and the college football season at Allegiant Stadium will wrap up with the Pac-12 Conference championship game and the new Las Vegas Bowl matchup between the Pac-12 and the Southeastern Conference. Concerts and other entertainment events at the stadium will cement Las Vegas' reputation as the entertainment and sports capital of the nation.

The all-important convention and trade show industry is also aligning for another record-breaking year. First, a number of large-scale trade shows that rotate through Las Vegas on a multi-year basis will hold events here in 2020. CONEXPO-CON/AGG, MINExpo, InfoComm and FABTECH, which come to Southern Nevada every two to four years, will join the dozens of annual conventions being held to help boost overall convention attendance throughout the year. The Las Vegas Convention Center expansion is on track to open ahead of CES next January, providing additional space to host more shows and allow the largest shows, such as CES, more room to grow.

While the convention center is moving toward completion, a unique and ground-breaking transportation system is taking shape beneath it. The Boring Company's underground transit system below the convention center is scheduled to be up and running in time for CES. The system will move conventioners across the convention center campus in about a minute, and it will serve as a prototype for potential expansion that could someday service the entire Las Vegas Strip and urban valley.



**Jeremy Aguero, Principal Analyst**

The calendar is also lining up to boost tourism in 2020, including a leap year adding an extra day to the year and New Year's Eve falling on a Thursday, with New Year's Day on the following Friday, creating the potential for a long and successful holiday weekend to close 2020 and start 2021 off strong. 2020 could be made even better if the Vegas Golden Knights make a deep run into the Stanley Cup playoffs, the Las Vegas Aces capture that elusive WNBA championship, or if the NFL announces Las Vegas as the newest Super Bowl city (fingers crossed). All in all, the year ahead of us is shaping up to be one of the most memorable, most impactful and most meaningful our city has ever experienced.

What a difference a decade makes.

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# National Retirement Planning Week

March 30 - April 3



## The Chamber 401(k) Plan - Should You Make the Switch?

Every business should offer a retirement plan for their employees, and every employee should save for retirement. Often, small businesses don't have a retirement plan because of administrative burdens and cost concerns. Those who do have a retirement plan may be frustrated by lack of service, low participation from their employees, and keeping up with plan responsibilities. At Caldera Wealth, we know that starting or switching a retirement plan may appear overwhelming and intimidating, but we are here to help make it easy, relatable, and personal for you and your employees through the Vegas Chamber 401(k) Plan (also known as the Association Retirement Plan (ARP)).



Terri Janison  
President & CEO  
Grant a Gift Autism Foundation

Terri Janison, president of Grant a Gift Autism Foundation, was among the Chamber's first adopting employers to join the Vegas Chamber 401(k) Plan. Before joining the Plan, she worked with a national payroll company that offered a retirement program but was not receiving the service she hoped. Janison attended a workshop where she learned the many benefits of joining

the ARP, including reducing her fiduciary liability, providing education to her employees, gaining access to monitored investments, and reducing her company's plan expenses. Janison said, "One of the benefits of switching from our old plan is gaining access to better funds and lower investment fees."

No one wants to have a subpar investment lineup, but rather a fund menu that is consistently among top performers in its class, with reasonable fees. Some

existing 401(k) plans may only have proprietary funds available or nonperforming funds with higher management fees. According to Morningstar's annual fee study of US open-end mutual funds and exchange-traded funds, the asset-weighted average expense ratio was 0.48% in 2018.

In contrast, the ARP has 38 investment options, including active and passive mutual or index funds. The good news is that active fund management expenses have steadily decreased year over year for more than 15 years, according to Morningstar.

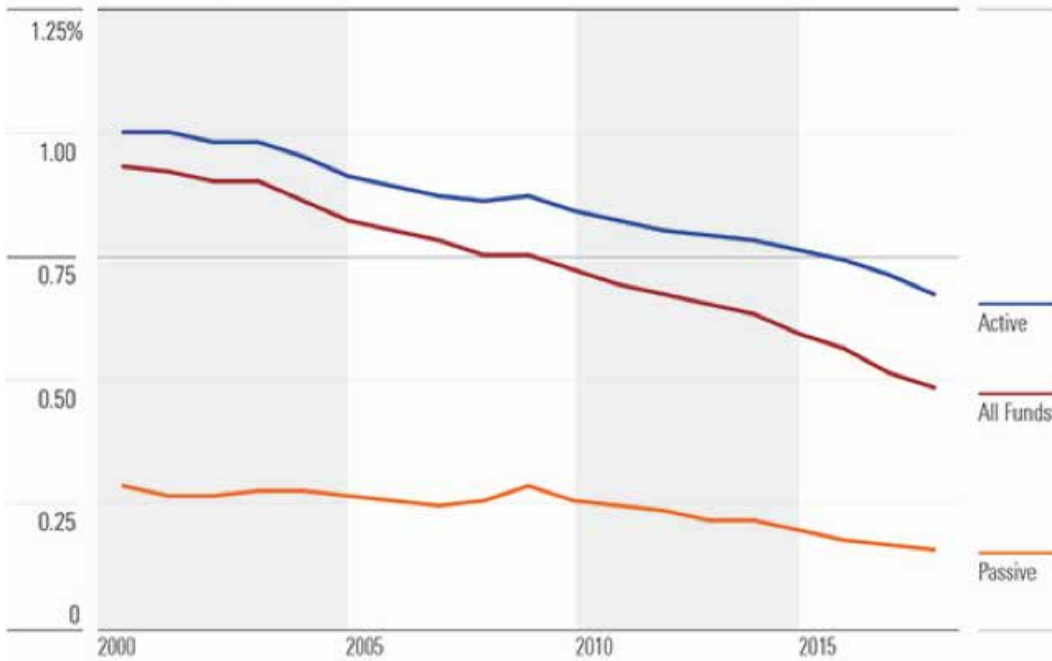
Reducing your fiduciary liability is also a benefit. If you are the Trustee of your 401(k), you are deemed the fiduciary of your plan. Your goal is to run the plan solely in the interest of your participants and beneficiaries. As such, you must act prudently and diversify the plan's investments to minimize the risk of large losses. Additional required responsibilities include making sure deposits are accurate and contributions are submitted in a timely fashion.

Service / Fee	\$100,000		Sample 401(k)		Chamber's 401(k)	
	Cost	%	Cost	%	Cost	%
One-Time installation Fee	\$1,125	1.13%	\$0	0.00%	\$0	0.00%
Recordkeeping Fee	\$1,600	1.60%	\$340	0.34%	\$340	0.34%
Base/TPA Administration Fee	\$1,200	1.20%	\$150	0.15%	\$150	0.15%
Per Participant Fees	\$28	0.03%	\$24	0.02%	\$24	0.02%
Administration and doc Fee	\$50	0.05%	\$0	0.00%	\$0	0.00%
3(16) Fiduciary Fee	\$0	0.00%	\$50	0.05%	\$50	0.05%
Local Advisor Fee	\$500	0.50%	\$280	0.28%	\$280	0.28%
3(38) Investment Mngt Fee	\$0	0.00%	\$100	0.10%	\$100	0.10%
ERISA Bond	\$34	0.03%	\$0	0.00%	\$0	0.00%
Annual Audit Fee	\$0	0.00%	\$100	0.10%	\$100	0.10%
<b>Estimated Yearly Fees</b>	<b>\$4,537</b>	<b>4.54%</b>	<b>\$1,044</b>	<b>1.04%</b>	<b>\$1,044</b>	<b>1.04%</b>

Courtesy: Nationwide 3/19/19. The sample 401(k) fees may be reduced as assets increase. Fees are subject to change. Investment fees not included as it varies by plan and participant selection. The market place may offer lower or higher fees.



**Exhibit 1 Asset-Weighted Average Fees For Funds Decline 6% in 2018**



Source: Morningstar Direct. Data as of 12/31/2018.

Furthermore, you must follow the rules of the plan document and make certain that plan expenses are reasonable. After the end of the plan year, a 5500 annual report must be filed with the U.S. Department of Labor (DOL).

Conversely, the Third Party Administrator (TPA) helps manage many of these requirements, will monitor your plan for accurate and timely deposits, and may submit your company deferrals for an additional fee per year. The Vegas Chamber selected National Benefit Services (NBS) as a 3(16) fiduciary. Their role is to help ensure that all adopting employers are compliant. NBS will monitor for accurate and timely deposits. NBS may submit your company deferrals for an additional fee. They also test for “top-heavy” limits if Safe Harbor is not elected. More importantly, NBS will file your annual 5500 tax return to the DOL to avoid any filing penalties.

The potential reduction of administration and fees is another value to consider. What do fees look like outside the ARP? A proposal from Nationwide and NBS for a 401(k) outside the ARP is shown in Table 1. Some plans may have expenses embedded into the fund and are never itemize on the participants’

*Joe Caldera is a Financial Advisor, Chartered Retirement Plan Specialist®, and principal at Caldera Wealth Management Group. CRPS conferred by The College for Financial Planning. Advisory services offered through LPL Financial, a Registered Investment Advisor, FINRA/SIPC.*

*This information is not intended as authoritative guidance or legal advice. See the Summary Plan Description if you would like more details regarding applicable retirement plan provision, including a fee disclosure for updated fees that may be subject to change.*

statement. Also consider, if you have more than 125 employees, your plan is subject to an independent audit and that may cost between \$7,500 to more than \$20,000. These costs have the potential to add up quickly. The ARP includes the audit expense.

Clearly, there are many benefits to a retirement plan. In the landscape of retirement plans - classic 401(k), ARP, Simple IRA’s, Cash Balance, and more, Caldera Wealth will review your existing plan or how to get started with a new plan by making an appointment with Caldera Wealth or your financial advisor.

The Caldera Wealth team is excited to show a side-by-side comparison to help you make an informed decision.

Janison stated that one of the benefits she loves in working with Caldera Wealth is knowing that the Caldera team is taking care of her employees’ needs and their retirement benefits so that she can focus on her business. “The ability to talk to someone is important, and I can have a face to face conversation and know that Caldera Wealth is watching out for the organization but also each employee,” Janison added.

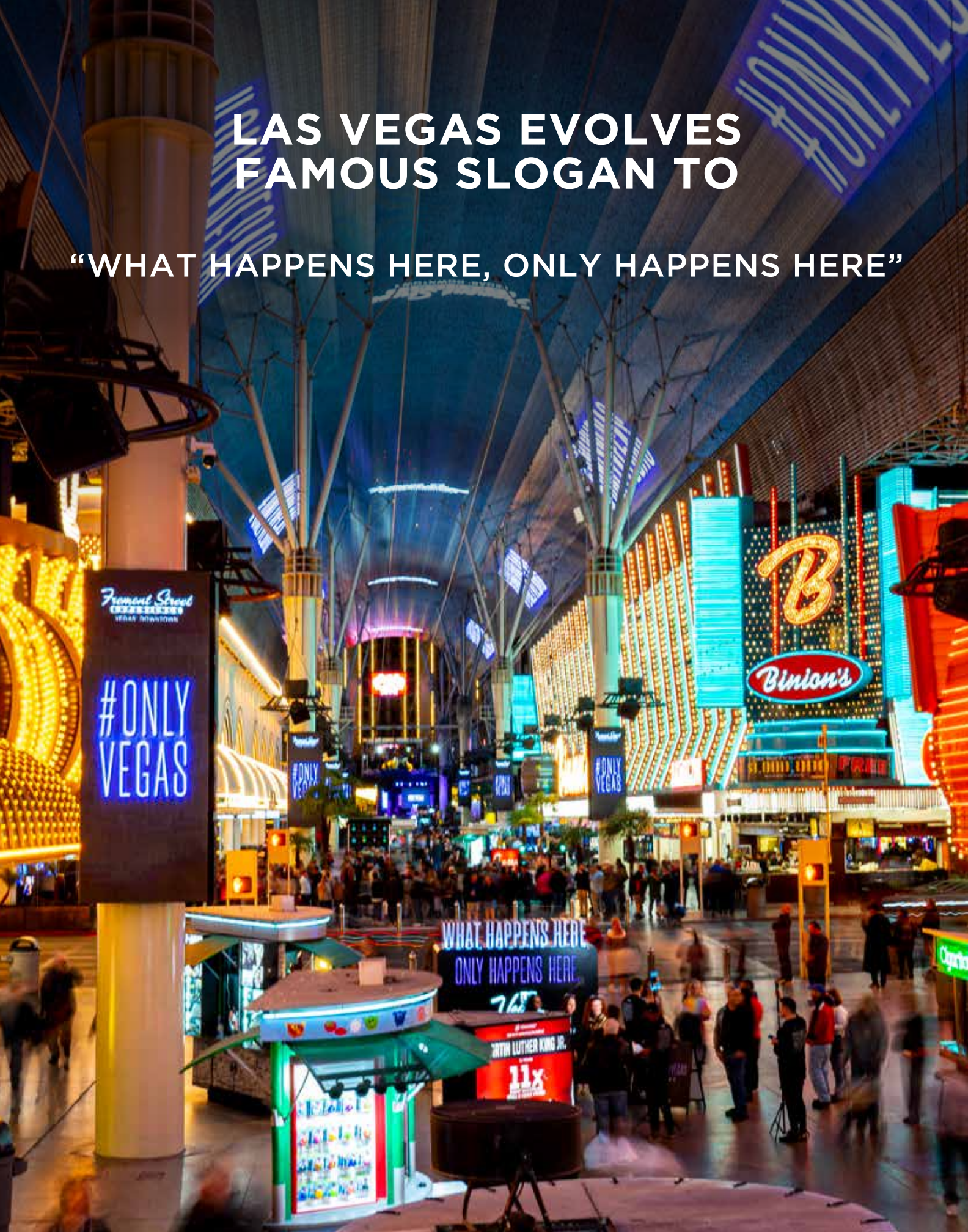
To learn more about the Chamber’s 401(k) Plan, visit [vegaschamber.com](http://vegaschamber.com) or call 702.846.4015.



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LAS VEGAS EVOLVES  
FAMOUS SLOGAN TO

“WHAT HAPPENS HERE, ONLY HAPPENS HERE”





Late January, Las Vegas launched a new slogan, “What Happens Here, Only Happens Here,” during the 62nd GRAMMY™ Awards. The motto is an evolution of the world-famous, iconic “What Happens Here, Stays Here,” which was introduced in 2003 and became part of pop culture worldwide. The new campaign reinforces the brand’s status as the paramount purveyor of adult freedom and encourages visitors to give themselves permission to embrace unique only-in-Vegas moments without judgement.

Dark” at The NoMad Restaurant at NoMad Las Vegas and UFC heavyweight fighter Francis Ngannou.

“Las Vegas is at the forefront of business innovation, technological advancement, and of course, spectacular entertainment. The destination utilized an impressive array of global superstars to deliver the message that what happens in Las Vegas only happens here,” said Steve Hill, CEO and president of the Las Vegas Convention and Visitors Authority (LVCVA). “Our research shows that with the stress and pressure of everyday life, our 42.5 million annual visitors are seeking an escape from it all, which Las Vegas has always provided. In this campaign, we give people the permission they are seeking to actually indulge in that escape.”



Las Vegas tapped into its roster of star-studded resident performers to showcase the destination in a way that Only Vegas can. The new ad features residency artists Shania Twain, Christina Aguilera and Aerosmith, who filmed their part during one of their residency dates at Park Theater at MGM. Both Twain’s “Let’s Go!” and Aguilera’s “The Xperience” residencies are at Zappos Theater inside Planet Hollywood Resort & Casino. It also showcases Lady Gaga’s bandleader Brian Newman and his show “Brian Newman After

Kicking off the celebration of the launch, Nevada Governor Steve Sisolak proclaimed January 30 Only Vegas Day. To keep the festivities of the new ad and slogan going, Instagram-worthy photo moments appeared up and down the Las Vegas Strip. These moments were specifically created for visitors to embrace the new slogan in some of destination’s most iconic spots, including the Fountains of Bellagio, Fremont Street Experience, The Cosmopolitan of Las Vegas, The LINQ Promenade, McCarran International Airport, The Venetian Resort Las Vegas and Wynn Las Vegas. #OnlyVegas was displayed on resort marquees resulting in a massive takeover to kick off a year of experiences that visitors can only have in Vegas. In addition, the lights on the Welcome to Fabulous Las Vegas sign, the Eiffel Tower at Paris Las Vegas and

The High Roller at The LINQ Hotel + Experience were changed to neon purple in support of the new campaign.

All filmed in Las Vegas, the spots will continue to air on major national and network channels as well as live on the brand’s website and YouTube channel.



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Levocetirizine (Xyzal) 5mg TAB	30	\$71.91	\$12.98	82%
Loratadine (Claritin) 10mg TAB	30	\$17.36	\$11.50	34%
Fexofenadine (Allegra) 180mg TAB (24-HR)	30	\$23.04	\$18.81	18%
Fluticasone (Flonase) 50mcg SPRAY	1	\$48.40	\$14.96	69%
Desloratadine (Clarinet) 5mg TAB	30	\$137.30	\$24.77	82%

\*MEDICATION PRICES VARY BY PHARMACY AND PRESCRIPTION AND ARE SUBJECT TO CHANGE OVER TIME. ASK YOUR PHARMACIST FOR THE ACTUAL DISCOUNTED PRICE. **THIS PROGRAM IS NOT INSURANCE.**



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# Member News

RED - PRESIDENT'S CLUB MEMBER

## Announcements

**Communities in Schools, EyeCare4Kids, and Opportunity Village** have benefited and are receiving donations from the Giving Machine in Downtown Summerlin. Giving Machines offer patrons a variety of options to donate to local or worldwide charities with the swipe of their credit or debit card to purchase items from a few dollars to a few hundred dollars. The goal of the program is to encourage acts of kindness and promote greater awareness of organizations and populations in need. Of the seven beneficiary organizations to which the public could donate through the machines at Downtown Summerlin, five are local nonprofits including our three members. Collectively, they received more than \$470,000. Items purchased by Las Vegas ran the gamut from eyeglasses, dental kits, school shoes, polio vaccines, meals, art kits, SAT/ACT exam fees, and even chickens and sheep to feed those living in rural areas or third-world countries.

**Las Vegas Sands** announced a partnership with education nonprofit Nevada Succeeds for the establishment of the InspirED Global Fellowship. Sands is funding the first cohort of the Fellowship, being in the unique position to connect two of the regions in which the company operates - Las Vegas and Singapore. The Fellowship will lead Nevada teachers and administrators through an eight-month program of study ultimately designed to cultivate new ways of thinking in the Nevada school system. As a springboard for developing long-term education solutions that can be rapidly put into practice, the Fellowship includes a 10-day community immersion in Singapore, internationally recognized as a standard-bearer in education. While there, participants will study the successes and unique attributes of the region to draw inspiration for their own work.

**Lexicon Bank** has had a great start to the new year. Not only did the team host a ribbon cutting at its permanent Tivoli Village location, but the bank has also started using Zelle to cater to their customer's needs of easy money transfers. Founded in 2019, Lexicon Bank is Nevada's community-focused banking partner. Lexicon Bank provides private, personal, comprehensive banking services to business and personal banking customers, placing an emphasis on creating and nurturing a long-term relationship.

**Nevada Donor Network (NDN)** successfully reached two pivotal milestones reflective of the team's dedication to maximizing the gift of life and health through organ, eye and tissue donation. Leveraging groundbreaking technology in transplantation recovery, the organ procurement organization (OPO) coordinated the recovery of a lifesaving heart for transplant after circulatory death; and coordinated its first Ex Vivo Lung Perfusion (EVLP) to prolong the viability of lungs for transplant. Thanks to a heroic Nevadan, NDN is the first OPO in Region 5 (Nevada, Arizona, California, New Mexico and Utah) of the United Network for Organ Sharing (UNOS), and among the first in the nation to recover a heart for transplant from a Donation after Cardiac and Circulatory Death (DCD) donor.

## Community Service

**Caesars Entertainment Corporation**, one of the world's most diversified gaming and entertainment companies, concluded 2019 with a run of prominent corporate responsibility recognitions, including being named among the "Most Responsible" companies in America by *Newsweek* magazine.

Caesars ranked No. 146 on *Newsweek's* prestigious 300-member list and was the only gaming entity to make the cut. To land on its top 300, the magazine analyzed the 2,000 largest U.S. companies (based on revenues), analyzing publicly available data spanning the environmental, social and corporate governance (ESG) categories.

**PENTA Building Group** has made some organizational changes to their team here in Las Vegas. Robert Hansen has been promoted to superintendent in Las Vegas. Kenadi Fitzgerald, a former PENTA intern, joins the Las Vegas team as project engineer. Rebecca Orosco has been hired as preconstruction manager and Zac Rostomily, a former PENTA intern, has been promoted to project manager.



Kenadi Fitzgerald

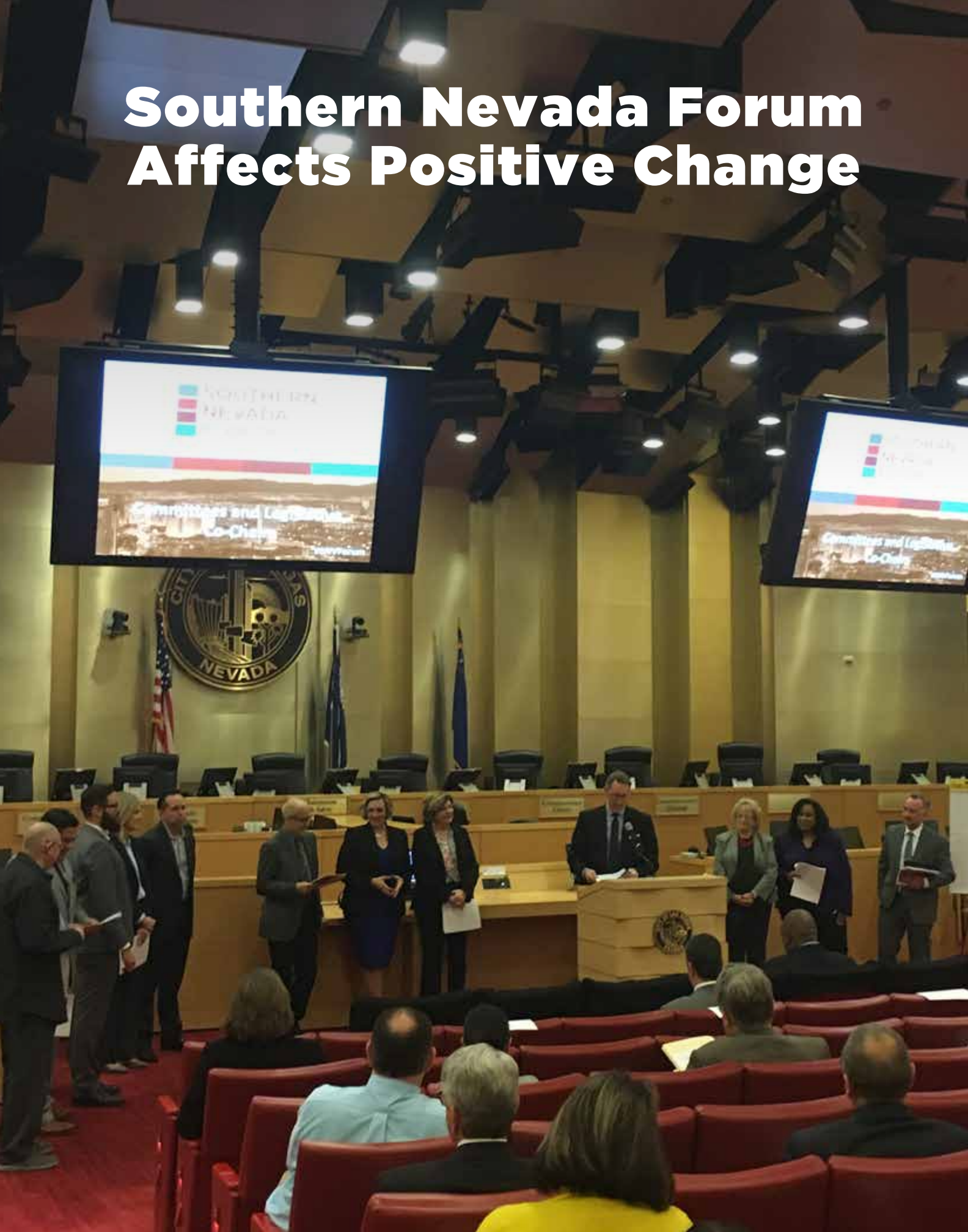


Zac Rostomily



Rebecca Orosco

# Southern Nevada Forum Affects Positive Change



CITY OF SOUTHERN NEVADA  
Committees and Legislation  
Co-Chief

CITY OF SOUTHERN NEVADA  
Committees and Legislation  
Co-Chief



**I**n January 2013, a group of Southern Nevada legislators, business organizations, local municipalities, community leaders, and other stakeholders met at UNLV to establish a set of regional priorities on which to focus at the upcoming legislative session. The reason for the meeting was to identify and agree as a united community on priorities to advance Southern Nevada in terms of K-12 and higher education, governance, economic development, transportation and infrastructure, and health care – and ensure that it remained a competitive and safe place to live, work, and visit. This initial meeting would result in the creation of the Southern Nevada Forum and would be the catalyst for the change that Southern Nevada needed to thrive as a metropolitan region.

Since then, before every legislative session, the Forum has convened hundreds of people to revisit and reestablish priorities, and then break out into subcommittees to work on specific legislation. These committees have each been chaired by legislators in a bipartisan fashion with support from both the State Assembly and State Senate. The Forum provides a unique opportunity for Southern Nevadans to discuss and engage on different policy issues. It allows Southern Nevada legislators the ability to interact with residents and to hear directly about issues that are important to them and their families. It also gives residents the opportunity to work with their legislators and interact with them on policy solutions.

Clark County Commissioner Marilyn Kirkpatrick, one of the legislative founders of the Southern Nevada Forum, stated, “The work done by the Southern Nevada Forum since the 2013 legislative session has helped develop a cohesive approach in the state legislature. The hard work we have put into this has resulted in significant gains for our community, including the funding of the UNLV School of Medicine, fuel revenue indexing, and modernizing how the state secures federal grant dollars. These accomplishments benefit all Southern Nevadans and show us what we can accomplish when we all work together.”

Las Vegas City Councilman Brian Knudsen says, “The City of Las Vegas continues to be a proud partner of the Southern Nevada Forum since 2013 because we recognize the importance of local elected officials working together with state legislators on a common agenda for Southern Nevada in order to move our region’s needs forward as a collective united front.” The City along with the Vegas Chamber provides staff and logistical support to the Forum as part of their community engagement initiatives.

Speaker of the State Assembly Jason Frierson says, “Myself and my fellow legislators are proud to play a vital role in the Southern Nevada Forum as part of the larger goal to move the community forward to create jobs, diversify the economy and improve the quality of life in Southern Nevada. And we have proven that since we started these efforts that we can accomplish things that have resulted in game changing initiatives for our community.”

Mary Beth Sewald, president and CEO of the Vegas Chamber, states, “The Vegas Chamber is proud to continue to play an instrumental role in the Southern Nevada Forum. We believe it is incumbent on all of us at the Vegas Chamber to help move the community forward to create jobs, diversify the economy, and improve the quality of life for the employers, employees and their families in Southern Nevada.”



The Southern Nevada Forum is unique in that it allows community members from across the Southern Nevada to collaborate and bring about meaningful change for our community by working together.

Since the 2013 Legislative Session, our community has benefited greatly from several key initiatives that were passed and signed into law by the Governor.

In 2013, the Forum supported Assembly Bill (AB) 413, which allowed Clark County to index the gas tax to inflation. Stakeholders had identified that the increased fuel efficiency of many cars and trucks was resulting in a significant decrease in the funds available to regional and local road projects. The community came together to support this initiative by altering the local component of the fuel which would raise the requisite revenue to expedite work on backlogged transportation projects in Clark County including those in Cities of Las Vegas, North Las Vegas, and Henderson. It has also allowed the Regional Transportation Commission of Southern Nevada to build the first segment of Interstate 11 from Hoover Dam to Boulder City.

The Forum has also taken on important issues such as workforce development and talent pipeline development in education and healthcare sectors. During the 2019 Legislative Session, the Forum advocated for the passage of AB 541, which specifically provided for the construction of an education building at Nevada State College for \$55.8 million and the joint College of Southern Nevada/ Nevada State College Health Sciences Building at \$70.7 million. The Forum supported this bill as the construction of both of these academic buildings are important to addressing the shortages of teachers and healthcare workers in Southern Nevada.

One of the early priorities that arose in the Forum was the need to increase the share of grant dollars that Nevada receives from the federal government. It had been identified that Nevada was one of the lowest performing states in terms of receiving competitive federal grants (excluding Medicaid). Addressing this issue was important in giving Nevada a portion of their federal taxpayer dollars back to the state for programs, projects, and services in health care, transportation, income security, education, job training, social services, community development, and environmental issues.

Supporting additional federal grant dollars represented a new source of funding for much-needed infrastructure and resources. It was clear during discussions that there was room for improvement in the way how Nevada handled its grants process. Increasing Nevada's share of federal grant dollars would bring in new funding to Nevada, without adding any additional tax burden to businesses and residents.

In 2015, the Forum advocated for the passage of Senate Bill (SB 214), which created the Nevada Advisory Council on Federal Assistance. The council was created to help state agencies maximize their ability to get a return on taxes paid to the federal government by Nevadans. The council evaluates, monitors, and advises state and local agencies on how best to apply for and receive federal dollars to help fund their respective operations. Building on that success, the Forum in 2017 supported the passage of AB 98, which modified the enabling language for the Office of Grant Procurement, Coordination, and Management (or, the Nevada Grants Office) to

provide flexibility for it to employ the number of positions deemed necessary, and within the limits of funds appropriated to the office.

One of the most important initiatives that has emerged from the Forum has been strengthening the pipeline of educating and training doctors and other health care professionals, including the creation and funding of the UNLV School of Medicine in 2015. Community members worked together to advocate for the full recommended funding of \$26.7 million to



get a four-year public allopathic medical school at the UNLV off the ground. The Forum also supported the funding of Graduate Medical Education (GME) throughout Nevada at \$10 million. UNLV's School of Medicine is now in its third year of educating and training future doctors and has recently announced plans for the construction of a new building with the support of local donors.

We, as a community, have accomplished a lot through the Forum. However, our work is not done. We have a lot to progress that we need to make in economic and workforce development, transportation investment, education reform, and transforming higher education. We at the Vegas Chamber encourage you to become involved the Forum. Let your voice be heard and help shape the future of Southern Nevada. As Southern Nevadans, we share a common cause: we want a strong future for our community. It is easy to get involved with the Forum as a member of the Vegas Chamber.

There are five committees for members to participate in: Education, Healthcare, Good Governance, Transportation and Infrastructure, and Economic Development & Workforce. Each of these committees are meeting on a monthly basis now through July.



Meetings are approximately 90 minutes, and are held at either the Vegas Chamber office or Las Vegas City Hall. Committee meetings consist of presentations and discussion on the topics most important to residents in Southern Nevada as they finalize ideas they want to focus on as legislative topics.

In August, all five committees will gather at the Las Vegas City Hall to ratify their issue items and submit them to legislative leadership for bi-partisan bill draft request (BDRs) assignments in preparation for the 2021 Legislative Session.

After that, the Forum will reconvene one final time in January 2021 before the start of the legislative session on February 1, 2021 to go over the legislative priorities, what legislators are sponsoring which bills,

and how community members can engage during the legislative session. During the legislative session, the Vegas Chamber will keep members updated on the progress of these bills through social media, the legislative newsletter *The Rundown*, and email notifications.

To find out the latest about the Forum or to register for any of the committees, visit <https://southernnevadaforum.org/>

## 2020 Legislative Committee Chairs

### Economic Development & Workforce

Senator Nicole Cannizzaro

Senator Keith Pickard

Assemblywoman Sandra Jauregui

Assemblyman Tom Roberts

Staff Liaison: Dylan Keith,  
dkeith@vegaschamber.com

### Education

Senator Joyce Woodhouse

Senator Scott Hammond

Assemblywoman Brittney Miller

Assemblywoman Melissa Hardy

Staff Liaison: Kelly Crompton,  
kcrompton@lasvegasnevada.gov

### Healthcare

Senator Yvanna Cancela

Senator Joe Hardy

Assemblywoman Connie Munk

Assemblyman Glen Leavitt

Staff Liaison: David Dazlich,  
ddazlich@vegaschamber.com

### Good Governance

Senator Mo Denis

Senator Keith Pickard

Assemblywoman Daniele Monroe-Moreno

Assemblyman John Hambrick

Staff Liaison: Paul Moradkhan,  
pmoradkhan@vegaschamber.com

### Transportation & Infrastructure

Senator Chris Brooks

Senator Scott Hammond

Assemblyman Howard Watts

Assemblyman Gregory Hafen II

Staff Liaison: Brian McAnallen,  
bmcanallen@portergs.com

# What's Happening

## MARCH

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW.

3

### TUESDAY, MARCH 3

#### MASTER YOUR BUSINESS: DEFINING INFLECTION CURVES

A monthly educational series for business owners. New topics will be chosen by the attendees (held 1st Tuesday of each month).

7:30 - 9 a.m.

Vegas Chamber

575 Symphony Park Ave., Ste. 100

\$10. The FIRST business owner to register for each session will select a charity of their choice to receive the proceeds from the session they attend.

#### CHAMBER VOICES TOASTMASTERS

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.

11:30 a.m. - 12:45 p.m.

Vegas Chamber

575 Symphony Park Ave., Ste. 100

\$63 every six months. Guests always complimentary.

#### 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 network and their businesses by sharing contacts, referrals and ideas.

5:30 - 7 p.m.

Vegas Chamber

575 Symphony Park Ave., Ste. 100

Contact [agoldberg@vegaschamber.com](mailto:agoldberg@vegaschamber.com) or call 702.205.5492 for space availability and cost.

5

### THURSDAY, MARCH 5

#### MEMBER ORIENTATION

Member Orientation is a great time for you to connect with fellow Vegas Chamber members, staff and our volunteer Prospectors and Ambassadors. We provide a light breakfast and a brief overview of your Chamber membership benefits, as well as our role in the greater context of Southern Nevada's economy. Advanced registration is required.

7:30 - 8 a.m. Registration, Networking & Light Breakfast

8 - 9:30 a.m. Program

Vegas Chamber

575 Symphony Park Ave., Ste. 100

Sponsored by: America First Credit Union

#### RYBON CUTTING: SILVER STATE SCHOOLS CREDIT UNION

Please join the Vegas Chamber and your fellow members to celebrate Silver State Schools Credit Union's ribbon cutting as it celebrates its grand opening.

10 - 11:30 a.m. Networking

10:15 a.m. Ribbon Cutting

8400 Farm Rd., Ste. 160

11

### WEDNESDAY, MARCH 11

#### VYP OPEN HOUSE

Join us for the Vegas Young Professionals (VYP) Open House, where you can mingle with representatives from each of our committees, including ambassadors, community outreach, events, marketing and VYP+.

5:30 - 7:30 p.m.

Vegas Chamber

575 Symphony Park Ave., Ste. 100

12

### THURSDAY, MARCH 12

#### VYP COMMUNITY OUTREACH: LLS STUDENT OF THE YEAR GRAND FINALE GALA

The Leukemia & Lymphoma Society's (LLS) Student of the Year Grand Finale Gala will celebrate the dedication and success of their Student of the Year candidate teams. Local high school students participated in a fundraising competition to benefit LLS. Candidates raised money in honor of a local teen patient hero who is currently battling a blood cancer. Advance registration required.

5:15 - 8:45 p.m.

Fabrizio Banquet Hall

818 S. Main St.

16

### MONDAY, MARCH 16

#### EGGS & ISSUES FEATURING U.S. CONGRESSWOMAN DINA TITUS

Eggs & Issues, a program designed to connect members with key federal policymakers, is an affordable way to engage elected officials on the subjects that impact the Southern Nevada business community. The information imparted at these sessions gives members a better understanding about the federal issues that affect the business community and the health of the economy in Nevada.

8 - 8:30 a.m. Networking & Breakfast

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

Golden Nugget Las Vegas | 129 Fremont St.

\$45 per person

17

### TUESDAY, MARCH 17

#### CHAMBER VOICES TOASTMASTERS

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.

11:30 a.m. - 12:45 p.m.

Vegas Chamber

575 Symphony Park Ave., Ste. 100

\$63 every six months. Guests always complimentary.

#### 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 network and their businesses by sharing contacts, referrals and ideas.

5:30 - 7 p.m.

Vegas Chamber

575 Symphony Park Ave., Ste. 100

Contact [agoldberg@vegaschamber.com](mailto:agoldberg@vegaschamber.com) or call 702.205.5492 for space availability and cost.

18

### WEDNESDAY, MARCH 18

#### BUSINESS AFTER HOURS

Join the Vegas Chamber at one of the most popular networking events held each month. Chamber staff and ambassadors curate the crowd to make introductions in a natural way and ensure all members meet the type of people they're looking to meet. This event is exclusive to Vegas Chamber members. Complimentary for members that joined in February. Must be at least 21 years of age to attend.

4:30 - 6:30 p.m.

Ethan Allen Downtown Summerlin

1770 Festival Plaza Dr., Ste. 170

Chamber Members: \$10 Day of Event: \$15

Sponsored by: Nevada Drug Card

#### VYP ANNIVERSARY FUSION MIXER

Come out to network and celebrate with VYP for our Anniversary Fusion Mixer at Cinebarre inside Palace Station. We are grateful to be celebrating 14 years of Vegas Young Professionals and we would love to have you join us. Register online at [vegasyp.com](http://vegasyp.com)

6 - 8 p.m.

2411 W. Sahara Ave.

Las Vegas NV 89102

VYP+ Members: \$10 Day of Event: \$15

VYP Member: \$15 Day of Event: \$20

19

### THURSDAY, MARCH 19

#### HEALTHCARE & INSURANCE POLICY COMMITTEE: SURPRISE BILLING

The policy committee concentrates its effort on the quality and consistency of healthcare and insurance services as an important tenet to the overall well-being and future growth of Southern Nevada. This dynamic conversation will be led by Jim Wadhams, Partner at Black & LoBello. Jim focuses his practice on government affairs, insurance, and administrative law. He has represented such clients as Nevada Hospital Association, Nevada Independent Insurance Agents, Newmont Mining Corporation, and the Vegas Chamber.

2 - 3 p.m.

Vegas Chamber | 575 Symphony Park Ave., Ste. 100

#### HOPE FOR PRISONERS WORKSHOP

Learn about the Chamber's new partnership with Hope for Prisoners from Hope for Prisoners Founder and CEO Jon Ponder and Vegas Chamber President and CEO Mary Beth Sewald. Hope for Prisoners assists with re-entry by providing the formerly incarcerated long-term support and services as they work to reclaim their lives, families and standing in the community.

4 - 6 p.m.

Vegas Chamber | 575 Symphony Park Ave., Ste. 100

18

20

**FRIDAY, MARCH 20**

**PRESIDENT'S CLUB MEMBER ORIENTATION**

We are excited to meet each of our new President's Club members and put a face with your membership! Member Orientation is a great time for you to connect with fellow Vegas Chamber members, staff and our volunteer Prospectors and Ambassadors. We provide a light lunch and a brief overview of your Chamber membership benefits, as well as our role in the greater context of Southern Nevada's economy. Advanced registration is required.

**11:30 a.m. - noon Networking & Lunch**

**Noon - 1:30 p.m. Program**

**Vegas Chamber | 575 Symphony Park Ave., Ste. 100**

Sponsored by: Mesquite Gaming

21

**SATURDAY, MARCH 21**

**RIBBON CUTTING: DOWN SYNDROME ORGANIZATION OF SOUTHERN NEVADA**

Please join the Vegas Chamber and your fellow members to celebrate Down Syndrome Organization of Southern Nevada's ribbon cutting as it celebrates the naming of its building.

**Noon - 3 p.m. Networking**

**1 p.m. Ribbon Cutting**

**5300 Vegas Dr.**

24

**TUESDAY, MARCH 24**

**ACCESS LAS VEGAS (PART 1)**

Access Las Vegas is a new program that gives senior-level executives new to Las Vegas access to the information they need to know about the community to be an effective leader. Access Las Vegas is a two-day community immersion program

specifically tailored for senior-level executives who are new to Las Vegas or recently promoted. The program is two full consecutive Tuesdays, March 24 and March 31. Advanced registration is required.

**7:30 - 8 a.m. Registration and Networking**

**8 a.m. - 5 p.m. Program**

**Vegas Chamber**

**575 Symphony Park Ave., Ste. 100**

Presented by: Cox

Sponsored by: Bank of Nevada

Cragin & Pike Insurance

Las Vegas Review-Journal

The Howard Hughes Corporation

Wynn Las Vegas

25

**WEDNESDAY, MARCH 25**

**CUSTOMER SERVICE EXCELLENCE (CSE) QUARTER 1 RECOGNITION CEREMONY**

The Vegas Chamber and the Las Vegas Convention and Visitors Authority are honoring the first quarter nominees for their dedication to great customer service at our Customer Service Excellence (CSE) Recognition Ceremony.

**7:30 - 9:30 a.m.**

**City National Arena**

**1550 S. Pavilion Center Dr.**

Complimentary for nominees; any additional RSVPs must call CSE Coordinator at 702.641.5822 for approval.

Sponsored by:

NV Energy

Smart City

Media Partner:

KTNV-TV 13 Action News

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VEGAS**

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# What's Happening

## MARCH

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW.

26

### THURSDAY, MARCH 26

#### RIBBON CUTTING: MINERO GENERAL CONTRACTORS

Please join the Vegas Chamber and your fellow members to celebrate Minero General Contractors's ribbon cutting as it celebrates its new location.

**3 - 4:30 p.m. Networking**

**3:45 p.m. Ribbon Cutting**

**8680 Spring Mountain Rd.**

#### POP-UP BUSINESS SHOWCASE: SPRING 2020

This event includes a networking mixer and interactive opportunities to meet fellow attendees; and an exclusive table-top expo that enables more brand recognition and gives attendees the chance to foster and grow business relationships in a less intimidating, one-on-one environment.

**4 - 6:30 p.m.**

**Emerald at Queensridge**

**891 S. Rampart Blvd.**

Sponsored by:

Cox

NV energy

Wells Fargo

#### LEADERSHIP LAS VEGAS RECRUITMENT MIXER

Meet Leadership Las Vegas Alumni and current class members and hear their stories on how the program has positively impacted them. Free to attend.

**5:30 - 7:30 p.m.**

**DISCOVERY Children's Museum**

**360 Promenade Pl.**



**Thursday, March 26**  
**4 - 6:30 p.m.**

**Emerald at Queensridge**  
**891 S. Rampart Blvd.**

This event includes a networking mixer and interactive opportunities to meet fellow attendees; and an exclusive table-top expo that enables more brand recognition and gives attendees the chance to foster and grow business relationships in a less intimidating, one-on-one environment.



# What's Happening

## APRIL

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW.

### 2 THURSDAY, APRIL 2 MEMBER ORIENTATION

Member Orientation is a great time for you to connect with fellow Vegas Chamber members, staff and our volunteer Prospectors and Ambassadors. We provide a light lunch and a brief overview of your Chamber membership benefits, as well as our role in the greater context of Southern Nevada's economy. Advanced registration is required.

**11:30 a.m. - noon Registration, Networking & Lunch  
noon - 1:30 p.m. Program**

**Vegas Chamber**

**575 Symphony Park Ave., Ste. 100**

Sponsored by: America First Credit Union

### 7 TUESDAY, APRIL 7 MASTER YOUR BUSINESS

A monthly educational series for business owners. New topics will be chosen by the attendees (held 1st Tuesday of each month).

**7:30 - 9 a.m.**

**Vegas Chamber**

**575 Symphony Park Ave., Ste. 1000**

\$10 per person. The FIRST business owner to register for each session will select a charity of their choice to receive the proceeds from the session they attend.

### CHAMBER VOICES TOASTMASTERS

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.

**11:30 a.m. - 12:45 p.m.**

**Vegas Chamber**

**575 Symphony Park Ave., Ste. 100**

\$63 every six months. Guests always complimentary.

### 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 network and their businesses by sharing contacts, referrals and ideas.

**5:30 - 7 p.m.**

**Vegas Chamber**

**575 Symphony Park Ave., Ste. 100**

Contact [agoldberg@vegaschamber.com](mailto:agoldberg@vegaschamber.com) or call 702.205.5492 for space availability and cost.

### 8 WEDNESDAY, APRIL 8

#### RIBBON CUTTING: LAS VEGAS MINI GRAND PRIX

Please join the Vegas Chamber and your fellow members to celebrate Las Vegas Mini Grand Prix's ribbon cutting as it commemorates its re-branding.

**11 a.m. - noon Networking**

**11:30 a.m. Ribbon Cutting**

**1401 N. Rainbow Blvd.**

### 14 TUESDAY, APRIL 14

#### GAMING & TOURISM: BET ON VEGAS - HOW VEGAS BECAME A SPORTS CITY

The Gaming & Tourism Policy Committee recognizes the importance it has as an essential element of economic development and prosperity in Southern Nevada.

Join us for a look into the future of gaming and tourism in Las Vegas. The meeting will include a panel discussion with members from:

- Las Vegas Aces
- Las Vegas Aviators
- Las Vegas Lights
- Las Vegas Raiders
- Vegas Golden Knights

The dynamic discussion will be moderated by two subject matter experts: Erin McMullen-Midby, director of Governmental Affairs, Boyd Gaming Corporation. Jonathan Jackson, specialist, Community & Government Affairs, Allegiant Travel Company

**3 - 4:30 p.m.**

**Vegas Chamber**

**575 Symphony Park Ave., Suite 100**

### 15 WEDNESDAY, APRIL 15

#### BUSINESS BLEND: COWABUNGA BAY

Mix and Mingle with Vegas Chamber and Vegas Young Professionals (VYP) members for an evening of exciting activities and light bites. You will get the opportunity to connect with professionals from a variety of industries.

**5:30 p.m. - 7:30 p.m.**

**900 Galleria Dr.**

### 16 THURSDAY, APRIL 16

#### RIBBON CUTTING: TANCELL CARE

Please join the Vegas Chamber and your fellow members to celebrate Tancell Care's ribbon cutting as it commemorates its grand opening.

**11 a.m. - 1 p.m. Networking**

**1500 E. Tropicana Ave., Ste. 248**

### 17 FRIDAY, APRIL 17

#### EGGS & ISSUES FEATURING

#### U.S. CONGRESSWOMAN SUSIE LEE

Eggs & Issues, a program designed to connect members with key federal policymakers, is an affordable way to engage elected officials on the subjects that impact the Southern Nevada business community. The information imparted at these sessions gives members a better understanding about the federal issues that affect the business community and the health of the economy in Nevada.

**8 - 8:30 a.m. Networking & Breakfast**

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

**Vdara Hotel & Spa**

**2600 W. Harmon Ave.**

### 21 TUESDAY, APRIL 21

#### CHAMBER VOICES TOASTMASTERS

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.

**11:30 a.m. - 12:45 p.m.**

**Vegas Chamber**

**575 Symphony Park Ave., Ste. 100**

\$63 every six months. Guests always complimentary.

#### 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 network and their businesses by sharing contacts, referrals and ideas.

**5:30 - 7 p.m.**

**Vegas Chamber**

**575 Symphony Park Ave., Ste. 100**

Contact [agoldberg@vegaschamber.com](mailto:agoldberg@vegaschamber.com) or call 702.205.5492 for space availability and cost.

#### RIBBON CUTTING: FINGERPRINTING EXPRESS

Please join the Vegas Chamber and your fellow members to celebrate Fingerprinting Express's ribbon cutting as it celebrates its anniversary.

**5 p.m. - 7:30p.m. Networking**

**5 p.m. Ribbon Cutting**

**6845 S. Rainbow Blvd.**

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

Or call 702.641.5822.

Information subject to change.



# WELCOME NEW MEMBERS!

## PRESIDENT'S CLUB:

**Capitol North American  
Moving Services**  
capitolnorthamerican.com

**The Wynn Network LLC**  
wynnnetwork.com

## Foundation for Women's Leadership & Empowerment

Action Coach Las Vegas  
African Skies Travel Connection LLC  
Allay Dental  
BenefitMall  
Betty Boyd Writing  
California Fish Grill  
Certainty Business Centers  
Clearinghouse CDFI  
CopperPoint Insurance Companies  
Cowabunga Bay Water Park  
DBC - Donald Bowman Consulting  
Elevation Home Energy Solutions  
Escapology  
Farmers Insurance Kevin Buck Agency  
Goodwyn Production Group  
Group Prodigy  
HomeBridge Financial

Hyatt Place Las Vegas at Silverton Village  
Jacinta Boutique LLC  
Jimmy K Clothiers  
Life After Sports  
Loren Law  
MEDEF SAVUNMA ANONIM VE STI LTD  
Reistroffer Design  
Send Out Cards by The Card Coach  
Sensi Magazine  
Silver Dome Realty  
Vandana Chima Bhalla LLC  
Vgalz  
Vogue Recovery Center  
Wellness Alliances  
Western Exterminator

*Members joined from January 15, 2020 - February 15, 2020*



## DANIELLE BISTERFELDT

*Vice President of Marketing, Summerlin, The Howard Hughes Corporation*

### Who are other leaders you look up to and why?

The legend of Walt Disney lives on today through the empire that bears his name. A pioneering businessman, he elevated customer service to an art form, ensuring all guests, even those short in stature and children, could see and experience all the details at eye level. Windows on Disney’s Main Street, for example, were approachable and equally magical for an adult and a toddler because both could see in at their eye level. He designated employees as cast members who were much more than names on a payroll. They were cast members dedicated to their craft of helping to create the Happiest Place on Earth. With a keen eye for detail, sharp business acumen and a comprehensive understanding of human nature, he succeeded in creating a standard that lives on today and will survive for generations to come.

### What behavior or personality trait do you most attribute your success to, and why?

Context is key! I always take time to understand the frame of reference in every situation. Before devising a plan, I need the full history; because the past can have astronomical and lasting impacts on future success.

### If you could only have three apps on your smartphone, which would you pick?

- Yelp - my source to vet before I spend
- NHL - set to Vegas Golden Knights with the goal horn on!
- Free Prints Photobooks - I cherish photos and memories and they get lost in our phones. This allows me to enjoy them personally and gift them to friends. I love to create a little memory book after weddings and send it to the bride and groom later. It’s a fun way for them to enjoy the day through the eyes of their guests.



## BRIGADIER GENERAL ROBERT NOVOTNY

*US Air Force, Nellis Air Force Base*

### What kind of cultures do you like to work in? Where do you excel? How do you excel?

I love cultures of excellence. Those who continue to strive to be better tomorrow than today. That doesn’t mean we don’t have a bad day from time to time, but we reject mediocrity and strive to advance our organization. Even the simplest of goals can help build momentum towards larger achievements. Honest and frequent feedback amongst employees is also another admirable trait.

### What’s your go-to productivity trick?

When I start to slow down, I have to exercise. Getting the blood pumping gets me reenergized at the office. I also take a few minutes to clear my mind and that allows me to really focus on the priority task. I’m a list maker.

### What behavior or personality trait do you most attribute your success to, and why?

Approachability and candor. It’s amazing how senior leaders/managers lose their accessibility and relatability when they move up the ladder. I think my employees enjoy that they can tell me where we’re succeeding and where we’re failing without fear of an emotional reaction.

### Use one word to describe your leadership style.

Decisive (I’m in the military, I have to say something like that don’t I?).

# President's Club

## (B) Linda Shaffer

### President and Owner – Monarch Executive Solutions LLC

Linda Shaffer is the president and owner of Monarch Executive Solutions LLC, a unique boutique executive search firm. The company provides direct hire placement services of manager to C-Suite level professionals throughout the Las Vegas valley and nationally for the gaming/hospitality industry. Shaffer has over thirty years' experience in accounting/finance and has held executive roles at the Las Vegas Sands, Pinnacle Entertainment and Caesars Entertainment. Shaffer has a bachelor's in Accounting from Penn State University, her CPA license from New Jersey and currently serves as a Project Management Professional (PMP/PMI).

## (A) Zach WalkerLieb

### Team Leader, The WalkerLieb Group – Coldwell Banker Premier Realty

Zach WalkerLieb was born and raised in Las Vegas as a 4th generation local to this fabulous city. Knowing that Vegas's true core is in our pro-business environment and the families that live here, he has consistently sought to support small business and individuals trying to achieve The American Dream. For his efforts, WalkerLieb has been recognized locally, nationally, and internationally for his success in the real estate industry. He also serves on several committees for the industry, including the 2020-2021 Legislative Committee for the Nevada Association of Realtors.



## (D) Greg Korte

### President, Las Vegas Division – The Korte Company

Greg Korte is currently a trustee for the United Way of Southern Nevada. A past board chair, he was also a member of the Junior Achievement's steering committee. He is involved with the Girl Scouts of Southern Nevada's Design and Development Task Force, NAIOP Southern Nevada, YPO Gold and Vegas Chamber's President's Club. With more than 30 years of construction experience, Korte was also president of Las Vegas Chapter's Associated General Contractors. He is active on UNLV Engineering and construction advisory boards, and has coached soccer and baseball for the Summerlin community.

## (C) Jamie Fritz

### President – Fritz Martin Management

Jamie Fritz began his sports career in Los Angeles in 1999 selling advertising, managing celebrity endorsements, appearances and speaking engagements. As VP of Sales and Distribution, Jamie managed the NFL team publications account and in four short years with his team increased sales revenue by 400%. Jamie works directly with professional athletes on PR, marketing and branding initiatives from logo design and development to charitable foundations and corporate formation. He manages several corporate partners in identifying unique sponsorship and entitlement opportunities that better expose their products and services to focused demographics.



# Spotlights

## (E) Chris Way

### Vice President/General Manager - KTNV-TV, 13 Action News

Chris Way is VP/general manager of KTNV-TV, 13 Action News, an E.W. Scripps company. He oversees all business and operations activities of Las Vegas' ABC affiliate. Way returned to Las Vegas in 2017 after a short stint at KMTV-TV, the Scripps-owned CBS affiliate in Omaha, Nebraska. He first moved to Las Vegas in 2007 and previously worked at KLAS-TV. He serves as Board Chair for the Nevada Broadcasters Association and sits on boards for the Las Vegas-Clark County Library Foundation, Junior Achievement of So. Nevada, Honor Flight of So. Nevada and the Vegas Chamber.



## (F) Lori Wilkinson

### Vice President - Brown & Brown Insurance of Nevada

Lori Wilkinson is a vice president of Employee Benefits at Brown & Brown Insurance of Nevada. She brings over 30 years of national and international experience in sales, leadership, business development, marketing, strategic planning and contract negotiation. She has held senior level sales and marketing positions with top Fortune 100 companies. In 2007 she returned to Nevada and joined Waymark Insurance Services which was acquired by Brown & Brown Insurance in August of 2015. Lori is a 4th generation northern Nevada native and has a bachelor's from Utah State University.

## (G) Damon Schilling

### Manager, Government & Community Affairs - American Medical Response

Damon Schilling is manager of Government Affairs for AMR/MedicWest Las Vegas. A Las Vegas native, he began his career at Southwest Ambulance in 2003. He worked in the dispatch center while attending paramedic school, completing his internship in 2007. Since then, Damon has held various roles within the organization. Damon served as the Community Relations Coordinator for AMR and MedicWest prior to his current position. Damon graduated from Nevada State College with a BA in Business Administration.



## (H) Michael Feder

### Member/Partner - Dickinson Wright, PLLC

Michael N. Feder is a member in Dickinson Wright PLLC's Litigation Department. He has extensive experience representing and counseling clients in commercial and business litigation matters involving banking, contracts, copyright infringement, corporate law, employment law, entertainment and sports law, franchise law, fraud, gaming, patent infringement, real estate, RICO, trademark infringement, securities law, shareholder and partnership disputes, unfair competition, among other areas of law. Feder is also on the Board of Directors of the American Red Cross of Southern Nevada and the Vegas Chamber.



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**ACCESS  
LAS VEGAS**

**LAST CALL - Enrollment Open for Access Las Vegas Program for New Executives**

Enrollment is open for **Access Las Vegas**, a two-day program to help executives new to Las Vegas develop a better understanding of the region. **The program is slated for Tuesday, March 24 and Tuesday, March 31.**

Access Las Vegas is designed to demystify the community, including its governance, challenges, and opportunities. Access helps executives new to Vegas develop a better understanding of our region and accelerate building their Vegas networks.

Through Access, executives will

- Learn about the economy, industry sectors, and the most critical issues facing our community
- Gain insights on a wide range of topics, including workforce, education, infrastructure, economic development, and the arts
- Understand the history of the region, its governance, and milestones
- Hear how Las Vegas is addressing its challenges and capitalizing on innovation and opportunities
- Meet community leaders and make connections to activate your personal network
- Build relationships with fellow class members

Past speakers include Jeremy Aguero, Applied Analysis; Superintendent Jesus Jara; Chancellor Thom Reilly; Dr. Robert Lang, Brookings Mountain West; Myron Martin, The Smith Center for the Performing Arts; Tina Quigley, Virgin Trains USA; and Kevin Bagger, LVCVA

Access Las Vegas is a program of the Vegas Chamber's Leadership Foundation of Greater Las Vegas, a 501(c)(3) organization dedicated to leadership development in Southern Nevada.

**To register, go to [Leadership.Vegas](http://Leadership.Vegas) and click on the Access Las Vegas program. You may also contact Cara Clarke at [cara@leadership.vegas](mailto:cara@leadership.vegas).**

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# Applications Open for Leadership Las Vegas



Applications are now open for Leadership Las Vegas, Southern Nevada's premier leadership development program. The 10-month experience ensures class members are knowledgeable about issues, well networked, and passionate about the success of the Las Vegas Valley.

Through a competitive application and interview process, Leadership Las Vegas selects 60 executives and accomplished professionals from a wide range of industries and local businesses who want to make a positive impact in the community. Through the 10-month program, class members develop a deeper understanding of the region and its challenges and opportunities to become more effective leaders and change agents.

The Leadership Las Vegas experience begins with a three-day opening Gateway retreat where the class gets to know each other. Through monthly day-long sessions, class members develop new perspectives on the community by exploring the inner-workings of Las Vegas, including its greatest strengths and most challenging issues, hearing from area experts and leaders, and participating in interactive tours, simulations, and other exclusive activities. The culmination of the program is a graduation gala and ceremony held in June.

At the end of the program year, class members join a network of leaders committed to using their talents and strengths to improve Southern Nevada.

Since its inception in 1986, Leadership Las Vegas has graduated more than 1,400 participants, many of whom have gone on to the top of their industry and moved into significant roles in business, community organizations and government. Distinguished Leadership Las Vegas alumni include US Congressman Steven Horsford, Nevada Speaker of the Assembly Jason Frierson, MGM Resorts International President and COO Bill Hornbuckle, Las Vegas City Councilman Brian Knudsen, Clark County Commissioner Larry Brown and District Court Judge Linda Bell among many others.

The Leadership Las Vegas program is overseen by the Vegas Chamber's Leadership Foundation, a 501(c)(3) non-profit dedicated to expanding the leadership capacity in Southern Nevada by developing civic leaders who are knowledgeable, prepared, and dedicated to serving as catalysts for positive change and growth in the community.

There will be a Recruitment Mixer on Thursday, March 26, from 5:30 to 7:30 p.m. at the Discovery Children's Museum. It is an opportunity to learn more about the program and meet alumni who will share their experiences and answer questions.

Applications are due no later than Thursday, April 16, at 4 p.m.  
They can be found at [www.Leadership.Vegas](http://www.Leadership.Vegas)

# News You Can Use



## If at First You Don't Succeed, Brand Again.

The American Marketing Association defines brand as “a name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers.” Your brand’s essence is so important when differentiating your offer to your target audience. And gaining the trust of the group you need to reach is imperative to continue to build a solid, long-term relationship.

In the 2019 Most Trusted Brands Report, the United States Postal Service was determined to be the most trusted brand in the nation. Additionally, Amazon, Google, PayPal, and The Weather Channel rounded out the top five brands in this report. Each of these companies has expanded and revamped their brands over the years; let’s take Google as an example.

### Brands Do Evolve.

Two Stanford University students created what is now the world’s most-used search engine in 1996. According to HubSpot, Google’s algorithm was initially called “BackRub,” as its search engine searched through the internet’s backlinks. And while a logo is a component of an organization’s entire brand, it says a lot about the organization. Behold: an early Google logo and the logo as of press time (sources: Digital Trends and Google). Imagine if Google didn’t constantly evolve its brand.



In our fair city, two of the most recognized brands recently went through updates of their own. The Las Vegas Convention and Visitors Authority recently debuted a new slogan to updated “WHHSH” with “What happens here, only happens here.” This famous tagline is very much a part of the overall brand that the LVCVA portrays about the uniqueness of visiting Las Vegas. With the new slogan came an overall marketing strategy that encompasses our special, world-class destination.

Also, our local chamber of commerce is now referred

to as Vegas Chamber, reflecting the values that this organization holds true with a brand very focused on the “Vegas-ness” of the city. This author appreciates the vivid and clean design of the new logo and associated brand, which inspired the theme of this month’s column: what are some best practices for planning and executing a rebranding campaign?

### To Rebrand or Not to Rebrand...

When considering a rebrand, several factors come into play within the strategy and debut of the new or enhanced brand:

**Research.** Before undertaking a rebrand, market research is crucial. Questions like “Does my target audience strongly identify with my current brand?” and “In moving my brand essence in a different direction, will this group still recognize the value of my current brand?” It would even be beneficial to know if the target audience thinks a rebrand is needed; focus groups, surveys, and data would be helpful at the start of the process.

**Differentiation.** Again, a brand identifies how a good or service is distinct from others. When considering a rebrand, how can you truly showcase your value proposition to differentiate you from others? Having this strategic intent of setting an organization apart is imperative. And it’s also important to share this compelling brand story and value proposition in the right mix of both traditional and digital channels.

**Communication.** The average human needs to encounter information multiple times for it to make an impact. In communicating a new brand, it is critical for those within the organization to understand the reasoning behind it and how it will impact the day-to-day business. After the internal strategy comes external communication. When Southwest Airlines refreshed its brand in 2014, it was still consistent with the airline’s message of low fares, ease of travel, and even fun. As the rollout took place, the rebrand felt as though it were still in the same brand family and value proposition.

And that should be at the heart of any brand, whether it’s creating a new brand from scratch or rebranding a classic company.



*Shan Bates-Bundick is a Vegas Chamber member with nearly two decades of global marketing and communications expertise. She collaborates with businesses and non-profit organizations to create strong value proposition messaging and elevated brand stories in both traditional and digital channels. Learn more at [www.shanbates.com](http://www.shanbates.com).*

# Hope For Prisoners Workshop

## Hear from employers on how Hope For Prisoners helps their business

One of the most critical challenges facing businesses is finding qualified employees who have the right skills and are dedicated to becoming long-time employees. Now a new partnership between the Vegas Chamber and Hope for Prisoners (HFP) connects businesses to another pipeline for finding qualified and dedicated employees. This collaboration connects the graduates of the Hope for Prisoners program with hundreds of employers and potential job opportunities.

Hope for Prisoners assists with re-entry into the community by providing formerly incarcerated people long-term support services as they work to reclaim their lives, families, and standing in the community. Hope for Prisoners provides its clients with job training, financial and life-skills training, mentorship, and counseling. Hope for Prisoners has gained national recognition for its effectiveness and was recently visited by President Donald J. Trump to showcase it as a national model for successful re-entry and job training.

**The Vegas Chamber will host a free Hope for Prisoners workshop on Thursday, March 19, 4 to 6 p.m. at the Vegas Chamber.**

program and why businesses in our community are turning to the organization to find great employees for their companies. The panel conversation will highlight Hope for Prisoners and the respect the program has earned from law enforcement and employers alike. It will also feature fellow employers who will share the success they have had with the program, as well as the benefits this program may have for your business.

Panelists include:

- Alberto De La Paz, managing partner Silver State Transportation
- Cecil Fielder, director of Safety, Training and Security, Keolis Transit America
- Donnie Gibson, president, Civil Werx
- Captain Sasha Larkin, Las Vegas Metropolitan Police Department
- Valerie Murzl, former senior vice president, Human Resources and Training, Station Casinos
- Jon Ponder, founder and CEO, Hope for Prisoners

- Mary Beth Sewald, president and CEO, Vegas Chamber
- Tiffany Tyler-Garner, director, Nevada Department of Employment, Rehabilitation & Training
- Steve Wolfson, Clark County District Attorney
- Bill Young, former Clark County Sheriff and Senior Vice President of Compliance and Security, Station Casinos

“The graduates of Hope for Prisoners are ready to re-integrate into society in a positive way and contribute to the economic growth of our community. This partnership with the Las Vegas Chamber and its members will connect our graduates with employment opportunities, a key factor in creating economic stability and successful re-entry,” said Jon Ponder, CEO and founder of the organization.

“Just as Hope for Prisoners works with its clients on employment skills and leadership development, we as a Chamber need to work with our business community to educate them about the social and economic benefits of giving someone a second chance. Our businesses tell us they need qualified and dedicated employees. The clients of Hope for Prisoners represent new sources of talent with varied skills and life experiences that can translate into exceptional hires,” said Mary Beth Sewald, president and CEO of the Vegas Chamber.

Additionally, businesses that hire former felons may be eligible for the Work Opportunity Tax Credit. Generally, an employer can earn a tax credit equal to 25% to 40% of a new employee’s first-year wages. Also, businesses may be eligible to participate in the Federal Bonding Program that limits an employer’s risk, liability, and insurance costs.

To register for this free workshop, go to [VegasChamber.com](http://VegasChamber.com).



# Chamber News



**Mary Beth Sewald**

**Mary Beth Sewald**, president and CEO of the Vegas Chamber, has been elected to a three-year term on the Board of the Western Association of Chamber Executives (W.A.C.E.).

W.A.C.E. is an association of chamber of commerce executives and staff professionals with approximately 870 members in 19 Western states and Canada. The association is designed to promote and enhance the professional development of chamber of commerce executives and is the largest state or regional chamber of commerce executives association in the United States.

In addition to Sewald's election, the Vegas Chamber has been honored in the Western Association of Chamber Executives award show this year. The Vegas Chamber took home honorable mention in the Communications Section of the W.A.C.E Awards in their magazines/newsletter category for their production of Business Voice Magazine. Congratulations to our wonderful publishing staff for their hard work and efforts with our magazine.

## BIZPAC

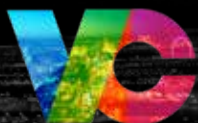
The Vegas Chamber is the state's largest and broadest-based business organization, representing its

members on local, state and federal issues. BizPAC is the fundraising mechanism for the Chamber's political action efforts. By contributing to BizPAC, you are investing in the health of Las Vegas' business climate.

BizPAC's number one priority is to protect the way Vegas Chamber members do business.

- BizPAC helps elect business friendly policymakers
- BizPAC works to pass laws that protect business
- BizPAC ensures your interest are kept in front of elected officials
- BizPAC advocates on your behalf

To learn more about contributing to BizPAC or sponsoring an upcoming event, please contact Erica Valdriz or at 702.586.3846, or donate at [vegaschamber.com](http://vegaschamber.com).



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Nevada thrives when Nevada businesses thrive. Cultivating growth and prosperity is our purpose.



**Nevada  
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THE DECISION MAKER'S magazine

The 2020 planning calendar is now available online at [nevadabusiness.com](http://nevadabusiness.com).



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# Ribbon Cuttings



To arrange your ribbon cutting, email [ribboncutting@vegaschamber.com](mailto:ribboncutting@vegaschamber.com)



## CALIFORNIA FISH GRILL

California Fish Grill celebrated the opening of their 30th location and first location outside the state of California on Feb. 6. Learn more about CFG at [cafishgrill.com](http://cafishgrill.com).



## CUSTOM PIZZA TRUCK

Custom Pizza Truck serves pizzas in a one of a kind food truck that traveled to Poland and back. Instagram @custompizzatruck



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## JACINTA BOUTIQUE

Located in Town Square across from Laser Away, Jacinta Boutique offers fashion forward, sophisticated women's clothing that is on-trend and affordably priced. We feature a runway where guests can come and receive a "one-of-a-kind shopping experience". [shopjacinta.com](http://shopjacinta.com)



## JACKSON HEWITT

Jackson Hewitt newest location on East Sahara [jacksonhewitt.com](http://jacksonhewitt.com)



## JACKSON HEWITT

Jackson Hewitt Newest location in Dorrell [jacksonhewitt.com](http://jacksonhewitt.com)



## NEVADA BROADCASTERS ASSOCIATION

Out of the ashes...the NVBA celebrates the grand opening of their new offices following a fire that destroyed their old offices in June. [NevadaBroadcasters.org](http://NevadaBroadcasters.org)



## UNLV LEE BUSINESS SCHOOL

Open house for the Lee Business School Office for Academic and Career Success. The new office is the home for undergraduate advising and career services for business school students. [unlv.edu/business](http://unlv.edu/business)

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Featuring Congresswoman Dina Titus



**Monday, March 16, 2020  
8 - 9:30 a.m.**

**Golden Nugget Hotel & Casino  
129 E. Fremont St.  
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Congresswoman Dina Titus currently serves as the Chairwoman of the Economic Development, Public Buildings, and Emergency Management subcommittee under the U.S. House Committee on Transportation and Infrastructure and is a member of the U.S. House Committee on Foreign Affairs and the U.S House Committee on Homeland Security.

For more information, visit [VegasChamber.com](http://VegasChamber.com)

MARCH 2020



**Thursday, March 26  
4 - 6:30 p.m.**

**Emerald at Queensridge  
891 S. Rampart Blvd.**

This event includes a networking mixer and interactive opportunities to meet fellow attendees; and an exclusive table-top expo that enables more brand recognition and gives attendees the chance to foster and grow business relationships in a less intimidating, one-on-one environment.

