

# Business Voice

Vegas Chamber | VegasChamber.com | Women in Leadership 2023



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# CHILDREN'S FOUNDATION OF LAS VEGAS

"NEW NAME, SAME HEART"



Since 1983, the Children's Foundation of Las Vegas, has been committed to making a difference in the lives of children who are in or have been in foster care. There are more than 3,000 documented abused and neglected children in foster care in Southern Nevada. The Foundation's goal is to ease the stigma that affects many foster youths and help smooth their path to adulthood through educational and social experiences. We provide each child and youth opportunities through our "Special Unmet Needs Program" that they would not normally receive.

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The Children's Foundation of Las Vegas Special Unmet Needs Program identifies and provides funds for the unmet needs of children and youth who are in or have been in foster care.

### EDUCATION

Tutoring  
Academic Camps

### SPORTS

Seasonal Sports  
Sports Leagues  
School Sports

### TRAVEL

Plane fair for family reunification

### MEDICAL/DENTAL

Devices not covered by Medicare

### MUSIC

Group Lessons  
Instrument Rental

### ACTIVITIES

Specialty Camps  
Dance, Art, Martial Arts, Scout fees, YMCA, and clubs

### YOUTH 16 - 24 yrs.

Driving Lessons  
School Trips  
Application Fees  
Toiletries  
Housewears  
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House Kits  
Utility Assistance

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CHILDREN AND YOUTH IN  
FOSTER CARE!*



CFLV is a 501(3)c not-for-profit corporation Tax I.D. 94-2920606

March 2023

# TABLE OF CONTENTS

- 04** Chamber Leadership
- 06** Welcome from the President and CEO
- 08** What's Happening
- 10** Celebrating Membership Anniversaries
- 11** Welcome New Members
- 12** Member News
- 14** Support Women's Leadership Development
- 16** Vegas Chamber
- 18** Member Spotlight
- 20** Leadership Foundation
- 24** Chamber News
- 26** Convention and Visitors Authority
- 28** President's Club Spotlights
- 30** Celebrating New Businesses
- 32** Business Corner
- 33** Membership Listings



## BUSINESS VOICE

VOLUME 45 NUMBER 03

### Vegas Chamber

575 Symphony Park Avenue, Ste. 100  
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President & CEO  
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**Bruce Spotleson** 2014

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**John Guedry** 2016

**Bill Noonan** 2017


**Michael Bolognini** 2018

**Terry Shirey** 2019

**Tom Burns** 2020

**Gina Bongiovi** 2021

**EDITORIAL POLICY:** The Business Voice is a member newsletter of the Vegas Chamber. The Vegas Chamber 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 content of paid advertisements. 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 WELCOME MESSAGE FROM CHAMBER PRESIDENT AND CEO

**M**arch is the month we celebrate women, their contributions, and accomplishments. Our community is blessed to have many great female leaders to celebrate and inspire all of us.

In fact, Southern Nevada is in a unique situation; all three mayors of the three cities that make up Clark County happen to be women: Mayor Michelle Romero of the City of Henderson; Mayor Carolyn Goodman of the City of Las Vegas; and Mayor Pamela Goynes-Brown of the City of North Las Vegas. I recently had the opportunity to sit down with them and hear their priorities for their communities. Each is a dynamic leader with vision, creativity, and passion to drive a bright regional future.

The Vegas Chamber is committed to helping women grow their businesses and create thriving enterprises. From entrepreneurs and successful small business owners to corporate and community leaders, the Vegas Chamber is an organization where women connect with each other, support one another, and work together to build each other up.

The Vegas Chamber is also the place where all members can get connected with exciting new happenings in our community, such as Formula One and the Super Bowl. Join us on Tuesday, March 28, for our Business Power Luncheon featuring three community leaders who are in-the-know about all things Super Bowl in Las Vegas. What will this global event create for our community, and how can local businesses engage and take advantage of this economic opportunity? You don't want to miss out on this valuable information.

I look forward to seeing you there. And please reach out if there is anything the Vegas Chamber can do to assist you. We are here to serve you.

**Mary Beth**





**Holly Priest**  
Owner



# BRINGING YOU ADVENTURE ON A BUDGET

We are a consignment shop specializing in gently used outdoor gear. Bring in your gently used items and shop our collection in-store and online.



With a huge selection of gently used outdoor gear, you're sure to find what you're looking for. Whether you're an experienced outdoorsman or a beginner, Peaks & Pedals Gear Exchange is the perfect place to buy or sell outdoor gear.



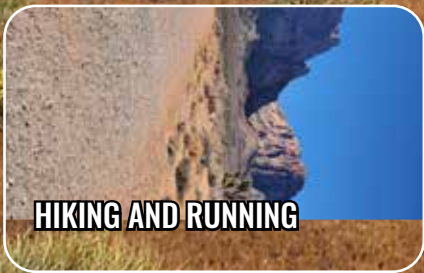
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**CYCLE**



**HIKING AND RUNNING**



**SNOW**



**WATER**

**7171 W Craig Rd #107, Las Vegas, NV 89129**  
**(702) 272-1026 | [www.peaksandpedalsgear.com](http://www.peaksandpedalsgear.com)**

# WHAT'S HAPPENING

## REGISTER AT VEGASCHAMBER.COM

**21** **TUESDAY, MARCH 21**  
**CHAMBER VOICES TOASTMASTERS**  
Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters.  
Open to all members.  
**11:30 AM - 12:45 PM**  
**WFG National Title**

**21** **TUESDAY, MARCH 21**  
**CHAMBER CONNECTIONS PM**  
A dedicated leads group comprised of professionals from a variety of industries who grow their network and their businesses by sharing referrals, ideas & contacts.  
**5:30 PM - 7 PM**  
**Vegas Chamber**

**22** **WEDNESDAY, MARCH 22**  
**CHAMBER CONNECTIONS AM**  
This event is great for business professionals interested in expanding their network and optimizing their chamber membership.  
Features two speakers: Myles Johnson, Commercial Broker with Citadel Real Estate & Gary Wolf, Financial Advisor  
**7:30 AM - 9 AM**  
**Summerlin Hash House a Go-Go**  
**10810 W Charleston Blvd**  
**Las Vegas, NV 89135**

**23** **THURSDAY, MARCH 23**  
**PAUL CALL LEGISLATIVE SEMI-WEEKLY**  
A semi-weekly conference call with Paul Moradkhan, the Vegas Chamber's Senior Vice President of Government Affairs. Paul will discuss the issues important to you and your business.  
**11 AM - 12 PM**  
**\$15. Complimentary for President's Club & Advocacy Members**  
**Virtual Event**

**28** **TUESDAY, MARCH 28**  
**BUSINESS POWER LUNCHEON: GAME ON - SUPER BOWL IN LAS VEGAS**  
Find out what's in store for the Big Game - Las Vegas Style - how your business can benefit and how YOU can be part of the action!  
**11:30 AM - 1 PM**  
**Early bird pricing is \$65 for members. \$85 for nonmembers.**  
**The Orleans Hotel & Casino - Mardi Gras Ballroom**  
**4500 W Tropicana Ave**  
**Las Vegas, NV 89103**

\*All events at Vegas Chamber:  
Masks Optional - Temperature Check on entry  
Please verify all details at [vegaschamber.com](http://vegaschamber.com)





# Saving & Improving Lives

through high quality & innovative education

We are a 501(c)(3) organization in the heart of Las Vegas dedicated to providing learning opportunities for veterinary and human health professionals.



## Get involved!

Be part of the change, support your local medical community.

Learn more at [viticusgroup.org](http://viticusgroup.org)



# CHAMBER MEMBER ANNIVERSARIES



Celebrating our longstanding member relationships



**Fremont Hotel & Casino ..... 67 Years**  
**Southwest Gas Corporation ..... 66 Years**

YMCA of Southern Nevada .....	39 Years
Assurance Ltd.....	30 Years
CBRE, Inc.....	30 Years
Nevada State Development Corporation.....	30 Years
Lamar Advertising Company.....	28 Years
J.S. & S., Inc.....	27 Years
Commercial Consulting Services, Inc. ....	26 Years
Dan's Driveline Repair .....	26 Years
Wells Capital Management.....	26 Years
GC Garcia, Inc.....	25 Years
Sonesta Select Las Vegas Summerlin.....	24 Years
Cox Media .....	23 Years
Las Vegas Harley-Davidson Rentals .....	23 Years
Shade Tree, Inc.....	22 Years
Steiner's A Nevada Style Pub.....	21 Years
City of North Las Vegas .....	20 Years
Jason A. Nault .....	20 Years
Boys Town Nevada Inc.....	10 Years
Hexx .....	10 Years
SCE Federal Credit Union .....	10 Years
Southwest Career & Technical Institute.....	10 Years
Warwick Management Inc. ....	10 Years
Wynn Resorts .....	10 Years
Abney Tauchen Group.....	5 Years
Airborne Wildlife Control Service.....	5 Years
Victory Martial Arts .....	5 Years
7 Holdings Media.....	1 Year
911 Cell Phone Bank.....	1 Year
A Steady Space, LLC .....	1 Year
Ameya Gems,LLC.....	1 Year
Anodyne Pain and Wellness .....	1 Year
answer4cancer.....	1 Year
BAI Connect.....	1 Year
Boys & Girls Clubs.....	1 Year
Carvana.....	1 Year
Challenger Schools.....	1 Year
CleanSpark.....	1 Year
DB702 Inc dba VegasInventors .....	1 Year
Duck Duck Goose Daycare.....	1 Year

Empire Painting & Drywall LLC .....	1 Year
Epic Behavioral Health Group.....	1 Year
EZ Bath & Shower.....	1 Year
Far Out Tiny Homes.....	1 Year
First Choice Tree Service, Inc. ....	1 Year
Fortem International.....	1 Year
Freddy's Frozen Custard & Steakburgers.....	1 Year
Fundamental Health With Lindsey Paoli .....	1 Year
Green America Tree & Landscaping LLC.....	1 Year
Hound House LV LLC.....	1 Year
Kindred Healthcare.....	1 Year
Mera Rhodes Ranch.....	1 Year
Merryhill School.....	1 Year
Mojave Springs School.....	1 Year
Mountain America Credit Union.....	1 Year
National Youth Advocate Program .....	1 Year
Nevada State Medical Association .....	1 Year
Nucor Insulated Panel Group.....	1 Year
Orr Realty.....	1 Year
Red 7 Communications .....	1 Year
Rhodes Ranch KinderCare.....	1 Year
Serendipity Coffeehouse.....	1 Year
Spiegelworld .....	1 Year
Stallone's Italian Eatery .....	1 Year
Stone Bridge Learning Academy .....	1 Year
Strong Family Daycare.....	1 Year
The Abbi Agency .....	1 Year
The Draper.....	1 Year
The Hakans Group with Wardley Real Estate .....	1 Year
The Learning Experience Rhodes Ranch.....	1 Year
The Right Fluff Pet Sitting.....	1 Year
Towneplace Suites by Marriott Las Vegas Airport South.....	1 Year
Tricia's Travel and Tour.....	1 Year
Turf Envy LLC .....	1 Year
Vegas Auto Injury Lawyers.....	1 Year
Veteran Benefits Guide.....	1 Year
Wound Pros Nevada .....	1 Year
Zia Records.....	1 Year

## THANK YOU FOR YOUR SUPPORT!



# WELCOME

## NEW MEMBERS



Battle for Vegas by  
Las Vegas Agency

Enterprise Bank & Trust

Halo.car

Inspired Closets

Nevada Association of School  
Administrators (NASA)

PAC ARMED LLC

We Elevate Marketing

3-D Capital Group Inc  
Accelerated Learning Clinic & Academy  
ACLUNV  
American Middle Eastern Solutions, Inc  
Batteries Plus  
Best Option Restoration/ Bio-One Las Vegas  
BoothMeUp LV  
Boulevard Home  
Candelabra Events LLC  
Casey's Cleaning  
Citadel Real Estate Group  
Cloward Trial Lawyers  
Dee for Dentist  
DGW Consulting Group  
DM Global Consulting  
Faultline Technologies LLC  
FirstKey Homes  
FRSCO Corporation dba McDonald's  
Gaming & Entertainment Touch Technology LLC  
GEST  
GRN Vision LLC.  
Horses4Heroes Inc  
Horst Wealth Management DBA Select Wealth Advisors  
Jewel Trendz LLC  
Just Kiddin Around Academy  
KDG, INC.  
Link Logistics  
Love to Cook Catering  
Master Craftsmen Inc  
Meadow Gold Dairy  
NEET Design Group  
Neon Dwarf Comics  
OptimuMedicine  
Pine Hollow Winery  
Prime IV Hydration & Wellness  
Shiloh CNA School  
Silver State Education Foundation  
Sister 2 Sister  
Star Nurseries Garden & Rock Center- Nevada  
Stealth Zero  
The Alessandra Foundation  
The Spine Center  
Ultra Clean Express Car Wash  
US Storage Centers  
Vegas Connect Magazine LLC  
XIT Solutions  
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Download your free Proud Member  
Toolkit at [VegasChamber.com](https://VegasChamber.com)

As of 01/31/2023



The San Manuel Gaming & Hospitality Authority today donated \$235,000 to The Mayor's Fund for Las Vegas LIFE to underwrite an Arrow shuttle to be used to transport those facing homelessness from the Courtyard Homeless Resource Center to important medical, mental health and social services appointments. From left are Councilman Cedric Crear, Ward 5; Cindy Kiser Murphy, General Manager, Palms Casino Resort; John Tippins, Board Member, The Mayor's Fund; Carla Rodriguez, Secretary, San Manuel Gaming & Hospitality Authority; Mayor Carolyn G. Goodman; Lisa Morris Hibbler, Chief Community Services Officer, City of Las Vegas; Yvette Fernandez, Board Chair, The Mayor's Fund; Dr. Roy Whitmore, Board Member, The Mayor's Fund; Alberto Jasso, San Manuel Band of Mission Indians.

## San Manuel Gaming & Hospitality Authority Presents \$235,000 Gift to The Mayor's Fund for Las Vegas LIFE to Underwrite a New Shuttle for the Courtyard Homeless Resource Center

**LAS VEGAS, NEV (March 1, 2023)** --- City of Las Vegas Mayor Carolyn G. Goodman, along with Councilman Cedric Crear, Ward 5, and Lisa Morris Hibbler, Chief Community Services Officer for the City of Las Vegas, Mayor's Fund board chair Yvette Fernandez and board members, John Tippins and Dr. Roy Whitmore, today received a \$235,000 donation from the San Manuel Gaming & Hospitality Authority to fund the purchase of an Arrow Shuttle for use at the Courtyard Homeless Resource Center.

The donation was presented at a brief ceremony at City Hall by Carla Rodriguez, Secretary of the San Manuel Gaming & Hospitality Authority.

The no-cost shuttle, offered by the City of Las Vegas, is the third Arrow Shuttle that is used for people experiencing homelessness and on the path to self-sufficiency. The shuttle transports them from the Courtyard Homeless Resource Center to medical, essential and social services appointments. The Arrow ensures Courtyard clients can access much needed services in a safe and timely manner. Transportation has long been identified as a significant barrier to persons seeking to end their homelessness.

"Homelessness is one of the most pressing and pervasive issues of our time, both nationally and locally," said Mayor Goodman. "We are grateful to community partners like the San Manuel Gaming & Hospitality Authority that understand that addressing critical issues like homelessness is the responsibility of the entire community, not just government. This generous donation is transformative for those who need assistance getting to and from important appointments as they seek to gain self-sufficiency."

"The San Manuel Gaming & Hospitality Authority well understands the value of public-private partnership, and on behalf of the entire city, especially the constituents in Ward 5 who I serve, I would like to express deep gratitude for their support of

the Courtyard Homeless Resource Center," said Councilman Crear. "The shuttle will help those interested in helping themselves, an important first step to improving their life circumstances."

"We are proud to support the city in its ongoing efforts to address the critical issue of homelessness. We are committed to fulfilling our legacy while aspiring to be a community leader for positive change here in Las Vegas," said Carla Rodriguez, Secretary of the San Manuel Gaming and Hospitality Authority. "We refer to it as The Spirit of Yawa' - to act on one's beliefs. That's what inspires us to contribute to the Las Vegas community and the organizations here working to create a better tomorrow."

## Star Nursery to host 40th birthday party on Saturday, Saturday March 11, 2023, at 11 a.m. to 2 p.m.

The event is free and open to the public.

Guests will have the opportunity to shop a huge garden sale for plants, decorative rocks, landscape supplies and gardening accessories. From veggies and annuals to shrubs and trees.

### Event highlights include:

- Food and refreshments
- Huge savings with up to 50% OFF throughout the Entire Store including all pottery.

### WHERE: Star Nursery Garden Centers Las Vegas Party locations:

- Ann Road & Simmons, 2600 W. Ann Road, North Las Vegas, NV 89031
- West Tropicana & Fort Apache, 9480 W. Tropicana Ave., Las Vegas, NV 89147
- Blue Diamond & Lindell, 5380 Blue Diamond Road, Las Vegas, NV 89139

For additional information visit [www.starnursery.com](http://www.starnursery.com)

## Dickinson Wright Ranked in the 2023 Edition of the WTR 1000

LAS VEGAS, Nev. – Dickinson Wright is pleased to announce that the firm’s Trademark practice in Nevada along with two attorneys in the firm’s Las Vegas office have all been ranked in the 2023 edition of the WTR 1000.

The 2023 edition of the WTR 1000 features more than 80 country and US state-specific chapters analyzing local trademark legal services markets and profiling the firms and individuals singled out as leaders in their respective fields.

Individual practitioners, law firms and trademark attorney practices qualify for inclusion in the WTR 1000 solely on receiving sufficient positive feedback from market sources. The extensive research process was conducted over a four-month period by a team of full-time analysts and involved over 1,500 face-to-face and telephone interviews with trademark specialists across the globe. To allow for easy navigation, the results are presented in bands – gold, silver and bronze – to

reflect the depth of expertise, market presence and level of work on which firms are typically instructed. Where market commentary is more limited, they are presented in “Highly recommended” and “Recommended” groups. To view Dickinson Wright’s WTR 1000 profile, please click here.

### Below are Dickinson Wright’s rankings for the 2023 edition of the WTR 1000:

Nevada  
Trademark Practice – Recommended  
Jennifer Ko Craft – Recommended  
John Krieger – Recommended

Dickinson Wright’s Trademark practice works with clients regionally, nationally and internationally, helping them select, register and monitor enforcement of their valuable trademarks, trade names and service marks. From filing and prosecuting trademark applications to resolving disputes, we help clients secure, optimize and protect their trademarks, trade names, service marks, and Internet domain names worldwide.

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## HB Build partners with Falkbuilt to deliver prefab interior construction solutions

HB Build, a Division of Henriksen Butler, has partnered with Falkbuilt — an interior digital component construction company — to deliver prefab interior construction solutions to their clients and general contractors in Utah, Nevada, and Idaho using state-of-the-art Echo technology. This partnership provides HB clients with agile and flexible construction solutions, paired with over a decade of HB Build’s interior construction expertise.

“We are honored to partner with Falkbuilt, allowing us to provide proven solutions that offer quicker timelines for beautifully-built spaces,” said Ali Kooyers, project manager for HB Build. “Combining our award-winning HB Build team with the most cost-effective, high-performing technology available, our clients will have access to a nearly-limitless selection of design options with reduced lead times, at the highest quality available. Plus, we’ll be able to deliver complete end-to-end service in half the time of typical design builds. A partnership that’s truly built to last.”

### HB Build clients will enjoy these Falkbuilt benefits:

- Faster lead times: 3-4 weeks to job site after field verification
- Less waste (and time) on site: components pre-cut and manufactured offsite for easy installation

- Reduced freight: components flat packed for shipping, requiring only ¼ of space needed when compared to modular products
- Long-term value: 10-year manufacturer’s warranty
- Nearly-limitless design options: unique, customizable design choices available

“In addition to Falkbuilt’s vast portfolio of solutions, we’re thrilled our clients will have access to Echo technology. This innovative cloud technology fuses design, manufacturing and delivery so we can track changes in real time and provide clients 3D models, pricing, and manufacturing details within minutes – unlike anything I’ve seen in the industry. I anticipate our design and install efficiency (easily) improving two-fold,” HB Build President Ian Anderson said.

### Benefits of Echo Technology include:

- VR: review design changes and their impact to manufacturing and cost in real time, ensuring it’s right before it’s made
- Made-to-order prefab: designs accepted from any industry-standard software
- Precise/fast 3D modeling: delivers models in minutes instead of days
- Up-to-the-minute tracking: QR codes on every component for accurate tracking

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## Junior Achievement of Southern Nevada Announces New Board Member Shana H. Rafalski, Ed.D. from Clark County School District

Junior Achievement of Southern Nevada is proud to announce the addition of Shana H. Rafalski, Ed.D., to its board of directors. She brings broad experience in education to the nonprofit organization dedicated to financial literacy education for K-12 students, holding previous positions as elementary school teacher, curriculum specialist, assistant principal, elementary school principal, curriculum director, executive director for elementary education, and assistant superintendent for educational choices and innovation.

Rafalski is chief of staff for the Clark County School District, where she is responsible for the Engagement Unit, Internal Audit Department, and Diversity and Affirmative Action

Department. She previously held management and teaching positions at five school districts across Central Florida in the Orlando and Tampa Bay area, where she worked with a variety of JA programming.

“We are excited to have Shana join our board. With her extensive educational background, position with the Clark County School District and past Junior Achievement involvement, she will be a valuable asset,” said Michelle Jackson, chief executive officer and president of Junior Achievement of Southern Nevada.

Born in Albany, Ga., Rafalski received both her Bachelor of Arts in elementary education and Master of Arts in educational leadership from the University of South Florida in Tampa. She earned her doctoral degree in the Executive Educational Doctorate Program from the University of Central Florida in Orlando.

# Support Women's Leadership Development

WITH FWLE!

We provide leadership education and experiences that nurture the pipeline of next generation women (and men) – including persons of color – and reinforce the expertise of current leaders!



## Aspiring Women Monthly Webinar Series III

February 21, 2023 – June 20, 2023

This year's **FREE** five-part one-hour virtual programs presents top experts and coaches who address issues that are critical to today's leaders in the post-pandemic world. This year's series will focus on:

- What leaders need to know in 2023
- Career navigation
- Employeepreneurship
- Demystifying imposter syndrome
- Diet and mental health
- Translating your brand and network into net worth!



FOUNDATION FOR WOMEN'S  
**W**  
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# 2023 WILC



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### **ABOUT FWLE**

The Foundation for Women's Leadership & Empowerment (FWLE) is a 501(c)(3) Nevada nonprofit dedicated to broaden access for women, including women of color, and men also, from all backgrounds to affordable, high-quality educational programs that prepare them for leadership across business and society.



## CATCHING UP WITH TWO OF THE AREA'S NEWEST MAYORS

**W**e are so excited to speak with two of our region's newest mayors, North Las Vegas Mayor Pamela Goynes-Brown and City of Henderson Mayor Michelle Romero.

**Mary Beth Sewald:** We talk a lot about the strength of females in our communities and you two are just at the pinnacle of your careers. Tell us about your journey as a female and woman leader and where you are now.

**Pamela Goynes-Brown:** My journey began with a strong foundation. I was lucky to be surrounded by strong women in my life. I look at my mother as a role model in my life. In her journey, she took on an administrator role with the Clark County School District. That's how my journey began as well and that's where I learned to lead. My time in city council consisted of various leadership roles. I was able to lead from many aspects and that really tailored my journey to becoming Mayor. It was a natural progression to use my leadership skills and elevate.

**Michelle Romero:**

I started as a City of Henderson employee and made my way up the professional ladder. I had some great female mentors along the way. This really gave me the opportunity to spread my wings. After I retired from the city, I ran for office and became a city councilwoman, and now I am the city Mayor.

**Mary Beth:** What led you to want to be Mayor?

**Pamela:** I want to see changes under my leadership. Mayor John Lee was a great leader, a great teacher, a great mentor. He wrote "chapter one" and I'm working on "chapter two."

**Michelle:** I worked for the city for 25 years so I had great examples of great leaders. Working for the city, I gained some perspective on what works what doesn't, along with what still needs to be done. I think the best way to do something about it is to lead the way.



**Mary Beth:** There are so many exciting things going on in both cities. Let's talk about economic development and diversification. Tell us about some of the big projects going on in North Las Vegas and Henderson.

**Pamela:** Focusing on open, public spaces, restaurants I like to boast about, Apex industrial park which comprises 70,000 acres of land, and we're bringing in higher quality companies and higher paying jobs. I like to refer to them as careers because we want our residents to not only have great jobs but long-lasting careers. It's a great opportunity to diversify our economy as well. We are also working on bringing green spaces, micro businesses, housing, retail, restaurants, open spaces, public spaces. Our medical campus is another I like to highlight which is a 125-acre campus that will have a medical research component with green spaces, and open spaces as well. We're really excited about these and I look forward to seeing these projects through as mayor.

**Michelle:** Haas Automation is probably the biggest project in progress right now with two million square-feet of advanced manufacturing. We are creating 2500 jobs with that project alone. Our downtown water street district is also booming right now. If you haven't been there recently, you wouldn't recognize it today. It really has every kind of option for all residents from family entertainment to dining and also outdoor activities. We have something going on downtown all of the time. We also have our residential communities that are booming such as Inspirada and Cadence. Both are ranked in the top 10 in the entire United States for best/safest communities.

**Mary Beth:** Workforce is something that is very near and dear to our hearts here at the Vegas Chamber. Our members tell us their biggest challenge is finding a qualified workforce and developing that talent pipeline. Tell us a bit about what you're doing in the city of Henderson around workforce needs.

**Michelle:** We recognized that people need a great education and they need to start work early so we started our own preschool in the city of Henderson. And we are actively involved through our Community Education Advisory Board so we can work closely with our schools. We also take 30% of our marijuana funds in the city and

any other available funds to use directly for our schools. Separate from that, we partnered with College of Southern Nevada to create our Center for Excellence which is a training facility for advancement which helps develop our workforce talent.

**Mary Beth:** That program sounds excellent. Did the city of Henderson come up with this program or see it from another model?

**Michelle:** There are several cities in the country that have a similar program, but we partnered specifically with Cox to develop this program.

**Mary Beth:** Same question to you Mayor Goynes-Brown. I know workforce development is important for businesses in North Las Vegas as well.

**Pamela:** We reach out to our businesses to find out what kind of workforce they are looking for. We discuss this with the College of Southern Nevada and Workforce Connections as well. Last year we developed an Education Advocacy Committee. Partnering with our schools is also very helpful. We talk with principals to learn not only about the education but the training as well.

**Mary Beth:** Mayor Romero, what are some things that attract businesses to the city of Henderson?

**Michelle:** We have a very friendly business environment. We try to make sure that anyone who comes to the city to start a business has all of the information necessary and the right setup to succeed in doing so.

**Mary Beth:** Mayor Goynes-Brown, what are some things that attract businesses to the city of North Las Vegas?

**Pamela:** People obviously have a choice when they decide to move to Southern Nevada. People continue to choose North Las Vegas because we offer everything they need. We have great schools, amazing parks, community events and people want to do business in North Las Vegas as well.

**Mary Beth:** Great answers. There's so much to look forward to in both cities. Thank you for being great Vegas Chamber partners.

# THE FIRM CELEBRATES 30 YEARS OF SUCCESS IN LAS VEGAS

By Bob Oswald

**T**he Firm Public Relations & Marketing recently commemorated 30 years in business with a party themed “30 is a Beach.” The group celebrated the anniversary by inviting current clients, past clients, media, vendors and graphic designers to the gathering.

“It was heartwarming to see everyone in the building,” said Solveig Raftery, The Firm’s President and CEO.

The beach concept included a lifeguard station and surfboard, while the milestone earned proclamations from the governor’s office and the Clark County commissioner.

Raftery, who grew up in Las Vegas, has spent the past three decades taking the organization on a successful ride.

“We’ve had slow and steady growth the whole time,” she said, giving credit to Senior Vice President Jasen Woehrle and her “amazing” staff. “I’m Impressed every day by what they do.”

She said the company offers a good work/life balance, making sure employees can have personal time. People tend to stay at The Firm for a long time.

Raftery began this journey 30 years ago out of a spare bedroom in her home. Before that she worked for several public relations agencies in Las Vegas, doing some “eye-opening jobs” in which she had a lot of different responsibilities. But she planned to strike out on her own.

“I always knew I was going to start my own business,” she said. “I like to be in charge of things. I’m a bad employee.”





Working out of her home, Raftery had one employee. By the next year she had moved into an office and hired two more people. She got her own space 17 years ago with a 5,000-square-foot office building. Before the recession forced her to downsize, The Firm had 17 employees. It currently runs “pretty lean” with 13 people on staff.

The Firm, a Women Business Enterprise (WBE) through the Women Business Enterprise National Council, offers organizations a range of strategies for media relations, social media content, corporate training and event management.

While doing business in Las Vegas, the company has worked with a variety of clients, including nuclear scientists, casino moguls and stars of comedy and entertainment.

“We’re so fortunate to deal with so many amazing clients,” Raftery said.

Working with social media is the industry’s most significant change since she has been in the business, Raftery said.

“It’s the immediacy today,” she said. “It can happen immediately.

While doing the social media content creation for many clients, Raftery said it’s a matter of keeping up the pace, but the platform is a blessing.

“It’s one more avenue to let our clients get their message out there,” she said.

The Firm has been a member of the Vegas Chamber for all 30 years and Raftery is an alumni of the Chamber’s Leadership Las Vegas program.

“It’s a great program to go through, she said. “I’m still friendly with many cohorts.”





Photo: Jonathan F. Porras

**T**he Vegas Chamber's Executive Women's Council gathered on March 2, 2023 in Carson City for the Chamber's Legislative Day. More than sixty members of the Vegas Chamber also traveled to Carson to meet lawmakers and share their concerns about legislation. Legislative Day was a special opportunity to be part of the process and show lawmakers how much Nevada's business community cares about decisions made at the Nevada Legislature. Together, we are making sure our concerns are heard and that legislation is based on common sense and does not harm our economic climate.



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**Video**



## Jessica Fama

Marketing and Digital Strategist

Jessica Fama graduated from Bridgewater State University, in Massachusetts, earning her degree in Communications and Mass Media Studies. She has more than 15 years of broadcast experience, with her start as the Anchor and Special Events Reporter for Bridgewater This Week. Jessica later moved to Los Angeles where she became a proud member of SAG/AFTRA. She has created and hosted multiple entertainment broadcasts, from radio to webcasts, including *Nothing New* on KCLAFM, *In Your Ear*, and most recently, *Almost Fama*, an entertainment show focusing on interviews, special segments and news reports. Jes also was an MC for live events around the city, working album releases and fundraisers, including a job once as an auctioneer for a St. Jude Children's Research Hospital event. She produced and co-hosted the Metal Hall of Fame, interviewed on the red carpet for numerous award shows and events, and was an on-air correspondent for RYouLive. Jessica moved to Las Vegas within the past year and is enthusiastic to learn more about the culture of this great city and how she can be a valuable member of the Vegas community. In her free time she enjoys exploring the city, going to a show or concert and solving her way out of escape rooms.



### What's one word to describe your personality?

Engaging. I am a people-person who is inquisitive and loves to learn about people and new ideas. I have an ability to put people at ease when having conversations with them or when conducting interviews.

### Why did you want to work for the Vegas Chamber?

I wanted to work for the Vegas Chamber because they live and breathe the Vegas life. I am a very sociable person, so working for an organization that deals with all aspects and people of Las Vegas, especially being a new resident, seemed to be a perfect fit for me. I knew it would also give me the opportunity to help people and small businesses in the community, because it's important to help make a direct and positive impact where you live.

### Dream vacation destination?

Italy. Specifically Southern Italy and Sicily, but touring the entire country would be incredible.

### If you had an extra hour in the day, how would you use it?

I would spend five extra minutes each morning reflecting and casting a positive outlook for the day. I would spend about 20 extra minutes reading whatever book I have in my hand at the moment. I think 20 minutes would be for exercising, and the last fifteen would be for writing.

### Favorite podcast, app or website?

I love the website [goodnewsnetwork.org](http://goodnewsnetwork.org). They tell uplifting and happy stories that otherwise might not be shared in mainstream media. I like learning about inspirational stories because it seems there is not a place for that on news platforms anymore. I like giving my brain a break and giving it the endorphins boost it needs at the end of the day.

### What do you want members to know about you?

I will help however I can for the greater good of our community. I will be there for my peers and members alike, willing to assist with whatever task may be at hand. Also, I am a big fan of music and enjoy concerts!



## GAME ON: SUPER BOWL IN LAS VEGAS

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Chief Executive Officer/President  
Las Vegas Convention and  
Visitors Authority





**Jonathan F. Porras**

Communications Coordinator

Before joining the Vegas Chamber, Jonathan Porras worked as a Communications Specialist with the CDC Foundation, providing outreach and message development for the Nevada Office of State Epidemiology. He also has experience as a Graphics Clerk and Community Liaison with the Clark County School District. In addition to earning his Bachelor of Arts-English from the University of Nevada Las Vegas, he received his Digital Marketing Science Certificate from the University of Arizona. He enjoys classic literature, writing, photography and traveling.



**What's one word to describe your personality?**

Objective.

**Why did you want to work for the Vegas Chamber?**

Mary Beth Sewald really sets the tone for vegas-ness and community support. Her professionalism and champion persona really drew me to the Vegas Chamber.

**Dream vacation destination?**

Paris, Monaco, London combination trip

**If you had an extra hour in the day, how would you use it?**

I'd spend the extra time with my German Shepherd, Mishka.

**Favorite podcast, app or website?**

Everything Google, and I enjoy the Undisputed podcast on Fox Sports.

**What do you want members to know about you?**

I want to hear about their professional journey along with their experience as a member of the Vegas Chamber. I am also always interested in interviewing members (and taking photos) for more media content and highlights.



**Angela Biletnikoff**

**BILETNIKOFF 25 WINES**  
*Owner / CEO*

**BILETNIKOFF FOUNDATION**  
*Founder*

Angela Biletnikoff created **The Biletnikoff Foundation** in 1999 to commemorate the untimely death of her stepdaughter, Tracey Biletnikoff. As the Founder and Executive Director of the non-profit foundation, Angela oversees all operations of the program as it funds and supports its various youth organizations, including **Tracey's Place of Hope** and **Biletnikoff Center of Hope**, which provide safe housing and counseling for young women to flourish in the wake of substance abuse, human trafficking, and domestic and gender violence.

Angela is also on the Board of Trustees for **St. Jude's Ranch for Children** and serves on the **Home Aid Board of Directors**. She is the Owner and CEO of **Biletnikoff 25 Wines**, featuring her husband, Pro Football Hall of Famer Fred Biletnikoff. Married in 1991, Angela and Fred have a daughter, Dacia Biletnikoff, a professional dancer and choreographer.




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# STRONG CONVENTION YEAR ON TAP FOR LAS VEGAS IN 2023

**A**fter the Las Vegas tourism industry experienced a strong 2022, 2023 is poised to be a year of continued growth and recovery for Las Vegas and its all-important meetings and conventions sector. Business travelers help fill rooms mid-week. They also tend to spend more while in town and often attach a leisure trip before or after their work.

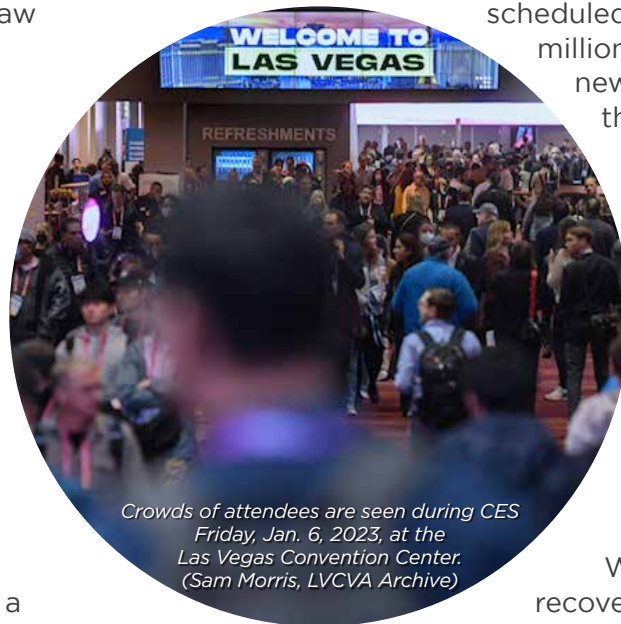
In 2022 the Las Vegas Convention and Visitors Authority (LVCVA) saw tradeshows and convention attendance levels greatly improve. 2022 was the first full calendar year of hosting shows, and every show that was scheduled to return to the Las Vegas Convention Center (LVCC), did. Approximately 850,000 attendees visited the LVCC for 56 events, which included 14 brand-new shows. Throughout the destination's 14 million square feet of meeting and event space, more than 4.9 million visitors had attended a meeting or convention by the close of 2022.

Las Vegas kicked off a strong 2023 calendar year by hosting CES in January, the most influential tech event in the world, which exceeded expectations with an estimated 115,000

attendees from 140 countries. Seven international airlines even added routes specifically for CES. Soon after, Informa Markets hosted World of Concrete and reported pre-pandemic attendance numbers of 60,000. This month will also see the return of CONEXPO-CON/AGG, the tri-yearly show held at the LVCC that typically welcomes more than 128,000 attendees.

This year, the LVCC will welcome 54 scheduled shows and a projected 1.3 million attendees, including four new shows. 2023 also marks the start of the LVCC's \$600 million, three-year rolling renovation of its legacy campus to further grow business travel to Las Vegas. Mandalay Bay has also announced a \$100 million remodel of its 2.1 million-square-foot convention center, which is expected to be completed by the end of 2024.

While leisure travel has fully recovered and visitors continue to fill Las Vegas' 150,000-plus hotel rooms at record levels thanks to the area's world-class resorts, sizzling entertainment, and major sporting events, the success of the meeting and tradeshow industry is critical to keeping our great city buzzing year round.



*Crowds of attendees are seen during CES Friday, Jan. 6, 2023, at the Las Vegas Convention Center. (Sam Morris, LVCVA Archive)*



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Amanda Signorelli is a Co-Owner of the Golden Steer Steakhouse and the CEO for Golden Steer Steak Company, the e-commerce brand. Prior to the Golden Steer, she was CEO of a Venture Capital backed startup in Chicago called Techweek. Amanda began her career as a consultant at McKinsey & Company in the Chicago office focusing on strategy and operations both in the United State and Europe. She graduated from Washington University in St. Louis in 2013 with dual majors in International Business and Marketing, a Minor in French, and a Concentration in Arabic. She is a Las Vegas native and alumna of The Meadows.



**Brittany Moore**  
Director CleanSpark  
[www.cleanspark.com](http://www.cleanspark.com)

Brittany Moore is the Director of Investor Relations & Communications at CleanSpark. During her 15 years in corporate marketing and public relations, she has specialized in crafting communication messages, product positioning, vendor management, brand building, and strategy development. She provides solutions that support business growth and expertly identifies the scope of work, company vision to provide insight that helps businesses achieve goals. Brittany is an active member of the Public Relations Society of America (PRSA), Las Vegas Chamber of Commerce, and Henderson Chamber of Commerce. She earned her B.S. in Magazine Journalism from Ohio University's E.W. Scripps School of Journalism.



**James Sullivan**  
Co-Founder Las Vegas  
Agency and Battle for Vegas  
<https://battleforvegas.com/>

James Sullivan is Co-Founder of Las Vegas Agency and Battle For Vegas, an award-winning celebrity softball game featuring two all-star teams from the Vegas Golden Knights and Las Vegas Raiders "battling" it out for charity. He is a licensed attorney in Wisconsin and Nevada and a former Adjunct Professor of Sports Law at Hamline University Law School. He is a recipient of the Certificate in Sports Law and sits on the Board of Advisors for the National Sports Law Institute at Marquette University. He is a speaker at sports conferences on emerging business and legal issues in sports law, gaming, poker and daily fantasy sports.



**Dr. Jeffrey Geihs**  
Executive Director Nevada  
Association of School  
Administrators (NASA)  
& CEO of the Silver State  
Education Foundation  
[www.nasanv.org](http://www.nasanv.org)

Jeff is the Executive Director of NASA, which was established in 1976. NASA is Nevada's preeminent deliverer of PreK-12 professional learning for ALL educators. NASA has 1600 members, 30,000 annual registrations, and increasing partnerships/advocacy efforts to support students and educators. NASA's funding comes from registrations, memberships, and private partnerships. NASA launched the Silver State Education Foundation to support teacher pipeline programs that address disproportion teacher vacancies.

Jeff began his career in 1991 as a Nevada Legislative Aide and retired from CCSD as an Associate Superintendent over Turnaround in 2020. He has lead NASA in support of children and educators since 2019.

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# CELEBRATING NEW BUSINESSES

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8180 Blue Diamond Rd., #150 Las Vegas, NV 89178

CareNow Urgent Care celebrated their grand opening with a ribbon cutting. Food and refreshments were provided.

[carenow.com](http://carenow.com)

### FRSCO Corporation

6850 Fort Apache Rd, Las Vegas, NV 89148

FRSCO Corporation celebrated the opening of its newest McDonald's with a ribbon cutting on Feb. 9.

[mcdonalds.com](http://mcdonalds.com)



### Prime IV Hydration and Wellness

7501 W Lake Mead Blvd, #114 Las Vegas, NV 89128

Prime IV Hydration and Wellness celebrated its grand opening with food, refreshments and a ribbon cutting on Feb. 7. Prime IV specializes in IV Nutrient Therapy with treatments that will help alleviate symptoms of a variety of ailments.

[primeivhydration.com](http://primeivhydration.com)



### Rizzo Hospitality

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[shoprizzohospitalitynv.com](http://shoprizzohospitalitynv.com)

BUSINESSES ENCOURAGED TO TAKE ADVANTAGE OF

# LANDSCAPE

# IREBATE

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**Southern Nevada businesses, HOAs and multifamily properties have until the end of 2026 to replace nonfunctional grass with drip-irrigated plants and trees to comply with a new state law that prohibits use of Colorado River water to irrigate decorative grass. The Southern Nevada Water Authority (SNWA) offers a cash incentive to help defray the costs of landscape upgrades, but SNWA encourages property owners to act now while the current rebate is in effect.**

"Some may be putting off the inevitable replacement of their nonfunctional grass for the future, but we're encouraging them to upgrade sooner rather than later," said Zane Marshall, SNWA Deputy General Manager of Water Resources. "Our rebates are uncertain, and we may not fund these mandatory conversions over the full four years."

Currently, the SNWA's Water Smart Landscape Rebate (WSL) awards up to

**\$3 per square foot** for grass replaced with water-efficient landscaping (some restrictions apply). Complying with the law now allows qualifying properties to take advantage of the current rebate and also reduces the community's water footprint sooner than if properties wait until a time closer to the deadline.

"The more sustainable we are as a community, the more capacity we have to diversify and grow our economy. Conserving water is more important than ever as we continue to respond to the ongoing drought impacting the Colorado River Basin and federally-mandated shortages that reduced our water supply by 8 billion gallons this year," Marshall said.

The new law – which prohibits decorative grass in streetscapes, medians, parking lots and other areas where it is used for aesthetics and not recreational purposes – will save about 10 percent of the community's water supply when fully enacted.

"The community can reap additional water savings when recreational areas that have cool season grasses are retrofitted with

warm season varieties like Bermuda, and our WSL rebate helps defray the cost of those upgrades as well," Marshall said.

In addition to the WSL rebate, the SNWA Water Efficient Technologies (WET) rebate offers financial incentives to commercial and multifamily property owners who install water-efficient devices and technologies. The amount of the rebate depends upon the technology and where that savings occurs – indoors or outdoors.

The WET incentive for evaporative cooling system upgrades was recently increased to cover **50 percent** of the entire project cost – not just equipment replacement – up to **\$500,000** per project. Other WET incentives help off-set the costs for water smart irrigation controllers, ice machines, and almost any technology proven to save water.

"If you're not sure how you can save water, our staff will meet with you to conduct an on-site review and provide suggestions for ways to save, and how our rebates can help cover some of the costs of water-saving upgrades," Marshall said.

**“ Our rebates are uncertain, and we may not fund these mandatory conversions over the full four years. ”**



For more information about how your business can be part of the conservation solution, email [cashincentives@snwa.com](mailto:cashincentives@snwa.com) or visit [snwa.com](http://snwa.com).

SNWA is a not-for-profit water agency.



## VIRTUAL DOCTOR VISITS OFFER CARE ON YOUR TIME

**A**nthem telehealth offers secure ways to find no or low-cost care without an appointment through the Sydney Health™ app.

You can put your health first, even when you're busy, day and night. With the Sydney Health app, you can chat with a doctor immediately to take care of your health when it's convenient for you.

You can't always predict when you'll need a doctor and traditional options for quick care can be costly. The app brings care to you anywhere at any time for low or no-additional cost. An Anthem telemedicine visit costs about the same as a doctor's office visit. Telemedicine is also a good alternative to the emergency room and can help you avoid long waits at an urgent care center.

For many minor health concerns, Anthem telehealth is a time-saving choice that can address the following:

- Cold and flu symptoms such as a cough, fever, and headaches
- Allergies

- Sinus infections
- Monitoring certain ongoing issues
- Family health questions

Once you start a virtual chat or video session with your doctor, you can discuss your medical concern just like an in-person visit. The doctor may ask about medical history, symptoms and any prescription medicines you are taking. They may also ask to show your symptoms — such as rashes or where you have pain or discomfort — to better understand treatment.

The doctor will then diagnose and recommend treatment, including ordering prescription medicine if necessary.

You can also speak to your own doctor to see if they offer telemedicine services.

You can download Sydney Health to use Anthem telemedicine on your mobile device. With this app, you can receive answers to your questions using the Symptom Checker. If you need medical care, the app will connect you to a doctor through a virtual chat session or a virtual video session.