

Business Voice

VEGAS CHAMBER | VegasChamber.com | JANUARY 2021

DOUBLING DOWN ON VEGAS

1.21.21 / 9 a.m. / Virtual



Patranya Bhoolsuwan
Founder
Patranya Media



Steve Hill
President
Las Vegas Convention
& Visitors Authority



Mark W. Yusko
CEO and CIO Morgan
Creek Capital
Management



Derek Stevens
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**THURSDAY, 1.21.21
9 a.m. Virtual**

Sneak peek at our speakers include:

- Emcee - **Patranya Bhoolsuwan**, founder, Patranya Media & Award-winning Journalist
- **Steve Hill**, CEO/president, Las Vegas Convention & Visitors Authority (LVCVA)
- **Mark Yusko**, founder, Morgan Creek Capital Management
- **Derek Stevens**, CEO of Circa Resort & Casino
- Stay tuned for more

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\$50 members & \$75 non-members

Celebrating 110 Years of Vegas Chamber in 2021



*Subject to Change
While supplies last





**MARY BETH SEWALD
PRESIDENT & CEO**



Welcome to the New Year, which I believe will have brighter days ahead for our community and our economy. With a new year comes new possibilities and opportunities. While we still have more months of struggling through the impacts of the pandemic, there is much to be optimistic about for Las Vegas. Now is the time to double down on Las Vegas.

In 2021, we celebrate the Vegas Chamber's legacy of 110 years in our community.

Since 1911, the Vegas Chamber's dedication to you hasn't wavered. From the Hoover Dam to McCarran International Airport to the LVCVA and everything in between, the Vegas Chamber has been here through it all as a builder of our community and champion of our businesses. We can take lessons from our past and see that Las Vegas has overcome challenges many times over our history. Every time we have come out better, more resilient, and well-positioned for the future.

So what will the Vegas Chamber be focusing on in 2021? First and foremost, reopening our economy and helping our members restore their operations to full capacity. As more government assistance for businesses becomes available, the Vegas Chamber will continue to be your source of accurate and timely information to help you access resources to help you succeed.

This month, the Vegas Chamber will hold our annual Preview Las Vegas conference with top-level speakers highlighting what is ahead for our community. Preview has a reputation of bringing to you the expertise you need to position your business for the future. While we are going virtual this year on January 21, we promise that the information you hear at Preview will be more vital than ever.

Additionally, the 2021 Legislature is quickly approaching and there is a lot at stake for businesses – especially the economic climate. Throughout the entire legislative session, the Vegas Chamber will be looking out for you every day. The Vegas Chamber will be vigilant in defeating proposals that would make it harder to operate a small business and keep people employed.

We hope legislators keep this in mind on every single vote they take: will this proposal help or hurt employers? Will it make it make it easier or will it make it tougher? Lawmakers need to vote as if jobs are on the line, because they are.

This year, we are calling on our members to help us amplify the voice of business by signing up to be a Chamber Advocate. As a Chamber Advocate, you may be called upon to send a message to your legislative representative, share your story on social media, or testify to lawmakers about on how legislation would impact your business.

Another key initiative for the Vegas Chamber in 2021 is workforce development. Supporting training programs for displaced workers is key to rebuilding our economy. This not only helps those out of work get new good-paying jobs, it will also help attract innovative companies to our state to diversify our economy.

Nevada has significant challenges ahead, but we remain as resilient as ever. We will get through the next few months together, knowing that Vegas is well-positioned to come back brighter than ever. We have so much to look forward to – the opening of new Strip properties and the Las Vegas Convention Center; the return of our hometown sports teams that rally community spirit; and embracing innovation and entrepreneurship that is a hallmark of our city.

You can count on the Vegas Chamber to be your champion in 2021. I look forward to working with you in the months ahead.



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Vegas Chamber Offers the Switch to Kindness! Gift Card Program Supporting Local Businesses & First Responders

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A Positive Outlook An Economic Lifeline

As the novel coronavirus raged across the globe earlier this year, our state was in trouble. With its heavy reliance on the travel and tourism industry, the Nevada economy was arguably hit harder than anywhere else in the nation. As unemployment rolls grew and economic activity slowed, Nevada was in need of a rescue.

That rescue came in late March with Congress' passage of the CARES Act, a multi-pronged federal relief program that injected \$2.2 trillion into the national economy. The stimulus package helped families stay in their homes, keep the lights on and put food on the table. It helped businesses make payroll and keep their doors open. It helped secure critical protective equipment for healthcare workers on the frontlines of the battle against the virus. It helped countless Nevadans weather the storm that threatened to capsize our state's economy.

In Nevada, stimulus funds included more than \$2.6 billion in Economic Impact Payments that sent stimulus checks to nearly 1.6 million households. They included \$2.9 billion in the form of \$600 in extra weekly unemployment benefits for Nevada's jobless workers. They included \$4.2 billion under the Paycheck Protection Program that helped businesses large and small keep valued employees on the payroll. They included \$1.25 billion for state and local governments for expenses related to COVID-19, and they included a bevy of other funds that supported coronavirus testing, health care providers, local schools and rental assistance, among many other critical needs.

All told, these federal programs sent more than \$21 billion to Nevada. That's equivalent to \$6,800 per person or roughly 12 percent of the state's pre-COVID gross product that went to households, businesses and governments that desperately needed them.

I prefer not to imagine where our state would be in absence of the federal stimulus program. Even with that assistance, our unemployment rate is still in the double digits, nearly 200,000 Nevadans are out of work and countless businesses are either struggling to keep their doors open or closing altogether. Our economy faces a long-term recovery

that relies on the tourism industry bouncing back, and that bounce back relies on a successful vaccine. While recent news on the vaccine front is promising, even the most optimistic of timetables put widespread distribution of a vaccine well into 2021. Unfortunately, at present, the effects of the stimulus appear to be wearing off faster than we are getting ahead of the public health crisis.

As a nation, we don't want to get in the habit of mortgaging the financial future for the needs of today, but the reality of 2020 is that the federal stimulus provided a critical safety net against economic catastrophe amid a 100-year pandemic. The CARES Act wasn't perfect in its implementation by any means, as both federal and state agencies often struggled



Jeremy Aguero, Principal Analyst

with rolling out new programs under tight deadlines, but the benefits to our state's families and businesses vastly outweighed the downsides.

This will be a critical dialog for our community and this nation in the years to come, as governments and households seem to have lost sight that spending when times are bad only works as a long-run economic strategy when we first save when times are good. In the meantime, I am simply grateful to live in a nation with the capacity and conscience to provide an economic lifeline when it was needed most.

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Member News

RED - PRESIDENT'S CLUB MEMBER

In the Community



GRAIN FREE MAMA'S LAS VEGAS

In 2004, Margie Traxler's 6-year-old daughter bent over one evening screaming and clutching her stomach. She thought it was her appendix, but all the tests came back negative. She took her daughter to see a "Natural Doctor" and found out that when she

ate wheat or sugar, it was burning little holes into her intestines which explained the screaming.

This inspired her to found Grain Free Mama's Las Vegas. Traxler created a whole new way to make baked goods consistent with her daughter's dietary restrictions. Traxler felt like they couldn't be the only ones suffering from these food constraints. After years of research, not only did her daughter love the food, but so did her friends and family. Over the years they went from gluten free, to grain free, to now grain free and sugar free. Grain Free Mama's Las Vegas is now one of the most allergy-conscious shops in the Vegas valley. Visit their website at <https://www.gfmamas.com/> to learn more.

Announcements

Delivering with Dignity co-founders Elizabeth Blau, Punam Mathur and Julie Murray have been busy this year by coordinating the preparation and delivery of meals to the most vulnerable people in our community. They have orchestrated 224,905 meals being delivered in 36 weeks, to some of the most at-risk members in the Vegas Valley. Thanksgiving meals were also specifically prepared by their partner restaurants. They had over 134 volunteers deliver meals during the Thanksgiving week and 57 restaurant employees were celebrating continued employment. People came from all across the valley to support and help out.

Twenty members of the **Creech Air Force Base** donated their time to deliver meals from Honey Salt and Valencian Gold. Mrs. Nevada-American 2020 is a regular Food Hero of Delivering with Dignity! She delivers weekly from Honey Salt. County Commissioner Michael Naft volunteered with his team. They picked up meals from Valencian Gold and delivered to constituents within his district. Lady Gaga's Born This Way Foundation staff created hand-made kindness cards to be included in the meals. Natalia Badzjo, owner of Big B's Texas Barbeque, donated 250 smoked turkey meals.

Chamber Voices Toastmasters Club On June 30, 2020, Chamber Voices (the Vegas Chamber's Toastmasters Club) earned the highest club honor by achieving President's Distinguished status for sixteen years in a row. Chamber Voices' Distinguished Club program achievements rank the club in the top 1% of clubs globally. Since the club's inception in December 1998 and as an on-going sponsor, the Vegas Chamber enjoys an excellent and supportive relationship with their Chamber Voices Toastmasters club. Chamber Voices invites you to a virtual Open House on January 19, 2021. They also have additional meetings listed on the Vegas Chamber website. Visit us at www.chambervoiceslv.org.

Canyon Creative

President, Dale Sprague was recently honored by the Themed Entertainment Association (TEA) as the winner of the TEA Peter Chernack Distinguished Service Award for 2020. The TEA Peter Chernack Distinguished Service



Award honors exceptional service to the organization, above and beyond the norm. Giving back in this manner is the lifeblood of an association such as TEA that relies in great part on a dedicated community of volunteers.

According to TEA, "Dale Sprague truly embodies the spirit of service and the legacy of Peter Chernack. Whenever possible, he has shown up and contributed his time, talents, voice and perspective. His many years as a volunteer leader within TEA include six years' service on the International Board of Directors. TEA has benefited greatly from the corporate marketing expertise that Dale and his company have brought to help TEA assume a more consistent, professional face and brand identity." Congratulations on this well-deserved honor, Dale!

Promo Direct has recently installed a web accessibility tool to help make its website more accessible to all. Their goal was to promote more inclusion and diversity. As one of America's leading promotional products company, Promo Direct, offers a practical approach to accessibility by having installed a state-of-the-art web accessibility tool. It is a forward-looking solution to provide visitors complete control to customize their website experience.

Dave Sarro, CEO of Promo Direct, said, "We believe that the internet should be available and accessible to everyone. We at Promo Direct are committed to delivering a website that is accessible to a wide range of audiences, regardless of their ability and circumstance. In a bid to fulfill this, we will adhere to the World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines 2.1 (WCAG 2.1) at the AA level."



**Ambassador Spotlight:
Gina Maceo, America First Credit Union**

What books or magazines have you read recently?

Stories that Stick – Kindra Hall...one of the best sales books I've read in a while!

How do you prefer to start your day?

With gratitude and coffee.

How do you prefer to end your day?

With gratitude and wine.

If you could snap your fingers and become an expert in something, what would it be?

Articulate speech.



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

The ability to smile, be professional, put your head down and get to work and do what you say you're going to do.

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

I prefer to be left to do what you've hired me to do, no micromanaging! I like recognition and appreciation for contributed efforts and to be considered an equal as a human being and to be treated with respect.



**Business After Hours Member Spotlight:
Frankie Marconi, Fresh Coat Painters serving Summerlin**

Use one word to describe your leadership style.

Coach-like. I focus on getting to know each individual member of my team, identify their strengths and help them develop and improve their performance.

What's your go-to productivity trick?

Giving my employees incentives such as bonuses, gift cards, extra days off, promotions, etc.

Who has influenced you most when it comes to how you approach your work?

My wife. She always have a positive, happy go lucky, can-do and calming attitude and makes me feel like I can do anything.

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

Positive outlook and optimistic. Because if the future depends on my actions today, then I'll make it good with positive and optimistic thoughts.

How do you prefer to start your day?

I start my day off with Today's Word with Joel Osteen.

Are you a dog person or a cat person (or neither)?

I am a dog person. I love dogs. I've had 3 boxers in the past. I'd love to get another one or two.

WELCOME NEW MEMBERS!

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The Lighthouse of Restoration
Org Inc
The Tiny Bloom
Tina Quigley
Williams Accounting LLC

Members joined from November 1 - December 31.



Financial Checklist for 2021

It's a New Year and an opportunity for a new financial you. Over 57.4 million Americans filed for unemployment benefits in 2020, according to Forbes. Hopefully the New Year will bring an effective vaccine, so more Americans can return to work and focus on their financial plan. Consider eight financial goals in 2021 toward improving your retirement readiness. Give yourself 7 points for the following (except question 4):

1. Have a spending plan. Allocate where you want your money to go. Include a plan for unexpected repairs as a percentage of income. Also, consider paying yourself cash per month for discretionary expenses. Once it's gone, it's gone. _____ pts

2. Know where your income will come from in retirement. Estimate your income based on savings, pensions, social security, inheritance, perhaps the sale of your business, downsizing your home, or continue to work with a semi-retire schedule. _____ pts

3. Check your social security (SS) options and numbers. Evaluate your statement for errors. Consider taking SS at a normal age (usually 67) to avoid possible income reduction if you continue to work. Also, if you are healthy or married, consider SS 8% increase each year you defer past normal retirement age, up to age 70. _____ pts

4. Have ten times your current yearly income (5 pts per year up to 11 years) at retirement. Most Americans can benefit from saving 15% of their income each year. The earlier you start, the more your account may compound. Visit www.groupretire.com/goals for assistance. _____ pts (55)

5. Be debt-free at retirement. Have your home paid-off and no credit card debt. Calculate how many years remain till retirement and consider extra principal payments. You may be surprised by how much interest you save. _____ pts

6. Understand your health cost and coverage. Estimating these expenses at retirement can help you prepare and motivate changes towards a healthy lifestyle. _____ pts

7. Have a plan for long-term care (LTC). According to AARP, 60% of retired Americans have required long-term care. Consider long-term care insurance or a critical illness rider in your life insurance policy. Also, saving in a Health Savings Account could help pay for future medical expenses. _____ pts

8. Work with a financial professional. Financial advisors can help you stay on track and may avoid costly mistakes. _____ pts

Preparing for retirement does require planning. Make these eight items your punch list for the year. You will be glad you did.

For more information about the Association Retirement Plan, visit vegaschamber.com or call Caldera Wealth at 702.846.4015.

Planning	Funding
• Spending Plan • Income Source • Review Social Security • Healthcare	• Save more than 10x Income • Debt Free • LTC • Health Savings

Average	5 - 67 points
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Good	68 - 89 points
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Excellent	90- 104 points
• Congratulations!	



Joe Caldera is an LPL Financial Advisor, Chartered Retirement Plan Specialist®, and principal at Caldera Wealth Management Group. CRPS conferred by The College for Financial Planning.

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



Grant a Gift Autism Foundation joined the new Vegas Chamber 401(k) Plan, providing a valuable employee benefit, supporting their personal financial stability and utilizing local companies as a business partner.

Advised by Caldera Wealth Management.
Join us now at VegasChamber.com or call **702.641.5822**.

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



Chamber News

Gina Bongiovi of Bongiovi Law Inducted as Vegas Chamber Chair



Gina Bongiovi

On Dec. 10, Gina Bongiovi, Managing Partner of Bongiovi Law Firm was inducted as the Chair of the Board of Trustees of the Vegas Chamber. Bongiovi was inducted by Las Vegas Mayor, Carolyn Goodman during the Vegas Chamber's virtual Installation program and State of the Chamber program.

Bongiovi has been involved with the Vegas Chamber for more than a decade. She has served as chair of Vegas

Young Professionals, as well as Business Council. She is also a graduate of the Leadership Las Vegas program, class of 2014. During her address to the membership, Bongiovi outlined her goals and priorities for the Chamber in 2021, including supporting local businesses and rebuilding the economy, workforce training, and making sure the voice of business is heard by lawmakers during the 2021 Legislature. Congratulations, Gina!

session may be virtual, depending on the guidelines that are in place closer to February. As of now, the session will be held on one Friday each month for five consecutive months. The program is offered twice per year. The Spring program will begin February 5 and conclude June 4, 2020, with a registration deadline of February 1.

For more information on Leadership Advance, visit Leadership.Vegas or reach out to Chandler Faggiano, program coordinator, at cfaggiano@vegaschamber.com.

Find Out What's Ahead for the Economy at Preview Las Vegas



Please join us for our signature event, Preview Las Vegas, on January 21, 2021. During the virtual Preview program, you will hear from experts on what's ahead for Las Vegas, including economic outlook, tourism, workforce, and more. Preview Las Vegas continues to be the region's most prestigious business forecasting event. Business leaders rely upon the information presented at Preview to guide their operations for the coming months. This year, the Vegas Chamber will utilize a new online platform to give attendees the ability to not only hear from speakers, but also network and connect with each other. For more information or to purchase tickets, go to VegasChamber.com.

Leadership Advance Accepting Enrollment for February 2021 Class



Leadership Advance, a five-month program offered by the Chamber's Leadership Foundation of Greater Las Vegas, is accepting enrollment for its spring leadership

training program. Leadership Advance gives talented professionals the training necessary to be effective leaders and managers. The program is tailored specifically to those professionals wanting to enhance their leadership skills so they can transform themselves into more effective managers and leaders.

The leadership training is facilitated by Tim Schneider of Aegis Learning, a Las Vegas-based company with more than 25 years of experience in creating and delivering learning solutions and leadership training for organizations of all sizes, including Fortune 500 companies.

During the 5-month program, class members will earn 3.6 CEU credits while focusing on mastering skills that are most relevant to successful organizational leadership.

Leadership Advance is ideal for leaders at all levels who need to hone their leadership skills. Through Leadership Advance, companies can develop a pipeline of in-house leadership that will drive growth in their operations and professionals can gain the skills they need to advance their careers.

We are planning to have the coming spring session in person, However, due to the impacts of COVID-19 the

Vegas Chamber Welcomes New Team Member Teresa Schempp



Teresa Schempp

Teresa Schempp is originally from Livermore, California and attended Las Positas College for Business Administration and Management and soon after earned her Medical Billing and Coding Certification at Heald College. As Founder and CEO of a successful entrepreneurial business for three and a half years, Schempp discovered a passion to get into Corporate America, accepting an opportunity as a Business to Business Sales Consultant for Staples Advantage in Newark CA. Schempp moved to Las

Vegas in early 2016, working for LaserAway and No Lines By Design as a Patient Care Coordinator, with an emphasis on sales before earning her promotion to Location Director at LaserAway. We are proud to have her on our membership team and can't wait to see all she will accomplish. Welcome Teresa!

WE'RE DOUBLING DOWN ON VEGAS ARE YOU?

Preview is Virtually Here!
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For more than 25 years, the Vegas Chamber has produced Preview Las Vegas, where the annual event brings in thousands from the business community to learn what the next 12 months and beyond will bring.

Preview Las Vegas is completely virtual this year and coming on Thursday, Jan. 21...yes, that's 1.21.21! Starting at 9 a.m., hear from experts on what businesses can expect in a time of recovery, rebuilding and revitalizing Southern Nevada. Plus, the first two hundred and fifty registrants will receive an exclusive swag package. The Vegas Chamber team has surprises throughout the event to keep you engaged and reenergized for the coming year.

E-tickets are \$50 for Vegas Chamber members and \$75 for non-members. Register today at VegasChamber.com. Don't miss out!



FEATURES



A Fireside Chat with Steve Hill: What's to Come in Tourism 2021?

Steve Hill
President
Las Vegas Convention & Visitors Authority (LVCVA)

Steve Hill is the Chief Executive Officer/President of the Las Vegas Convention and Visitors Authority (LVCVA), the destination marketing organization that promotes and attracts tourism, conventions, meetings and special events to Las Vegas and throughout Southern Nevada. The LVCVA also owns and operates the Las Vegas Convention Center (LVCC).

Under Mr. Hill's leadership, the LVCC recently completed construction of its \$980 million expansion as well as is nearing completion of the Convention Center Loop, a first-of-its kind underground transportation system in partnership with Elon Musk's The Boring Company. The convention center expansion adds 1.4 million additional square feet of exhibition and meeting space to the existing campus for a total of 4.6 million square feet throughout the entire facility.

Mr. Hill owned Silver State Materials from 1987 until its purchase by CalPortland in 2008 where he served as Senior Vice President until 2011. He was then appointed director of the newly established Governor's Office of Economic Development (GOED) by Governor Brian Sandoval where during his tenure he lured numerous businesses to the state, including Tesla, Apple, and HyperloopOne.

Mr. Hill also serves on the Board of Directors for the U.S. Travel Association, the national advocacy association that represents the travel and tourism industry. Mr. Hill also serves as chair of the Las Vegas Stadium Authority, overseeing the construction of the nearly \$2 billion Allegiant Stadium, home of the Las Vegas Raiders.





Moderated by

Contessa Brewer
Anchor
CNBC

Contessa Brewer is a correspondent and substitute anchor for CNBC appearing throughout Business Day, as well as the network's 7pm ET newscast "The News with Shepard Smith." She covers major news stories for CNBC including presidential elections, hurricanes, the coronavirus pandemic and trade wars. Her specialty coverage areas are casinos, the gaming industry and the insurance industry. Brewer joined the network in 2017 and is based at CNBC Global Headquarters. Contessa has covered all aspects of the casino industry, the advance of sports betting, and digital innovation in gaming – as well as economic issues important to Las Vegas and Nevada, including infrastructure, real estate and business development.

A National Emmy-Award winning journalist, Brewer is known for her marathon on-air coverage of breaking news and big political stories. While an anchor for

MSNBC, she hosted daily news programs and the long-running, primetime series "Caught on Camera." As a correspondent, Brewer has contributed reports to CBS News, CBSN, WNBC, NBC News and MSNBC, where she covered a wide range of stories including presidential elections, debt ceilings, government shutdowns, natural disasters, terror attacks and celebrity news. She began her career in Reno, NV followed by Palm Springs, CA and Milwaukee, WI.

Brewer is Remembrance Scholar and magna cum laude graduate of Syracuse University's S.I. Newhouse School of Public Communication and Honors Program. She's narrated several audiobooks and resides in New York with her husband, twin sons and a dappled dachshund.

Follow her on Twitter @contessabrewer and @CNBC



When & How Will the Nevada Economy Bounce Back?

Mark W. Yusko
Chief Executive Officer and Chief Investment Officer,
Morgan Creek Capital Management
Managing Partner, Morgan Creek Digital Assets

Mark Yusko is the Founder, CEO and Chief Investment Officer of Morgan Creek Capital Management. He is also the Managing Partner of Morgan Creek Digital Assets. Morgan Creek Capital Management was founded in 2004 and currently manages close to \$2 billion in discretionary and non-discretionary assets. Prior to founding Morgan Creek, Mr. Yusko was CIO and Founder of UNC Management Company (UNCMC), the Endowment investment office for the University of North Carolina at Chapel Hill. Before that, he was Senior Investment Director for the University of Notre Dame Investment Office.

Yusko has been at the forefront of institutional investing throughout his career. An early investor in alternative asset classes at Notre Dame, he brought the Endowment Model of investing to

UNC, which contributed to significant performance gains for the Endowment. The Endowment Model is the cornerstone philosophy of Morgan Creek, as is the mandate to Invest in Innovation. Mr. Yusko is again at the forefront of investing through Morgan Creek Digital Assets, which was formed in 2018. Morgan Creek Digital is an early stage investor in blockchain technology, digital currency and digital assets through the firm's Venture Capital and Digital Asset Index Fund.

Yusko received a BA with Honors from the University of Notre Dame and an MBA in Accounting and Finance from the University of Chicago.



Derek Stevens

CEO of the D Las Vegas, Golden Gate Hotel & Casino, Downtown Las Vegas Events Center and Circa Resort & Casino

Derek Stevens is the owner and CEO of the D Las Vegas, Golden Gate Hotel & Casino, Downtown Las Vegas Events Center and Circa Resort & Casino, the first new integrated resort casino built from the ground up in Downtown Las Vegas in four decades. Circa opened its doors on October 28 and became a fully-integrated on December 28 with the hotel and rooftop lounge opening.

Stevens has played a pivotal role in the revitalization of Downtown Las Vegas by investing in the redevelopment of several properties throughout the area and transforming them into thriving Fremont Street entertainment experiences.

A Detroit native, Stevens received his bachelor's degree from the University of Michigan and earned an MBA from Wayne State University. Prior to planting his roots in Las Vegas, Stevens had a desire to make a difference in the gaming and casino industry and wanted to learn more about it from an operator's perspective.

Golden Gate – Las Vegas' original hotel-casino dating back to 1906 – was Stevens' first investment in Downtown Las Vegas in 2008. Attracted to its storied history, Stevens led Golden Gate through several major renovations – including the addition of a five-story luxury tower with 16 suites, an expanded casino floor with a high-limit gaming area, two premium penthouses and extended outdoor bars. In 2019, Golden Gate welcomed its own sportsbook, Circa Sports.

An avid sports bettor, Stevens fulfilled a lifelong dream of operating his own sports betting venture when he launched Circa Sports in 2019. Led by a team of the finest oddsmakers in the city, Circa Sports brings top-notch customer service to visitors, appealing to betting novices and sharps alike. The first Circa Sports location opened within a new sportsbook at Golden Gate, and soon arrived at the D. In October, Circa Sports will hang its name on the sportsbook at Circa Resort & Casino. Also in 2020, Circa Sports expanded outside of Nevada with the launch of Circa Sports Colorado.



Chris Wheat

Co-President
JPMorgan Chase Institute

Chris Wheat is the Co-President for the JPMorgan Chase Institute. Prior to joining JPMCI, he served as the Director of Analytics at a financial technology startup, where he led the development of advanced analytics algorithms. He previously was an Assistant Professor at the MIT Sloan School of Management and at the Center for Urban Entrepreneurship and Economic Development at Rutgers Business School. As a faculty member, he taught and researched topics in strategy, entrepreneurship, global microfinance, economic sociology, and social network analysis.

Chris earned a B.S.E. in Mechanical & Aerospace Engineering from Princeton University, an M.S. in Computer Science from Stanford University, an M.A. in Sociology from Harvard University, and a Ph.D. in Organizational Behavior from Harvard University.



Jim Glassman

Head Economist,
Commercial Banking
JPMorgan Chase

Jim Glassman is the Managing Director and Head Economist for Commercial Banking. From regulations and technology to globalization and consumer habits, Jim's insights are used by companies and industries to help them better understand the changing economy and its impact on their businesses.

Jim's work with the firm—combined with his independent research on the principal forces shaping the economy and financial markets—has earned him regular features in the media and as an economic commentator. He is also a long-standing participant in the Federal Reserve Bank of Philadelphia's Survey of Professional Forecasters and the National Association of Business Economists' (NABE) panel of macroeconomic forecasters.

From 1979 through 1988, Jim served as a Senior Economist in the Research & Statistics and Monetary Affairs departments at the Federal Reserve Board in Washington, DC. While there, he analyzed and forecasted inflation, labor market developments, the Federal Reserve's operating strategies and interest rate markets, and he developed monetary and reserves projections. He joined Morgan Guaranty in 1988 and Chemical Bank in 1993, which, through a combination of mergers, became JPMorgan Chase & Co.

Jim earned a bachelor's degree from the University of Illinois at Urbana-Champaign and a master's degree in Economics from the University of Illinois at Chicago. He was awarded a Ph.D. in Economics from Northwestern University.



Emcee

Patranya Bhoolsuwan
Founder
Patranya Media

A three-time Emmy Award winning journalist, Patranya Bhoolsuwan has two decades of experience as a news reporter and anchor working in major news markets across the country. Her work has appeared in local and national networks including CBS, CNN, and CNN Headlines News.

In 2019, Patranya founded her boutique media consulting agency, Patranya Media LLC, in Las Vegas Nevada to help professionals build skills and confidence as presenters and public speakers. Her business also assists nonprofits and small

businesses to tell their stories more effectively through digital content creation, media placements, and branding strategies.

Patranya is also currently a visiting lecturer teaching journalism at UNLV and Nevada State College. She and her husband love to travel and eat their way around the world, including in her native country of Thailand.



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Why should businesses care about workforce development? Because your bottom line depends on it.

Workforce development has become a buzz phrase in business communities across the country, as many employers struggle to find workers who have the necessary skills to help their business increase its productivity. Southern Nevada is no different.

Creating a skill-based economy is a shift that began pre-pandemic. However, the COVID-19 crisis has intensified the importance of helping businesses find workers who can actually do the job. Some call it “skills versus pedigree.”

Enter the need for employee training, re-training, or education - an expensive thought for many small business owners. But it doesn't have to be. Economic and workforce development leaders are working together to provide both short term and long term solutions to help ensure that employers can hire the right employee the first time, as well as recover and grow in the new economy.

SHORT TERM: On-The-Job Training Dollars and Other Resources

Businesses can tap into the Employ NV Business Hub located inside the Vegas Chamber to learn how to access potential financial incentives to help train new hires “on-the-job,” as well as other training resources.

“We can help businesses navigate all of the help available through the public workforce development system,” said Amanda Goldfarb, one of the two Business Services Ambassadors at the Vegas Chamber Employ NV Business Hub. “These federal and state dollars allow us to help you at no cost to you or your business.”

In addition to possible financial incentives for training, staff at the business hub can also connect businesses to work-ready talent pools and customized recruiting campaigns.



Employ NV Business Hub at the Vegas Chamber

Open by appointment

**Call (702) 586-3808 or email
info@EmployNVBusinessHub.org**

LONG TERM: Vegas Chamber's Workforce Development Committee

The Vegas Chamber is also working to better align economic and workforce development efforts by creating a new Workforce Development Committee, comprised of Vegas Chamber member businesses, along with regional and education stakeholders.

From an economic perspective, leaders know the local economy is only as strong as its workforce. Economic development creates jobs. But workforce development helps fill those jobs with qualified workers. The two must work hand-in-hand.

“We know a company today is more likely to hire a new employee based on specific skill sets rather than the time that was invested in receiving those skills,” said George Hempe, director of workforce development at the Vegas Chamber. Hempe's position was created through a growing partnership with the local workforce development board, Workforce Connections. “It doesn't matter if it took that employee six years or six months to learn the skills, as long as they have them.”

Creating learning paths and other solutions take a system approach. By including K-12 and higher education leaders in the discussion, Southern Nevada can generate the type of training employers need.

“Collaboration is key,” said Hempe. “And that is happening here in Southern Nevada.”

To learn more about the Workforce Development Committee, contact George Hempe at ghempe@vegaschamber.com

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This drug savings program will grant funds to local CMN Hospitals to help kids within the communities they do business.

Now More Than Ever, Patients Need Relief from the High Cost of Prescriptions

While COVID-19 has dominated the headlines for months, many Nevada residents are also dealing with health issues unrelated to the virus that may require medications. The Nevada Drug Card may be able to help ease the burden of costly prescription medications for your members and employees. The savings program is designed to help those who may be uninsured, underinsured or who have health insurance coverage with no prescription benefits – but anyone can use it. You can even use it for your pets' medications purchased at your pharmacy!



Employees and members can save up to 80% on prescription drugs by using this free card. All they need to do is present the card at a pharmacy when paying for a prescription. In instances in which they are unable to go to the pharmacy in person, they should call the pharmacy to provide the information and the discount can be applied.

If you are interested in ordering cards for your business or for yourself, please contact Program Director Suzanne Domoracki or call 702-510-0100. The card can also be printed at home or in your office.

This drug savings program will grant funds to local CMN Hospitals to help kids within the communities they do business.



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What's Happening

JANUARY

Register at VegasChamber.com

5

TUESDAY, JANUARY 5

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.

Virtual

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.

Virtual

Contact agoldberg@lvchamber.com or call 702.205.5492 for space availability and cost.

7

THURSDAY, JANUARY 7

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 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 a.m. – Noon - Registration & Program

Virtual

12

TUESDAY, JANUARY 12

LEGISLATIVE 101: WHAT YOU NEED TO KNOW ABOUT HEALTHCARE AND INSURANCE

Webinar. Open to all members. Complimentary to all members.

11:30 a.m. – 12:30 p.m.

Virtual

13

WEDNESDAY, JANUARY 13

CHAMBER CONNECTIONS AM

This event is great for business professionals interested in expanding their network and optimizing their chamber membership. In addition to quality networking time, each event will feature two speakers: a member selected from the event prior, and a Vegas Chamber team member.

7:30 – 9 a.m.

Virtual

If you have any questions or are interested in bringing a guest, email Lita Stein at lstein@vegaschamber.com

19

TUESDAY, JANUARY 19

CHAMBER VOICES TOASTMASTERS OPEN HOUSE

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.

Virtual

LEGISLATIVE 101: WHAT YOU NEED TO KNOW ABOUT TAXES

Webinar. Open to all members. Complimentary to all members.

11:30 a.m. – 12:30 p.m.

Virtual

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.

Virtual

Contact agoldberg@lvchamber.com or call 702.205.5492 for space availability and cost.

21

THURSDAY, JANUARY 21

PREVIEW LAS VEGAS

Preview Las Vegas 2021 is the state's biggest economic forecasting event.

7 a.m. – 12:30 p.m.

Virtual

26

TUESDAY, JANUARY 26

LEGISLATIVE 101: WHAT YOU NEED TO KNOW ABOUT AS AN EMPLOYER

Webinar. Open to all members. Complimentary to all members.

11:30 a.m. – 12:30 p.m.

Virtual

27

WEDNESDAY, JANUARY 27

BUSINESS AFTER HOURS

Join the Vegas Chamber at one of the most popular networking events held each month. The crowd is welcoming, and business minded. Chamber staff and ambassadors ensure all members make strategic connections.

Exclusive to Vegas Chamber members.

4:30 – 6:30 p.m.

Virtual



Become a Better Leader in 2021 - Leadership Las Vegas Applications Open



Now, more than ever, our community's most influential and esteemed leaders must be knowledgeable about issues, well networked, and passionate about the success of the region.

Since 1986, Leadership Las Vegas has been part of the fabric of our community, inspiring our region's top leaders to take responsibility for the greater good. Leadership Las Vegas was created by the Vegas Chamber to develop a pipeline of informed and capable leaders who are deeply connected to Southern Nevada.

As our community responds to the impacts of the Covid-19, graduates of the Leadership Las Vegas program are taking lead roles in protecting our community at all levels including government, education, businesses, nonprofits, and community safety net services.

Examples of graduates of the Leadership Las Vegas program who are engaging in guiding our community include:

- Speaker of Nevada Assembly Jason Frierson
- Jhone Ebert, Superintendent of Public Instruction for Nevada Understanding the role of the elected official in the policy process
- George Togliatti, Director of Nevada Department of Public Safety
- Henderson Mayor Debra March
- Las Vegas City Councilman Brian Knudsen
- North Las Vegas City Manager Ryann Juden
- Vegas Chamber CEO Mary Beth Sewald
- Vegas Chamber Chair Gina Bongiovi
- Alan Diskin, CEO of the Red Cross of Southern Nevada
- Punam Mathur, CEO of The Elaine P. Wynn Family Foundation

Apply today to become part of this influential and esteemed network of leaders who are knowledgeable about community issues and passionate about tackling challenges, and shaping the future of Southern Nevada.

For more information or to apply, go to **www.Leadership.Vegas**.

In 2021, the Vegas Chamber's Government Affairs team will be working harder than ever to represent the interests of employers throughout the state during the upcoming legislative session. To further that goal, the Vegas Chamber is introducing a new program, Chamber Advocates. Please take a moment to read the message below from Vegas Chamber Chairwoman Gina Bongiovi about the new Chamber Advocates program.

Fellow Chamber Members:

As the Chair of the Vegas Chamber for 2021, I would like to personally thank you for placing your trust and confidence in me to represent the membership as a whole. It is more important than ever for business leaders to come together to promote a positive business climate in Las Vegas. We have succeeded despite the cards being stacked against us, and we will do it again this year.

That said, revitalizing our economy and bringing back jobs is going to require a business climate that allows employers and entrepreneurs to regain their footing without added burden. That's why the 2021 Legislature will be pivotal to your business, and why we need you - your voice and your engagement - to ensure our struggles and needs as business owners are heard and understood.

I'm asking you to sign up today to be a Chamber Advocate.

Chamber Advocates are called upon during the legislative session to help the Chamber stand up for its members and the business community at large. Whether it's posting content on social media, recording a video testimonial, sending a message to your State Senator or Assemblyperson, or testifying in front of a legislative committee, the Chamber's Government Affairs team, widely regarded as the best in the business, needs your help.

There's a lot at stake during this upcoming legislative session. More proposed burdens like taxation, regulations, and mandates. Jobs. Our reputation as a business-friendly environment. As the Southern Nevada business community, let's do our part in helping the Vegas Chamber represent us during this upcoming legislative session. We need to share the challenges that businesses are facing during such a trying time and ensure that lawmakers remember our faces with every vote they cast.

Visit [to sign up as a Chamber Advocate today](#).

Thank you for your engagement. I look forward to working with you as a fellow Chamber Advocate.

Warm regards,

Gina Bongiovi
Chair, Board of Trustees

President's Club

(B) Steve Heroux

CEO & Founder - Victory Selling

For more than twenty years, Steve Heroux has been committed to changing the way we look at sales. Heroux is the CEO & Founder of Victory Selling, and he's a leading authority in providing cutting-edge strategies on selling in today's marketplace. Whether it's empowering you to become the best sales professional you can be, inspiring your sales team to maximize their full potential, or sharing his extremely powerful system of selling, he can transform your entire outlook on sales in less time than you think.

(A) Lori Calderon

Executive Director - Resorts World Las Vegas

Lori Calderon is the Executive Director of Talent Acquisition & Community Engagement at Resorts World Las Vegas, where she oversees the property's recruitment efforts. Additionally, she works to identify and facilitate relationships with community partners in support of the resort's corporate social responsibility, volunteerism and philanthropic efforts. Calderon has more than 27 years of valuable recruitment expertise in Las Vegas, having previously managed employment procedures for MGM Resorts International, The Cosmopolitan of Las Vegas and more.



A



B



C



D

(D) Diego Trujillo

CEO - Las Vegas HEALS

Born and raised in Las Vegas, Diego Trujillo started in healthcare as a Chaplain in hospice. After moving into marketing, he worked to create Vegas Healthcare which currently has more than nine thousand members and was created to help expedite and improve patient care in the valley. Having taken the role as CEO of Las Vegas HEALS, he is positioned to bridge the gap between leadership and workers in healthcare in order to improve utilization and move healthcare forward in Southern Nevada. Las Vegas HEALS engages the large healthcare providers in conversations to bring community solutions to healthcare problems.

(C) Todd Koren

CEO - Absolute Exhibits

Todd Koren is the CEO and founder of Absolute Exhibits headquartered in Orange County California. He led the company expansion to Las Vegas, where he now resides, Munich Germany, Orlando, and most recently to Bucharest, Romania. While in college at Chapman University, he owned and operated an import/export business called Global Provisions, sending food to the Samoas and receiving fresh products in return. Today, he uses his business to assist philanthropically from a Toy Drive for 9/11, to providing resources for Haiti, and many other projects. He advises CEOs of fast-growing companies through his leadership role with RJB Partners LLC.

Spotlights

(E) Gene Yoo

CEO - Resecurity, Inc.

Gene Yoo is the CEO of Resecurity, Inc., a leading provider of cyber security solutions to protect enterprise ecosystem. This platform is built on data-driven risk intelligence providing the who, what, where and how to be protected against cyber-attacks. Yoo has over 30 years of experience in cybersecurity for some of the world's largest brand names such as Warner Bros., Sony, Computer Science Corporation, Coca-Cola Enterprise, Capgemini, and Symantec. Yoo served in an advisory role to Phantom (acquired by Splunk), Protectwise (acquired by Verizon), Elastica (acquired by Blue Coat) and Vorstack (acquired by ServiceNow).



(F) Ken Winans

President & Founder - Winans Investments - Capital Management & Research

Kenneth Grant Winans is a top ranked investment manager, a renowned author of four award-winning books and a philanthropist for education. Over 35 years, he has conducted landmark investment research and designed innovative investment strategies. He has documented "track records" as a market strategist and a portfolio manager. Winans also writes a column for Forbes.com. He started Winans Investments in 1992 and has received the highest "5 Star" performance rating given by global research firm, Morningstar @ for its three blended strategies for 3, 5, and 10 year timeframes.

(G) Dave Sarro

President & CEO - Promo Direct

Promo Direct was founded in 1991 by President & CEO, Dave Sarro, with the main goal of assisting organizations by improving brand visibility through promotional products and apparel. Dave is responsible for the vision of Promo Direct and the overall execution of company initiatives. The company has always strived to provide a premium shopping experience, accompanied by smart marketing solutions. Promo Direct has won numerous national awards over the years and is considered a leader within the promotional products industry.



(H) Lucas D. Taylor

Director - Alignment Healthcare

Lucas D. Taylor is director of network performance for Alignment Healthcare, which is now offering award-winning health and prescription drug coverage to Medicare-eligible Clark County residents through Alignment Health Plan. In this role, Taylor is responsible for provider engagement, performance management, and market operations in Nevada. In his four years with Alignment, Taylor has worked in finance, utilization management, clinical operations, and business development. A Las Vegas resident, Taylor has an MBA from the University of Notre Dame and a degree in biochemistry from the University of California, San Diego.

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For more information on enrolling your company in the program, visit VegasChamber.com or call 702.641.5822.



Driving into a New Era of Transportation



Las Vegas is known as a cutting-edge travel destination and for consistently pushing boundaries. Las Vegas is innovating once again as it prepares to usher in another first in transportation to help reduce congestion throughout the destination.

In October, the Las Vegas Convention and Visitors Authority's (LVCVA) president and CEO, Steve Hill, announced that the innovative underground tunnel system developed by Elon Musk beneath the Las Vegas Convention Center is taking first steps to expand destination-wide and is in early stages seeking approval for the system with the City of Las Vegas and Clark County ushering in a new era of transportation in Las Vegas.

The "Vegas Loop" will connect visitors to resorts, casinos and attractions throughout the destination, reaching as far north as Downtown Las Vegas, throughout the resort corridor on the Strip and as far south as Allegiant Stadium. Passengers will be whisked through tunnels in all-electric Tesla vehicles in a fraction of the time it would take above ground.

The creation of Musk's underground transportation system was born out of his desire to solve the problem of traffic gridlock. As a result, the

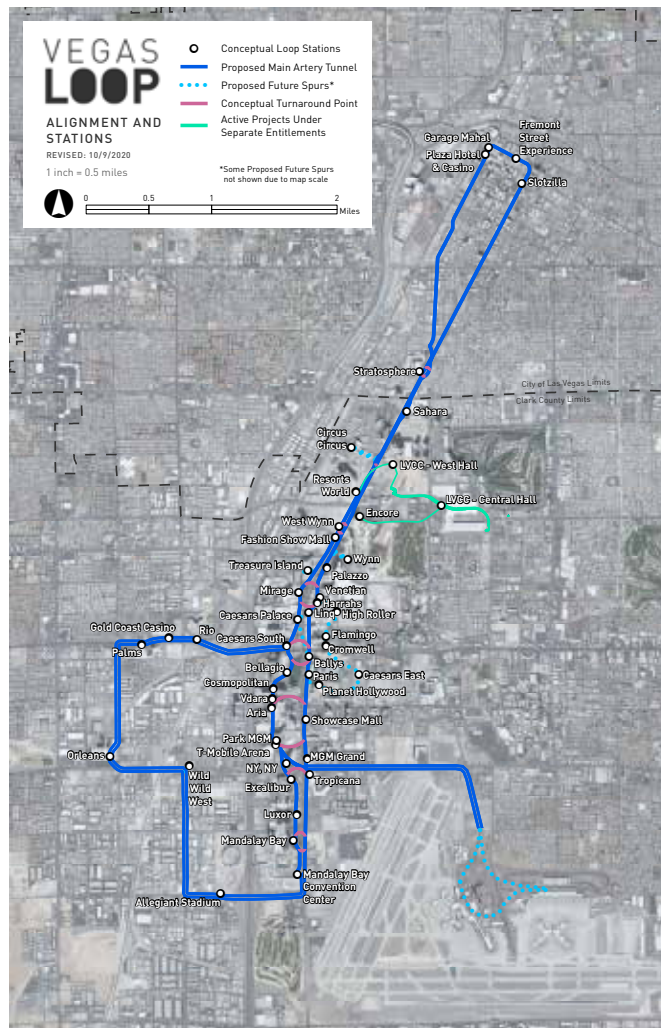
company is focused on building low-cost, fast-to-build underground transportation systems to alleviate traffic congestion. Building underground has several advantages as tunnels are structurally safe, weatherproof, noise-free and can meet growing capacity by easily adding multiple levels.

The Convention Center Loop, which is nearing completion beneath the Las Vegas Convention Center, features two .8-mile-long tunnels connected by three passenger stations. Riders will be transported for free across the sprawling, 200-acre campus 40-feet below ground in Tesla vehicles in about two minutes. The LVCVA broke ground in November 2019 and the system is nearly complete along with the 1.4 million square foot West Hall expansion.

The Vegas Loop will charge riders with a nominal fee to transport them directly from one point to another

without any stops in between. Construction on the Vegas Loop will commence upon receiving City and County approvals.

For more information on the West Hall expansion and the Convention Center Loop, visit www.vegasmeansbusiness.com



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Behind the Scenes with a U.S. Bank Goals Coach

When you think of services offered by a bank, likely a goals coach isn't something that comes to mind. U.S. Bank, however, began offering free goals coaching in Las Vegas in late 2019, helping customers identify milestones they want to reach in life – like saving to buy a house, or starting their own business – and working with them to develop a plan to reach their goals. In September, the Vegas Chamber announced the new U. S. Bank Coaching and Growth Center, which offers 1:1 personal and professional goals coaching to Chamber members and their employees.

Ana Salazar is one of four U.S. Bank goals coaches working with the Vegas Chamber. She recently brought us behind-the-scenes at her job:

'Where it Gets Interesting'

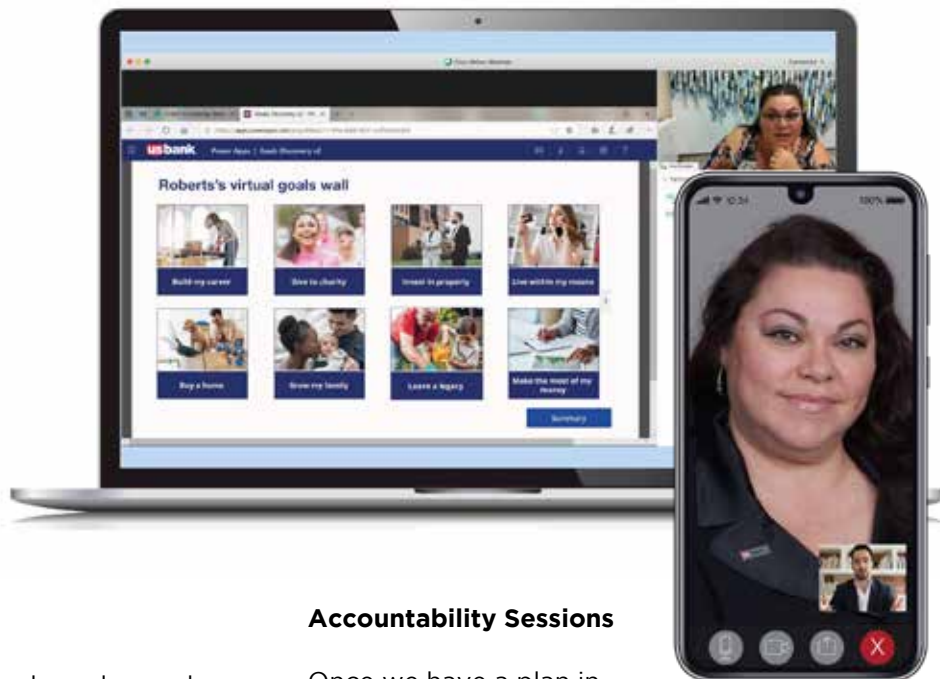
If it's my first session with a client, I only know their name, email and phone number. We don't have any additional info by design, so we don't have any preconceived notions.

In the first session, I get to know the client and their goals. This is where it gets interesting – I've had people who wanted to open a yoga studio. I had another person who had been cooking peppers in the back of their aunt's house and thinking about turning it into a business but had no idea how to set up distribution or marketing to make that goal a reality.

The Research Begins...And the Fun Starts

I put a lot of work into preparing for the second session. One client wanted to help her daughter through school but didn't know how much it would cost, so I researched it. If someone wants to start a business, the first thing I do is pull up information on licensing.

Once we've finished the second session, we have a good sense of whether a goal is achievable or needs to be modified. Then we put a plan in place, and the fun starts.



Accountability Sessions

Once we have a plan in place, the accountability sessions begin. Usually, those are 15-minute check-ins. If the client is stuck, you have to figure out why. Is it because they've been stuck there before and that's as far as they know how to go on their own? Or is it because something happened, and you have to help them move around it? I help ideate ways to work around the obstacle and get back on track.

Once my clients are tracking toward their goal, we're often in almost constant communication – not just sessions but through email and texts or calls.

'Where it Gets Interesting'

I recently had three partners who started their business a few years ago but it wasn't doing what they felt like it should be doing. I quickly realized the biggest problem was each of them only looked at their own area of the business, and they were pulling away from each other. We were able to do some vision work and realign the business strategy with where they wanted to go.

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9 a.m. Virtual**

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- Emcee - **Patranya Bhoolsuwan**, founder, Patranya Media & Award-winning Journalist
- **Steve Hill**, CEO/president, Las Vegas Convention & Visitors Authority (LVCVA)
- **Mark Yusko**, founder, Morgan Creek Capital Management
- **Derek Stevens**, CEO of Circa Resort & Casino
- Stay tuned for more

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