

# Business Voice

LAS VEGAS METRO CHAMBER OF COMMERCE | LVChamber.com | NOVEMBER 2017

## Getting Down to Business at **UNLV**





In the aftermath of the tragic event on 1 October, the Las Vegas Metro Chamber of Commerce salutes our city's brave and tireless first responders, medical professionals, hotel employees, and other members of our business community who stepped up in numbers and in spirit to offer sympathy, resources, funds, time, and their services. We are, and will continue to be,

# VEGAS STRONG.



# Rebel Pride

**KRISTIN MCMILLAN  
PRESIDENT & CEO**



**T**

his year, UNLV turns 60, and it's never looked better. The school, recently named the most diverse campus in the U.S. by *U.S. News and World Report*, topped 30,000 enrollees this fall for the first time in its history, and just welcomed the inaugural class of the UNLV School of Medicine. As you'll read in this issue, the momentum is real and the strides the campus has taken in recent years, as well as its broad and ambitious future plans, are impressive in scope and strategic execution.

The Metro Chamber has a rich history of partnership with UNLV, dating back to championing the formation of the school in the 1950s. Chamber president (and Regent) Archie Grant helped to line up the support of the business community, helping to raise the necessary funds to purchase the land for the Maryland Parkway campus and its first building, named for Maude Frazier.

Through the last six decades, the Metro Chamber and UNLV have worked to advance the needs of our community. Together, we have enabled the state funding for the UNLV School of Medicine and the new hospitality school building. We have worked to ensure that UNLV has the pathways and means to become a Carnegie Tier I research university, producing groundbreaking scientific research with real world applications to solve today's - and tomorrow's - problems. The College of Engineering has received funding from the Nevada Legislature to plan the new Advanced Engineering Studies building, and in 2016, the William S. Boyd School of Law achieved its highest *U.S. News and World Report* ranking yet.

We've had UNLV presidents serve on the Chamber's Board of Trustees, and are proud to have Dr. Len Jessup as one of our trustees today. I have been privileged to be on the search committee that recently appointed Dr. Thom

Reilly as the new Chancellor of the Nevada System of Higher Education. I also am proud to serve on the advisory board of the Lee Business School, which is celebrating 50 years of advancing and educating some of Southern Nevada's most prominent business and community leaders, like Rossi Ralenkotter, president/CEO of the Las Vegas Convention and Visitors Authority, Lieutenant Governor Mark Hutchison, and Assemblywoman Irene Bustamante Adams.

This is an exciting time for UNLV, as an integral part of Las Vegas, and a great time to get involved as a business leader. There are myriad opportunities to lend your time, talents, and resources to benefit the university, including participation in the Metro Chamber's advocacy efforts through our higher education policy committee and other initiatives. Like the past 60 years, the Metro Chamber will continue to be a proud partner to UNLV. Scarlet and gray all the way.



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# Chamber News



## Celebrate Great Service at the Annual **Customer Service Excellence** Luncheon!

Las Vegas is the hospitality capital of the world because our community understands the value of making residents and visitors feel welcome. The Metro Chamber and the Las Vegas Convention and Visitors Authority will recognize those who continue to go above and beyond to provide excellent customer care throughout the Valley at the annual Customer Service Excellence Awards Luncheon.

The ceremony will feature entertainment and raffle prizes, as well as give special recognition to the Customer Service Excellence Person of the Year. This is an excellent opportunity to take those customer service stars in your business for a fun, celebratory lunch and see how the program works to encourage employee recognition and retention. The luncheon will be held on Wednesday, November 29, at The Orleans Hotel & Casino. For more information or to register, visit [LVChamber.com](http://LVChamber.com) or call 702.641.5822.



## Think Three Steps Ahead: **Booths Now Available!**

Preview Las Vegas, the Metro Chamber's annual convention and trade show, gives you the tools, insight, and information you need to be an engaged leader in the Southern Nevada business community. Exhibiting at Preview gives you the opportunity to network with nearly 2,000 business professionals and executives empowered to make purchasing decisions, giving you an edge in 2018 for new contacts, clientele, and service providers. Exhibit booths and sponsorships are available now exclusively to Metro Chamber members in good standing. Preview Las Vegas will be held Friday, January 26, at the Thomas & Mack Center - Cox Pavilion, from 7:00 a.m. - 1:30 p.m. For more information, including tickets and exhibitor registration, visit [LVChamber.com](http://LVChamber.com) or call 702.641.5822.

## Reserve Your Seats and Tables for the **Installation Luncheon!**

Join the Metro Chamber as Mike Bolognini, market vice president for Cox Communications, is sworn in as the chairman of the 2018 Board of Trustees. Bolognini will share his insight on what's to come for the Metro Chamber and the business community in the coming year, and highlight how the Metro Chamber is continuing to champion its members. This luncheon is an opportunity to connect with Metro Chamber leadership and find out what you, as a Metro Chamber member, can expect for the coming year. The luncheon is Wednesday, December 13, at the MGM Conference Center, from 11:30 a.m. - 1:00 p.m. For more information or to purchase tickets, visit [LVChamber.com](http://LVChamber.com) or call 702.641.5822.

## Debuting Now: **The Chamber Collective**

Metro Chamber members now have an opportunity to impart their subject matter expertise and best practices to their fellow members - giving you a spotlight on your business and its capabilities. Last month, the Chamber revamped its website with an all-new look and feel, and with a new look came new features for members. The Chamber Collective is a collection of articles and blogs written by Chamber members, as well as relevant news, information, and need-to-know business information. Posts are shared on the Metro Chamber's social media networks and in weekly emails. Have an article you'd like to share with our members? Submit articles to Chamber Collective editor Pomai Weall at [pweall@lvchamber.com](mailto:pweall@lvchamber.com). To read the Chamber Collective, visit [LVChamber.com](http://LVChamber.com).

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# News You Need



## Small Business Saturday is November 25: Are You Ready?

American Express' flagship small business initiative, Small Business Saturday, will take place Saturday, November 25, across the country. In 2016, an estimated 112 million shoppers showed their love for their favorite small businesses, and spent a reported \$15.4 billion on Small Business Saturday, so don't miss out on what's commonly referred to as the "biggest day of the year for small business."

To help promote your business as a participant, visit [shopsmall.org](http://shopsmall.org). From the website, participants can download free printable signage and postcards, email templates and social media content, Shop Small logos,

and infographics. American Express card merchants also have access to free online ads and an appearance on the official Shop Small map.

**The Metro Chamber is also proud to support its member businesses during Small Business Saturday. Visit the Metro Chamber offices to get complimentary balloons, flyers, and more promotional material for your small business on our Shop Small Wall. You can also submit special promotions or events to Danica Torchin, at [dtorchin@lvchamber.com](mailto:dtorchin@lvchamber.com), for a chance to be featured on the Metro Chamber's social media networks and in an email blast. For more information on Small Business Saturday, visit [shopsmall.org](http://shopsmall.org).**

## Open Enrollment is Here

Open enrollment for health insurance officially begins November 1, with coverage starting as soon as January 1, 2018. This year, the open enrollment period ends December 15, giving you six weeks to enroll in or renew a plan. In preparation of enrollment, [healthcare.gov](http://healthcare.gov) has created a Marketplace Application Checklist for all the information you'll need to apply and ultimately get covered, as well as an opportunity to sign up for email and text reminders. In addition, Nevada Health Link, the state's marketplace, has information on managing plans, finding licensed enrollment professionals, and qualified health plan eligibility. For more information on open enrollment, visit [nevadahealthlink.com](http://nevadahealthlink.com) or [healthcare.gov](http://healthcare.gov).

## SBA Lending Activity in FY17 Indicates Growth

The U.S. Small Business Administration (SBA) announced fiscal year (FY) 2017 lending numbers, which indicate increasing loan levels in small business lending through the 7(a) and 504 loan programs, as well as increases in lending to women, veterans, and emerging communities. In FY17, the SBA approved more than 68,000 loans, including more than 62,000 7(a) loans totaling more than \$25 billion. The agency also added 241 new lenders to contribute to its loan portfolio through the year, and launched its online lender referral tool, Lender Match, which helps connect small business borrowers with participating SBA lending organizations. For more information about SBA loan programs, visit [sba.gov](http://sba.gov).



# For Your Benefit



## UPS Makes Holiday Shipping Easy and Cost Effective

Metro Chamber members – and their employees – can save time and money during the holiday season through special services and discounts of up to 30 percent through UPS. Services include preferred rates on overnight, ground, international, freight, and standard shipping. Members can also sign up to receive notifications, authorize drivers to leave packages, reroute and reschedule deliveries, order packaging materials, easily reorder shipping supplies, schedule pickups, and access their saved shipping history.

Members with existing UPS accounts can tap into these discounts by linking their accounts. New customers can create an account with UPS in just a few minutes. For more information on activating this benefit and passing along the savings to employees, contact your Metro Chamber member engagement liaison at 702.641.5822, or visit LVChamber.com.

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# Your scene | You're seen

## Business Excellence Awards Luncheon



The 2017 Business Excellence Awards Luncheon, sponsored exclusively by Nevada State Bank, recognized 30 outstanding businesses in our community that continue to push the envelope in terms of creativity, innovation, company culture, and resourcefulness. With more than 360 attendees on hand to celebrate alongside emcees Dana and Kim Wagner from KSNV Channel 3's "Wake Up With The Wagners," it was a festive atmosphere that truly commemorated the spirit of these organizations and their contributions to Las Vegas. For a complete listing of the honorees, visit [LVChamber.com](http://LVChamber.com).  
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# WORKING FOR YOU

The Las Vegas Metro Chamber of Commerce traveled to Washington, D.C. in late September. This year's trip comprised of the largest and broadest delegation that the Metro Chamber has assembled to date, with more than 100 business leaders, state and local government officials, and trade association representatives from both Southern and Northern Nevada advocating on a variety of federal issues.

The weeklong program of events and meetings kicked off with the inaugural Nevada State Dinner Gala at the legendary Metropolitan Club, followed by the I-11 Caucus Reception hosted by Co-Chairs Congresswoman Dina Titus (NV) and Congressman Paul Gosar (AZ), and culminated with *Nevada Lights Up the Capitol* - a festive party atmosphere that welcomed more

than 1,000 guests that included Congressional representatives and decision-making Hill staff, as well as Nevada and Washington D.C. business and community leaders.

The week also included interactive Congressional meetings to discuss a variety of issues important to our State along with meetings with representatives from the White House, U.S. Department of Transportation, and U.S. Department of Health and Human Services. The Metro Chamber also organized thought-provoking discussions with experts representing various policy institutions, business organizations and trade associations based in D.C. Policy meetings and panel presentations included discussion about tax reform efforts, labor and employment regulations, homeland

security funding, I-11, Yucca Mountain, cyber security, healthcare reform, education and workforce initiatives and gaming regulations.

The purpose of these trips to Washington, D.C. is to provide a collaborative, educational, and interactive D.C. experience where, together, we find opportunities as Nevada's business community to learn from and build relationships with our Congressional and policy leaders, exercise our voice on the business community's federal agenda, and move forward good public policy.

The dates and registration for the 2018 Washington, D.C. fly-in will be announced soon; all President's Club and Advocacy Level Members are eligible to attend.



Attendees with questions during Congressional meetings on Capitol Hill



Congressman Paul Gosar (AZ) and Tina Quigley at the I-11 Reception



Congresswoman Jackie Rosen



Tracy Larkin Thomason and Mayor Debra March



Congressman Mark Amodei



Chris Carothers and The Honorable Jon Porter



Chamber Chairman Bill Noonan and Congresswoman Dina Titus



Incoming Chamber Chairman Michael Bolognini, Beverly Bolognini, Mike Feder, and Robin Feder



Congressman Ruben Kihuen



Chad Kaercher, Lisa Kaercher, Allen Kaercher, and Chuck Ley on the Potomac River Cruise



U.S. Senator Dean Heller



Attendees at the I-11 Reception at the Porter Group Townhouse



Chamber President and CEO Kristin McMillan and U.S. Senator Catherine Cortez Masto

# Getting Down to Business at **UNLV**

The enthusiasm, creativity, and innovation at UNLV is palpable. Celebrating its sixtieth anniversary this year, the University was recently ranked the most diverse campus in the United States by U.S. News and World Report (tied with Rutgers University and Andrews University), and is well underway in its plans to become a Carnegie Tier I research institution. UNLV, as it rounds out this milestone anniversary, is getting down to business on how far its come in just 60 years and its plans for what's next.

"UNLV's growth and development have involved an extraordinary number of individuals who have generously donated their time, talents, and treasures. We would not be in this place and time without the enormous sacrifices and fortitude of many, both on campus and off. The confidence exhibited 60 years ago to make what is now UNLV a reality provides the motivation to achieve even greater heights well into the future; to be recognized as a top tier public university in research, education, and community impact. We're well on our way," says Len Jessup, president of UNLV.

One of the largest long-term projects undertaken by the entire university is the UNLV Top Tier Initiative, the pursuit of reaching the Carnegie Foundation's designation as a Highest Research Activity (or R1) University by 2025. Its strategy to get there is driving economic activity, educating the region's workforce, utilizing public-private partnerships to ensure our talent stays local, and enhancing efforts to attract and retain top-level students and faculty.

The economic advantages to our region of this designation are plenty: increased economic output, economic diversity, a well-rounded and educated workforce, enhanced regional competitiveness for businesses looking to open or expand, and job creation, among others. "This helps elevate all of our conversations. It challenges the status quo and it helps to bring beauty and creativity to every area of community," says President Jessup on the initiative. It remains a major goal and focal point of the university in its future plans.

UNLV's research capacity, a pivotal component of the Top Tier Initiative, also continues to grow. The university's Office of Economic Development seeks to promote public-private partnerships to support economic and workforce development efforts, as well as support and conduct key research initiatives with long-term economic impacts on the region. Local businesses can collaborate with the Office on research initiatives, and several have been noticed in the media for practical applications in healthcare, robotics, engineering, and more.

# Ways to Engage with UNLV:

**There are several ways for the business community to engage with UNLV, depending on your business, industry, time, and resources. Here are a few ideas to get started:**

Offer internship opportunities for students at your business.

Participate as a mentor by conducting mock interviews, helping with subject matter expertise, and other tasks to get college students ready for the workplace.

Serve in an advisory or support role, or as a subject matter expert, for specific projects and research.

Attend student-run competitions or previews to support students vying for major grants, scholarships, and other prizes. Students compete internationally, in everything from the Governor's Cup Collegiate Business Plan competition to the U.S. Department of Energy Solar Decathlon.

Volunteer and give feedback. Whether you are in an industry with a talent pipeline issue or have an idea for a new product to introduce in the marketplace, your feedback and time can make a tremendous difference.

**For more information, visit [unlv.edu](http://unlv.edu).**



Photo credits: UNLV Creative Services

Research awards rose more than 27 percent to nearly \$70 million, and the scope of the university's public-private partnerships now include *Fortune* 500 and major businesses such as 3M, Lockheed Martin, and DuPont, as well as notable agencies such as the U.S. Department of Energy, National Science Foundation, and NASA. Cutting edge research involving everything from biotechnology to urban sociology is happening every day at UNLV, and continues to grow year-over-year.

The inaugural UNLV School of Medicine welcomed its first cohort of 60 students this fall, ushering in a new era for the university, as well as Southern Nevada, in an effort to bolster health care, address critical physician shortages in the region, and diversify our economy.

The medical school's innovative curriculum includes problem-based learning focused on real-life clinical cases, cutting-edge virtual anatomy and microscopy, medical Spanish training, and principles of hospitality in healthcare. In addition, students worked alongside local firefighters, paramedics, and other first responders to receive emergency medical services training to better understand community needs and respond to them in real-world applications.

The campus also is home to Brookings Mountain West, a partnership between UNLV and the prestigious Washington, D.C.-based Brookings Institution. Brookings Mountain West brings high caliber, independent, and high impact research to issues facing the Intermountain





West region. It is housed at the Greenspun College of Urban Affairs, which partners with the Metro Chamber for its Public Policy Leadership Series, which educates community leaders interested in serving or public office or shaping public policy on issues, governance, communication, and responsibilities of serving in office.

It is difficult to discuss the university getting down to business without delving into the significant accomplishments of its lauded business school. The Lee Business School also celebrates a milestone anniversary this year, commemorating 50 years of building a strong pipeline of business leaders and entrepreneurs and amplifying its community partnerships to better serve both its students and the Southern Nevada business community. It is among the top five percent of business schools worldwide to hold dual accreditation by AACSB, the Association to Advance Collegiate Schools of Business, and with such notable alums as Rossi Ralenkotter, president/CEO of the Las Vegas Convention and Visitors Authority, Nevada Lieutenant Governor Mark Hutchison, Nevada State Assemblywoman Irene Bustamante Adams, and Curtis Miles, president and CEO of the Las Vegas Monorail, the business school is looking ahead to its next fifty years.

“We are in a renaissance of growth and opportunity right now,” says Dean Brent Hathaway, who has led the Lee Business School since 2013. “We’re 50 years old, and the quality of our student programming, the quality of our faculty, and our future growth and the quality of our programming is off the chart.”

The business school also features the student-run Rebel Venture Fund, a venture capital fund that gives students real-world financing experience while investing in real Southern Nevada companies. Paired with other innovative and regionally relevant offerings, such as its transformational Executive MBA program, which began in 2002, and the Center for Business and Economic Research, the school has been a catalyst for community

partnerships and creating talent pipeline pathways for half a century.

Dean Hathaway emphasizes that the Lee Business School responds to the local market and employment needs, as well as expected needs for future talent development. For instance, the Lied Institute for Real Estate Studies has a real estate degree program that focuses on development, asset management, and the business and economic practices that stem from the industry in response to a shortage in the workforce pool. It also offers a concentration in insurance, a result of a partnership with the local business community to address a shortfall in the industry’s talent pipeline.

Most recently, the school announced \$4 million in gifts to significantly expand the impact of its entrepreneurship center, to be renamed the Troesh Center for Entrepreneurship and Innovation. The expansion of the center, established in 2006 to supplement the University’s ability to transform ideas into commercial reality and market-accepted success, will enable the center to expand its offerings in economic diversification – a key element of the university’s Top Tier Initiative. The gifts will also support a director of research, tenure-track professors, graduate research fellows, and will bring new guest speakers and conferences to campus. “It pairs beautifully with diversifying our economy in terms of technology, workforce diversification, and other initiatives,” says Hathaway.

With the amount of activity at the university between its Top Tier Initiative strategies, the excitement of the medical school, and the accomplishments and future-forward momentum of the Lee Business School, UNLV’s sixtieth anniversary is one for the books. But they’re not resting on the laurels of their successes – in fact, they are just getting started. And they are, indeed, getting down to business.

An Exhibitor's Guide to

# preview

LAS VEGAS



Preview Las Vegas is coming up on Friday, January 26, and exhibitor opportunities are now available exclusively to Metro Chamber members in good standing. This annual event converges business leaders, community stakeholders, and others with purchasing power within their organizations for a high-impact day of insights, information, and building relationships. Putting your brand front-and-center to this audience gives you a spotlight for your products, services, and staff members.

To maximize your exposure and ensure you have a successful exhibiting experience, here are a few helpful tips, tricks, and best practices:

**It's all about your brand.** Ensure that your booth graphics, theming, any giveaways, and literature or company information you give out is consistent with your overall brand image, and is a clear representation of your brand's tone, image, and theming. Your exhibiting efforts should be a part of your year-round integrated marketing efforts.

**Plan for engagement before, during, and after the show.** When you book your exhibitor booth, be sure to post on your social media and let your database know that you'll be there. You can use some of your staff tickets as a prize for a pre-show contest as you tease your booth and what you'll be featuring in it. During the show, put your customer service stars in front of attendees to help guarantee a memorable experience. Have your staff members ask questions of attendees and personalize how your business can help them solve a problem. After the show, have a plan for follow-up that includes multiple touch points and a way to track engagement from the show. After all, if you don't follow up with the attendees who visited your booth, what's the point of exhibiting?

**Make your booth memorable.** Utilize demonstrations and hands-on applications of your products and services to make an impression. Useful giveaways and swag items, videos, drawings, special guests, games, and refreshments in your booth are just a handful of ways to draw in attendees and create an unforgettable experience.

**Train your booth staff.** Before the show, have your booth staff practice engagement with attendees. Have a few questions to help guide their conversations with guests, and ensure they have a mechanism to capture information (whether it is a webform with a few entry fields, a fishbowl for business cards, or simply a notebook or a tablet). Be sure your staff members have sufficient breaks to recharge outside of the booth so they can keep up their energy while they work.

**Follow the rules.** Obey show rules and regulations and be a good neighbor. Don't block other booths with large signs and graphics. Let the show management know if you're planning on having any large or awkward items brought in for your booth. Don't serve open food items without the necessary paperwork.

**Think beyond your booth.** Be sure you allow yourself some time to visit with other exhibitors, either on move-in day or during/after the show. Post updates on your social media outlets from the exhibit floor or from inside the program to show that you're fully engaged with the program.

All set for Preview Las Vegas on Friday, January 26? Register for your Preview Las Vegas booth now at [LVChamber.com](http://LVChamber.com). Exhibitor opportunities are available exclusively to Metro Chamber members in good standing.

Don't wait until the IRS/DOL or an Attorney calls before you think about Compliance.



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Wednesday, November 29 11:00 a.m. - 1:15 p.m.

The Orleans Hotel & Casino 4500 W. Tropicana Ave.

To Register 702.641.5822 or LVChamber.com \$45 per person, \$450 per table

PLATINUM SPONSORS



GOLD SPONSORS



MEDIA PARTNER



# What's Happening

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



## EGGS & ISSUES

**FRIDAY, NOVEMBER 17**

**FEATURING**

**U.S. CONGRESSMAN RUBEN KIHUEN**

U.S. Congressman Ruben Kihuen will make remarks on federal issues impacting the local business community.

8:00 – 8:30 a.m. Registration & Networking

8:30 – 9:30 a.m. Program

\$40 – Members | \$55 – Non-members | \$400 – table of ten

## How to Register:

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

Call 702.641.5822.

**7**

### **TUESDAY, NOVEMBER 7 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.**

**Las Vegas Metro Chamber of Commerce  
575 Symphony Park Ave., Ste. 100**

\$63 every six months. Guests always complimentary.

**7**

### **TUESDAY, NOVEMBER 7 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 – 7:00 p.m.**

**Las Vegas Metro Chamber of Commerce  
575 Symphony Park Ave., Ste. 100**

Contact [agoldberg@lvchamber.com](mailto:agoldberg@lvchamber.com) or call 702.641.5822 for space availability and cost.

**8**

### **THURSDAY, NOVEMBER 8 NEW MEMBER ORIENTATION - AT CAPACITY**

Each participant will have the opportunity to introduce themselves and their business and network in a friendly and upbeat atmosphere, as well as get valuable information on Metro Chamber benefits, events, and programs.

**11:30 a.m. – Noon Registration & Networking**

**Noon – 1:30 p.m. Program**

**Las Vegas Metro Chamber of Commerce  
575 Symphony Park Ave., Ste. 100**

This event is open exclusively to all new members of the Metro Chamber. Limited to two individuals per company.  
Sponsor: Anthem Blue Cross and Blue Shield

**13**

### **MONDAY, NOVEMBER 13 VEGAS YOUNG PROFESSIONALS TOASTMASTERS**

The VYP Toastmasters group is for all members to aid in the development of speaking, presentation and leadership skills.

**6:30 – 8:00 p.m.**

**Las Vegas Metro Chamber of Commerce  
575 Symphony Park Ave., Ste. 100**

Complimentary for guests  
\$65 to join, \$54 every 6 months.

**16**

### **THURSDAY, NOVEMBER 16 POLICY COMMITTEE MEETING: HEALTHCARE**

Anne Weisman, PH.D., Director of Wellness and Integrative Medicine at UNLV School of Medicine, and Dr. Susan Ritter, MD, share with the committee the benefits of integrative medicine for students, faculty, and staff, major threads through the curriculum, and how adopting integrative medicine will help to build our communities in Southern Nevada.

**2:30 – 3:30 p.m.**

**Las Vegas Metro Chamber of Commerce  
575 Symphony Park Ave., Ste. 100**

Complimentary and exclusive to Metro Chamber members and their employees.

00 - CHAMBER EVENT

00 - VYP EVENT

# CHAMBER UNIVERSITY

**FRIDAY, NOVEMBER 3:**

**Risk Management 101**

*Presenter:* Daniel LeaMon,  
Distinctive Insurance

**FRIDAY, NOVEMBER 17**

**Nevada Prepaid Tuition Program**

*Presenter:* Sheila Salehian,  
Nevada State Treasurer's Office

October Sponsors:



16

**THURSDAY, NOVEMBER 16**  
**VEGAS YOUNG PROFESSIONALS FUSION MIXER AT SUGAR FACTORY**

VYP is gearing up for a sweet new year with the last Fusion Mixer of 2017. Bring out your inner child, enjoy good company, and treat yourself to delicious candy and chocolate-themed drinks.

**6:00 – 8:00 p.m.**

**Sugar Factory at Fashion Show Mall**  
**3200 S. Las Vegas Blvd.**

Online: \$10 for member, \$15 for non-members

At the door: \$15 for members, \$20 for non-members

Presenting Sponsors: Station Casinos, UNLV Lee Business School Executive MBA Program, and UnitedHealthcare

Media Partner: Kristina Alexis Photography

17

**FRIDAY, NOVEMBER 17**  
**EGGS & ISSUES WITH U.S. CONGRESSMAN RUBEN KIHUEN**

U.S. Congressman Ruben Kihuen, representing Nevada's Fourth District and serving on the House Financial Services Committee, will make remarks on federal issues impacting the local business community. Don't miss Congressman Kihuen's first Eggs & Issues address to the business community!

**8:00 – 8:30 a.m. Registration & Networking**

**8:30 – 9:30 a.m. Program**

**UNLV - Richard Tam Alumni Center**

**4505 S. Maryland Pkwy.**

\$40 Members | \$55 - Non-members | \$400 Table of Ten

Sponsors: Allegiant Travel Company, Cox Communications, Greenberg Traurig, NV Energy, Porter Group, Southwest Gas, Sunrise Health System, and Touro University Nevada

21

**TUESDAY, NOVEMBER 21**  
**CHAMBER VOICES TOASTMASTERS**

See November 7

21

**TUESDAY, NOVEMBER 21**  
**CHAMBER CONNECTIONS**

See November 7

27

**MONDAY, NOVEMBER 27**  
**VEGAS YOUNG PROFESSIONALS TOASTMASTERS**

See November 13

29

**WEDNESDAY, NOVEMBER 29**  
**CUSTOMER SERVICE EXCELLENCE ANNUAL LUNCHEON**

Great service deserves to be celebrated! Join the Metro Chamber and the Las Vegas Convention and Visitors Authority as we salute those who have been recognized multiple times throughout the program year, enjoy live entertainment, and announce the Customer Service Excellence Person of the Year.

**11:00 a.m. – Noon Registration & Networking, Exclusive Gold Nominee Reception**

**Noon – 1:15 p.m. Program**

**The Orleans Hotel & Casino**

**4500 W. Tropicana Ave.**

\$40 Members | \$55 - Non-members | \$400 Table of Ten

Program Partner: Las Vegas Convention and Visitors Authority

Platinum Sponsors: Boyd Gaming, Cox Communications, and Southwest Airlines

Gold Sponsors: Nevada Drug Card, Office Depot, Southwest Gas, Sunrise Hospital and Sunrise Children's Hospital, UnitedHealthcare

Media Partner: KTNV Channel 13



# THE Public Policy Leadership SERIES

T

wenty-two leaders graduated from the Public Policy Leadership Series in October. The PPL Series - "People" for short - was launched in the fall of 2016 to educate community leaders interested in serving in public office or shaping public policy on policy issues, governance, communication, and responsibilities of effectively serving in office.

The program is a partnership with the UNLV Greenspun College of Urban Affairs and the Leadership Foundation of Greater Las Vegas, a 501(c)(3) non-profit affiliated with the Las Vegas Metro Chamber that is dedicated to cultivating knowledgeable, engaged professionals and leaders who will positively shape our community and help it thrive.

The fall 2017 semester featured two programs: General Government and Education. The General Government course educates participants on how to develop sound public policy, better understand functions and structure of government in Nevada, and learn best practices in public policy development.

The Education course prepares participants on the types of responsibilities associated with serving on boards of education, such as understanding the role of a school board member, education budgets and funding sources, and issues impacting student achievement.

## **PUBLIC POLICY LEADERSHIP SERIES** **General Government Graduates**

Rita Bondarenko  
L. Kasse Bulen  
Chaunsey Chau-Duong  
Allison Cox  
Tory Garber  
Earl Holt  
Brian Knudsen  
Paul E. Larsen  
James Mitchell  
Leslie L. Mujica  
David Pappas  
Jose M. Partida Corona  
Lynda Tache  
Keith E. Wingate  
Cinthia Zermeno

## **PUBLIC POLICY LEADERSHIP SERIES** **Education Graduates**

Dr. Niki Bates  
Denise Biben  
Eileen Eady  
Frances Martin  
Marcos Olayo  
Lauri S. Thompson





# preview

## LAS VEGAS

**2,000** business people will attend Preview Las Vegas 2018 ready to engage, interact and learn.

Take advantage of this opportunity to put your business front-and-center to the Las Vegas market by exhibiting at Preview Las Vegas 2018!

### GET YOUR BOOTH TODAY!

VISIT [PREVIEWLASVEGAS.COM](http://PREVIEWLASVEGAS.COM) OR CALL 702.641.5822

**JANUARY 26, 2018**

7:00 a.m. - 1:30 p.m. @ Thomas & Mack Center - Cox Pavilion

**Booths start at just \$1,275**

*Sponsorship and exhibitor opportunities are available for Metro Chamber members in good standing.*



# President's Club

## (B) Jennie Bowman

### Senior Director, Marketing & Business Development - NV5

Jennie Bowman oversees marketing and business development for NV5, formerly JBA Consulting Engineers. NV5 is a provider of professional and technical engineering and consulting solutions to public and private sector clients in the infrastructure, energy, construction, real estate, and environmental markets. Prior to NV5 (JBA), Bowman spent 10 years with The PENTA Building Group. She is a board member and past president of the Society for Marketing Professional Services (SMPS). Originally from Montana, Bowman has lived in Las Vegas since 2005 and is an avid golfer.

## (A) John Hester President and Chief Executive Officer - Southwest Gas Corporation

John Hester is president and chief executive officer of Southwest Gas Corporation, a member of the Company's Board of Directors, and chairman of the Board of Centuri Construction Group, Inc. He is responsible for leading the Company's natural gas operations and pipeline construction services businesses. Hester received a Bachelor of Science and Master of Arts degree in Economics from Northern Illinois University. He currently serves on the Boards of Trustees for Catholic Charities of Southern Nevada, the College of Southern Nevada Foundation, the Metro Chamber, and the American Gas Association.



## (D) Richard Ginzel Vice President of Operations - Centerplate

As vice president of operations for Centerplate at the Las Vegas Convention Center, Richard Ginzel offers myriad talents to direct food and beverage operations. He is one of the strongest convention center food and beverage managers in the country, handling high profile, complex operations. Prior to the convention center, Ginzel led Centerplate's operations at the Orleans in Las Vegas and the Sacramento Convention Center Complex. Recognized as Centerplate's general manager of the year, he enhances the guest and employee experience and is currently working with the LVCVA team to renovate guest service areas.

## (C) Chris Wilcox Tax Partner - Eide Bailly, LLP

Chris Wilcox is the partner in charge of the Eide Bailly, LLP Las Vegas office. He has lived and worked in Las Vegas since 1984. Wilcox is a Certified Public Accountant, focusing his practice on large family-owned and closely-held businesses in Southern Nevada and the surrounding states. He is a Certified Exit Planning Advisor (CEPA), helping businesses prepare for transition to a new owner. He is actively involved with the Auto Dealer CPA Association as a past president and executive committee member and serves on the conference planning committee.



# Spotlights

**(E) Matt McClellan**

**Branch Manager - Fairway Independent Mortgage**

Matt McClellan, Fairway Independent Mortgage branch manager, began his career in residential mortgages in 2011. Closing more than \$150 million in mortgages, McClellan was promoted to branch manager in March 2017 and given the opportunity to open his own office in the Las Vegas area. McClellan and his team focus on developing and nurturing quality relationships with realtors, financial advisors, builders, and community leaders.



**(F) Cason Swinn**

**Senior Vice President - Financial Advisor - Swinn & Toll Wealth Management Group**

Cason Swinn began his career at Merrill Lynch in 2007 before joining RBC Wealth Management as senior vice president and financial advisor in 2017. A native of Las Vegas, Swinn earned his Bachelor of Science in Finance and Economics from UNLV. In 2017, he was listed in *Forbes* magazine as one of "America's Top Next Generation Wealth Advisors." When not busy with family activities, Swinn and his wife Amanda, along and their four children, enjoy volunteering at the Las Vegas Rescue Mission, Three Square Food Bank, and the Boy Scouts of America.

**(G) Ryan Growney**

**General Manager - South Point Hotel, Casino & Spa**

Ryan Growney is a 15-year veteran of the Las Vegas hotel and casino industry, currently serving as the general manager of the South Point Hotel, Casino & Spa. Because of Growney's background in the hotel and casino industry, he was recently selected as an at-large director of the American Gaming Association. A graduate of Georgetown University, he received his Bachelor of Science degree in Business Administration. A Las Vegas native, he graduated from Bishop Gorman High School as valedictorian and a member of the highly regarded football team.



**(H) Robin Perkins  
Partner - Snell & Wilmer**

Robin Perkins practices in business and commercial litigation. Licensed in Nevada and Texas, she concentrates in the financial services and construction industries. Perkins serves on the board of The Animal Foundation, is a co-chair of the American Bar Association's Litigation Section, Woman Advocate Committee, and a past board member of Rebuilding Together. Perkins dedicates her time to women's initiatives at the firm and in the community and provides pro bono legal services for underserved communities through the Legal Aid Center of Southern Nevada. She has been recognized with *Vegas Inc.*'s 40 Under 40 award and achieved rankings by Nevada's Legal Elite and Mountain States Super Lawyers.

# In The Know

## Employer Compliance Issues Critical Areas for Focus in 2018

Don't wait until the IRS or the U.S. Department of Labor (DOL) – or an attorney – calls before you think about compliance. Here are a few issues you'll want to stay in-the-know about regarding employer compliance:

### **ERISA**

Never has benefit and labor compliance been so critical to employers. Increases in agency audits and potential fines for non-compliance pose greater compliance issues for employers than ever before. This includes areas such as Employee Retirement Income Security Act of 1974 (ERISA), the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and employee handbooks, and the Affordable Care Act (ACA).

Historically, 75 percent of DOL audits are the result of an inquiry by a present or previous employee. There are now additional triggers for an audit. Labor attorneys use the lack of ERISA documentation as leverage for settlements against employers. In addition, the IRS has implemented software to identify errors in ACA data that can match that data with information submitted (or not) to the DOL (such as Form 5500 for the same plan).

ERISA is a federal law that sets minimum standards for most voluntarily established pension and health plans in private industry to provide protection for individuals in these plans. Churches and government entities are exempt from ERISA's welfare benefit plan provisions.

ERISA requires plans to provide participants with plan information, including plan features and funding; fiduciary responsibilities for those who manage and control plan assets; and establishment of a grievance and appeals process for participants to get benefits from their plans. It also gives participants the right to

sue for benefits and breaches of fiduciary duty. This is done through a Summary Plan Description (SPD). No other documents are acceptable. Insurance policies or contracts issued to an employer generally do not meet all the requirements of an ERISA plan document.

Typically a “wrap” document is used to supplement already-existing documentation to bring the plan into compliance with ERISA. A wrap document provides the information required by ERISA by incorporating with it the insurance policy or similar third-party contract. Multiple plans can be bundled inside a wrap document to simplify plan management and DOL filings (if required).

Employers must distribute the SPD to plan participants and eligible beneficiaries within 90 days of becoming covered by the plan, or within the 120 days of a plan becoming subject to ERISA.

There have been a number of amendments to ERISA, expanding the protections available to health benefit plan participants and beneficiaries, including:

- COBRA
- HIPAA
- Newborn and Mother's Health Protection Act
- Mental Health Parity Act
- Women's Health and Cancer Rights Act

DOL fines and penalties accrue at \$110 per day per covered employee for failing to provide a participant with an SPD. In addition, civil penalties may be levied. Federal law also requires health plans to send a variety of notices to participating employees and dependents, concerning their rights under the health plan.



Although yearly distribution is not required for many federally mandated health plan notices, employers should consider including some of them with the enrollment materials anyway.

Annual Notices will generally include the following:

- Women’s Health and Cancer Rights Act
- Qualified Medical Child Support Order Procedures
- Mental Health Parity and Addiction Equity Act
- Patient Protection and Affordable Care Act Notice
- Premium Assistance Under Medicaid and the Children’s Health Insurance Program (CHIP)
- Genetic Information Nondiscrimination Act (GINA).
- Newborn and Mothers Health Protection Act
- Michelle’s Law Enrollment Notice
- Summary Annual Report (if a Form 5500 is filed)

### ACA Reporting

There are two IRS Codes that provide direction and requirements for ACA reporting. These are Section 6055 and Section 6056 of the IRS code.

Section 6055 requires annual reporting to the IRS and taxpayers whether coverage constitutes minimum essential coverage (MEC). This reporting is intended to assist the IRS to enforce the individual mandate penalty under health care reform, which states that all individuals (with certain exceptions) must be enrolled in health coverage that constitutes MEC or pay a penalty. Section 6055 applies to all employer group health plans, regardless of the employer’s size. If a medical plan is fully insured, the insurer is responsible for meeting the requirements of 6055. If a medical plan is self-insured, the employer is responsible for meeting the requirements of 6055.

Section 6056 reporting is the required reporting to the IRS of information relating to offers of health insurance coverage by employers that sponsor group health plans. A statement (Form 1095) providing information about the coverage must be furnished to full-time employees. 6056 also assists the IRS to enforce the employer pay -or-play penalty and full-time employees determine whether they are eligible for a premium credit. An employer’s responsibility under 6056 is to ensure their plan meets the affordability criteria set up by ACA and that they are making an offer to benefits-eligible employees. Applicable large employers, as defined in section 4980H(C)(2), are required to file the 1095x for each full-time employee by January 31.

There are many other state and federal rules and regulations with which employers are required to comply. But keeping in the loop regarding various ERISA, HIPAA, and ACA-related reporting and compliance issues is a good start, especially as health care remains a front-and-center issue.



*By David Espenscheid, director of compliance services at HR Workplace Services, a leading provider of human resource management and consulting services, which partners with local firm Brown & Brown of Nevada to assist clients with meeting compliance requirements. For more information, please contact Lori Wilkinson, vice president of Brown & Brown Insurance of Nevada, [lwilkinson@bbnevada.com](mailto:lwilkinson@bbnevada.com) or 702.475.8243.*

# Member News

RED - PRESIDENT'S CLUB MEMBER



## Announcements

**Roseman University of Health Sciences** announced Hugh Anderson, managing director and partner of **HighTower Las Vegas**, as the chair of "Breakthrough in Medicine!," a campaign to raise \$66 million for the College of Medicine.

**500 Group** announced new U.S. patents for its building technology startup Boxabl. Boxabl's concept allows customers to order fully customized homes or commercial buildings, to be shipped next-day to construction sites. Its patented shipping and packing technology allows for mass production of these rooms. For more information, visit [boxabl.com](http://boxabl.com).

**The Nevada Association of Employers** welcomed human resources leader Jeanne McMillian Abraham to its board of directors.



### The Nevada State Contractors Board

announced that executive officer Margi A. Grein has been appointed by Governor Sandoval to join Nevada's core team, which will be participating in the National Occupational Licensing Learning Consortium.

## Wheeling & Dealing

**Commercial Executives Real Estate Services** represented Cardinal Paint & Powder, LLC in the purchase of a 105,826-square-foot warehouse located at 1900 Aerojet Way. The transaction is valued at nearly \$7.5 million.

**DC Building Group** completed an expansion of classroom space at Faith Lutheran Middle School and High School, located at 2015 S. Hualapai Way.

## Community Service

**Las Vegas Rescue Mission** was named 2017 Partner of the Year by U.S. Vets, the nation's largest nonprofit provider of comprehensive services to homeless and at-risk veterans.

Volunteers at **Brownstein Hyatt Farber Schreck** teamed up to write 120 thank you cards to first responders on the scene during the shooting in the city on October 1. The group sent the messages to the investigators, coroners, paramedics, sheriff's deputies, and firefighters who were involved with the tragic event as part of the firm's Karma Program.

## Congratulations

**MountainView Hospital** received accreditation from the Accreditation Council for Graduate Medical Education (ACGME) for its Emergency Medicine residency program for 32 residents.

**UNLV's Lee Business School** received a \$4 million gift to expand its center for entrepreneurship. It will be renamed the Troesh Center for Entrepreneurship and Innovation, following a lead pledge of \$3 million from Dennis Troesh. Over the five-year funding plan, the Center will recruit a director of research, tenure-track professors, graduate research fellows, and a program coordinator. It will also bring new guest speakers to campus, support student case competitions, and host conferences.

**Western Governors University** was recognized by the International Council of E-Commerce Consultants as the 2017 Academia Partner of the Year.

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

## Upcoming Events

**United Way of Southern Nevada** will hold its annual Women's Leadership Council Women's Fall Suit Drive November 3. The drive collects suits and other business attire for women in need, and helps them prepare for career opportunities. Last year, more than 11,000 items were donated. For more information, visit [uwsn.org/wlc](http://uwsn.org/wlc).

On November 3, **Olive Crest Nevada** invites people to Drop to Stop Child Abuse, where guests can rappel 350 feet from the top of the Augustus Tower at **Caesars Palace** to raise awareness and funds for the organization. For more information, visit [olivecrest.org](http://olivecrest.org).

**Large Vision Business Network Mixer** will hold its Red, White, and Blue Expo on November 7, at the **Suncoast Hotel & Casino** to commemorate Veterans Day. It features the LVBNM BusinessBuilder Presentation Series and how to get a business loan for veterans and senior citizen entrepreneurs.

**Nevada Ballet Theatre** presents "Classic Americana" at **The Smith Center for the Performing Arts**, November 11-12. Chamber members receive a 15 percent discount on tickets. For more information and ticketing, visit [nevadaballet.org](http://nevadaballet.org).

The annual Festival of Trees and Lights Premier Showcase Day will take place Thursday, November 16, at the **South Point Grand Ballrooms** from 3:00 - 8:00 p.m. Open to the public, the event includes entertainment, children's activities, a visit from Santa, and plenty of lights, trees, wreaths, and baskets on display. Proceeds go to the Down's Syndrome Organization of Southern Nevada. For more information, visit [dsosn.org](http://dsosn.org).

**Vegas PBS** launched a new monthly discussion forum, Veterans Coffee and Conversations, where Armed Service Veterans meet to share stories. The events will take place on the third Friday of each month. For updated meeting times, visit [vegaspbs.org](http://vegaspbs.org).



The **UNLV College of Education** is proud to work to expand existing best practices into "next generation practices" that address and overcome the challenges we face in

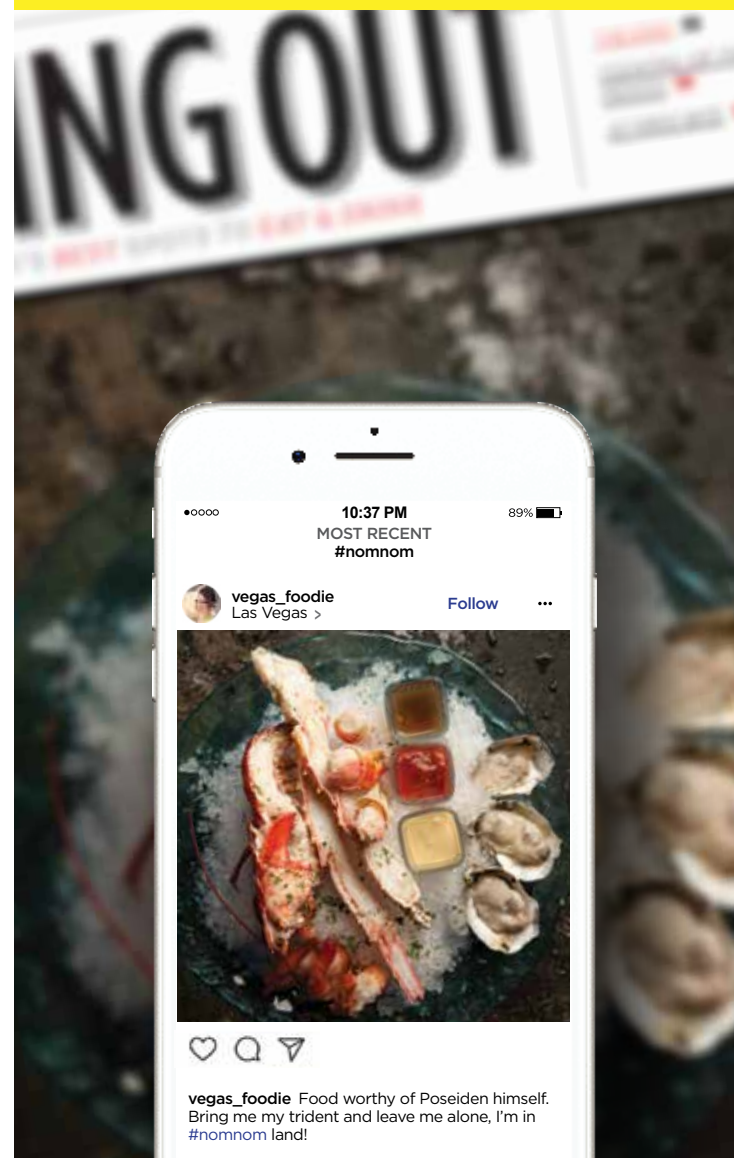
education here in our state. On December 4 from 9:00 a.m. to 5:00 p.m. at the UNLV Student Union, the third annual Summit on Nevada Education will welcome educators, administrators, policy makers, community leaders, teacher preparation leaders, pre-service teachers, and others with a direct link to education in Nevada to gather in an open forum to share ideas, challenges, and lessons to improve and celebrate Nevada education. Register at [education.unlv.edu](http://education.unlv.edu).

## NOBODY NEEDS TO KNOW.

With toothsome foodie features, full-bodied chef profiles, savory local dining trends & ambrosial photography, home delivery of **Desert Companion** means you will never miss out on Las Vegas' culinary scene even if you stay in.\*

Subscribe now and never miss an issue at [desertcompanion.vegas](http://desertcompanion.vegas).

*\*It'll be our little secret.*



# Ribbon Cuttings

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



## **DIGNITY HEALTH - ST. ROSE DOMINICAN HOSPITAL**

Dignity Health – St. Rose Dominican Hospital, West Flamingo Campus, offers 24/7 emergency services with on-site labs, in-house imaging, and overnight care when needed. Its ER-trained physicians are always ready to treat emergencies with the expert care each patient deserves. Visit [dignityhealth.org](http://dignityhealth.org).

**PC**



## **NOTHING BUNDT CAKES**

Nothing Bundt Cakes offers mouth-watering cakes that can be decorated for any personal or professional occasion. The company believes in giving back to its communities and promoting a genuine connection with guests. Follow it on Facebook or Twitter using @nothingbundtcakes.



## **ARTHUR MURRAY**

Arthur Murray commemorated its 30-year anniversary and new location. Instructors are specially trained, certified and teach clients today's most popular ballroom, Latin, and swing dances to make them comfortable social dancers or competitive hobby dancers. Call 702.876.3131 or visit [arthurmurraylv.com](http://arthurmurraylv.com).



## **SOUTH BEACH RESORT**

South Beach Resort introduced Las Vegas to a new style of modern luxury living with one and two-bedroom apartment homes, a spacious park for social activities, a fitness and wellness center, a resort salt water pool, and more. Call 702.227.0444 or follow [southbeachresortlasvegas](https://www.facebook.com/southbeachresortlasvegas) on Facebook.



## **AURELIO'S PIZZA**

Aurelio's Pizza announced its new location at 6010 W. Craig Rd., Ste. 150. As a proud franchiser since 1959, Aurelio's Pizza prides itself on a quality control program that increases brand consistency and customer service satisfaction throughout its franchise system. Call 702.399.3131 or visit [aureliospizza.com](http://aureliospizza.com).



## **MAGNUM COFFEE ROASTERY**

Magnum Coffee Roastery announced its grand opening. It is a premier supplier of premium private label and control-brand coffee and tea programs. Its commitment is to the development and supply of these unique programs and its customers. Visit [magnumcoffee.com](http://magnumcoffee.com) or call 701.848.3066.

# LET'S ROCK 2018

Download Our Planning  
Calendar Online Now!

[NEVADABUSINESS.COM](http://NEVADABUSINESS.COM)



Nevada  
**Business**  
THE DECISION MAKER'S magazine

# Know the Numbers

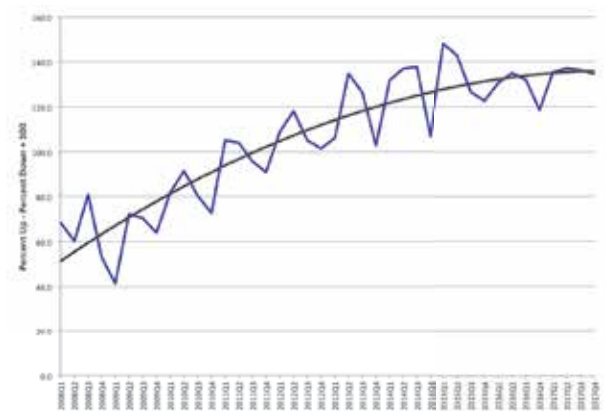
## UNLV Center for Business and Economic Research Releases Latest Southern Nevada Business Confidence Index

The UNLV Center for Business and Economic Research at the Lee Business School released the fourth quarter Southern Nevada Business Confidence Index. According to the Index, business confidence declined by 1.3 percent from 136.5 in the third quarter to 134.7 in the fourth quarter of 2017, but remains significantly above the level from last year for both the Southern Nevada and U.S. economies. High optimism on hiring and capital expenditure, as well as positive prospects on sales and profits, suggests that the Southern Nevada economy will continue to move forward.

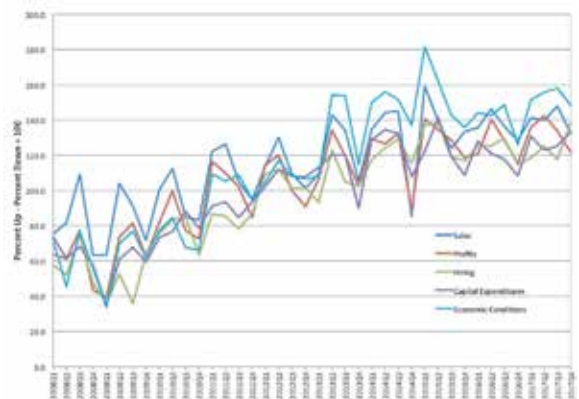
All figures provided by the UNLV Center for Business and Economic Research. To read the complete findings, visit [cber.unlv.edu](http://cber.unlv.edu).

**UNLV** | LEE BUSINESS SCHOOL  
 CENTER FOR BUSINESS AND ECONOMIC RESEARCH

**CBER's Business Confidence Index experienced a quarterly loss but was up strongly compared to last year for the fourth quarter of 2017.**



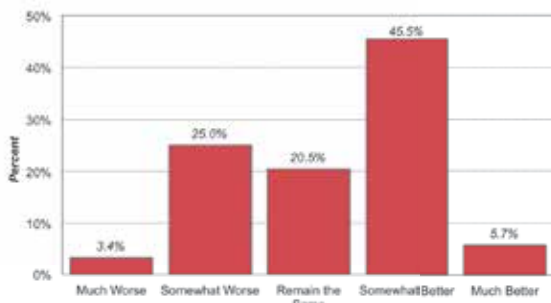
**All five components of CBER's composite index gained and exceeded 100 for the fourth quarter of 2017.**





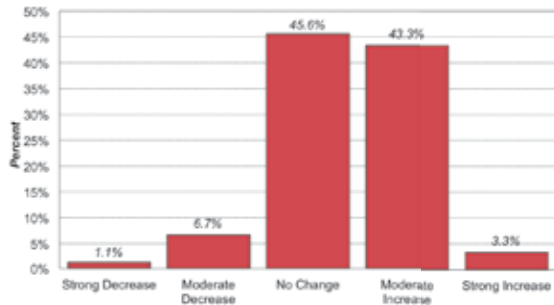


How do you think economic conditions in the U.S. will change in the coming quarter compared to the current quarter?



CBEI Business Confidence Index Survey

How do you think hiring in your industry will change in the coming quarter compared to the current quarter?



CBEI Business Confidence Index Survey



Veterans, we thank you for your service.

MONDAY, NOVEMBER 6

10 P.M.

**VA and the Human Cost of War**

SUNDAY, NOVEMBER 12

12 P.M.

**The Battle of Chosin: American Experience**

2 P.M.

**The Greatest Generation Goes to War: Las Vegas' Memories of WWII**

3 P.M.

**VA and the Human Cost of War**

4 P.M.

**Goering's Last Secret**

Encore on Thursday, November 16 at 10 p.m.

5 P.M.

**World War II Mega Weapons: The Tunnels of Okinawa**



**Ken Burns' The Vietnam War**  
Tuesdays at 9 p.m.

VETERANS  
*Coffee & Conversations*

You are invited to an open dialogue about the issues raised in **The Vietnam War** documentary. Join us on Friday, November 17, 11 a.m.-12:30 p.m. at Vegas PBS.

Refreshments provided by



VegasPBS.org • 702.799.1010  
3050 E Flamingo Rd., Las Vegas, NV 89121



# WELCOME NEW MEMBERS!

Welcome to the newest members of the Las Vegas Metro Chamber of Commerce. Please be sure to meet them at an upcoming event, or check out their business online at [LVChamber.com](http://LVChamber.com) on the member directory.

## PRESIDENT'S CLUB:

500 Group  
Fairway Independent Mortgage

Keolis North America  
Las Vegas Lights FC

**Advanced Resurfacing  
Technologies**

**AGS Publishing**

**Ambient Edge Air Conditioning  
and Refrigeration, Inc.**

**Brambila Bilingual Services**

**Cactus Valley Retirement Resort**

**Charity One Insurance Agency,  
Inc.**

**Connaghan Law**

**Digitally Inspired LLC**

**Essensa Wellness & Aesthetics  
Center**

**Foodie Fit**

**Jones Fiber Products**

**Las Vegas Dancesport Dance  
Studio**

**Lyght Fine Art & Jewelry**

**Mother Goose Child Care  
Services**

**Neptune Coatings Corp.**

**NW&A Sales Training**

**re:GENERATION**

**Southern Nevada Joint  
Management Culinary  
Bartenders Training Fund**

**Verizon Wireless**

**Walmart Store #2483**

Members joined from September 15, 2017 to October 15, 2017



# Nevada Drug Card Partners with Children's Miracle Network Hospitals and Coy Bowles of the Zac Brown Band

Nevada Drug Card, the leading prescription drug discount card, has partnered with Children's Miracle Network Hospitals nationwide, making a donation to the organization each time a patient uses the Nevada Drug Card at any of its thousands of participating pharmacies nationwide. This month, the program is also donating copies of *When You're Feeling Sick*, a children's book for children facing illnesses written by Zac Brown Band guitarist Coy Bowles, to local Children's Miracle Network hospitals.

The card offers its residents savings of up to 75 percent off retail price for both brand and generic FDA-approved medications. The card can be used with or without insurance, and is useful for those with high deductibles or who take medications not covered by their insurance. The program is completely free, confidential, and has no income requirements, age limitations, or applications to complete, and is an ideal ancillary benefit to offer employees at no cost to the employer. Visit [nevadadrugcard.com](http://nevadadrugcard.com) to download cards, check pricing, or download the mobile app.

## Now hiring



Join the energetic, friendly environment in our Henderson office

- Diverse, fun, customer-focused team
- Flexible shifts available
- Competitive benefits including medical and dental coverage on day one of employment
- Educational assistance
- Company supported community engagement and volunteer activities



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

# Vegas Young Professionals

Presenting  
Sponsors



Upcoming  
Events

**THURSDAY,  
NOVEMBER 16  
VYP FUSION MIXER AT  
SUGAR FACTORY  
6:00 - 8:00 p.m.  
Sugar Factory -  
Fashion Show Mall**

Don't miss the last Fusion Mixer of the year, set inside the whimsical and fun Sugar Factory at the Fashion Show Mall.

Members:  
\$10 in advance  
\$15 at the door  
Non-Members:  
\$15 in advance  
\$20 at the door

**Register at  
VegasYP.com.**



## SEVEN WAYS TO INCREASE YOUR SALES PIPELINE

By: Matthew Lindsey - Entrepreneur & Vegas Young Professionals Marketing Chair

The year is coming to a close, which means those in the sales field are finding ways to finish the year strong. It's important to adapt to the ever-changing sales landscape to drive performance to new heights. Here are five techniques to help you achieve your year-end goals.

### PERFECT YOUR CLOSING TECHNIQUE

We live in a modern age where closing a sale is as easy as pressing a button. Perfecting face-to-face sales and having unbeatable closing techniques are vital to converting prospects to customers. Read *Secrets of Closing the Sale* by Zig Zigler or Jeffrey Gitomer's *Little Red Book of Selling*.

### SOCIAL MEDIA MARKETING

Building a social media presence is essential for building brand awareness, customer interest, lead generation, and customer loyalty. It's important to rely more heavily on social media advertising as a direct and immediate tool for customer acquisition. A well designed social media marketing campaign can net you increased traffic, higher search rankings, higher conversion rates, improved brand loyalty, and ultimately, more closed deals.

### INCENTIVIZE THE SALE

Bringing new customers in the door is difficult to do without some sort of incentive. Instead of discounting products or services to drive traffic,

try gifting customers with a future use offer or coupon. This is a strategic positioning tool to get customers to spend money now and save money later. End-of-the-year holiday incentives, including free shipping, a gift with purchase, and free upgrades are also ways to get more customers during a peak shopping season.

### SOCIAL RESPONSIBILITY

According to Nielson's 2015 Global Corporate Sustainability Report, 66 percent of consumers are willing to spend more on a product if it comes from a sustainable brand. Organizations that are heavily involved in philanthropic causes have customer loyalty and oftentimes, better company culture. Try donating a portion of proceeds to a local charity, offering a BOGO deal on products, or corporate volunteering to show that your employees give back, too.

### MANAGE YOUR SALES TIME

Time is money and your time is just as valuable as a customer's. It's important to manage your time effectively so you don't waste a minute. Customer loyalty takes time and the quality of your relationship with a customer is more important than how much you sell. It takes just as much time to sell a \$25,000 deal as it does to sell a \$100,000 deal. Be patient with customers, but know how to recognize when to sell, upsell or walk away.



Business  
Blend

@

**ENCLAVE**



Vegas Young Professionals members mixed and mingled with Metro Chamber members at the fall Business Blend at the rooftop deck of Enclave, one of Las Vegas' newest event venues.

 *Kristina Alexis*  
PHOTOGRAPHY

# The Final Word

## OCTOBER ACCOMPLISHMENTS

**I**n October, the Metro Chamber welcomed more than 360 guests for its annual Business Excellence Awards Luncheon program, and hosted several opportunities for members to meet and connect with one another. It also launched the all-new LVChamber.com to help members get information, find other members, and share information and expertise.

Here are just a few things the Metro Chamber did for you in October:

- Recognized 30 outstanding Chamber member businesses for their creativity and ingenuity at the annual Business Excellence Awards Luncheon at the Four Seasons, exclusively sponsored by Nevada State Bank.
- Engaged with U.S. Congressman Mark Amodei on the key federal policies affecting the Southern Nevada business community, including the Yucca Mountain Nuclear Waste Repository, tax reform, and Interstate 11, during Eggs & Issues at The Sayers Club inside SLS Las Vegas.
- Launched the all-new LVChamber.com, complete with a help button for members and new ways of engaging and sharing expertise and information.
- Made connections between the newest Chamber members at the New Member Orientation.
- Informed members on the local, state, and federal level issues affecting the Southern Nevada business community during the Paul Call, hosted by the Chamber's vice president of government affairs, Paul Moradkhan, and sponsored by CenturyLink.
- Held an informative Chamber University session on the rise of self-funded health care plans, hosted by Stephen Daniel with The Mahoney Group.
- Mingled with alumni and prospective applicants of UNLV's Executive MBA program, as well as Vegas Young Professionals members, during the Cohorts & Cocktails mixer at Hearthstone Kitchen, inside Red Rock Hotel & Casino.
- Welcomed more than 200 Metro Chamber members and Vegas Young Professionals to Business Blend at Enclave, giving members the opportunity to forge new business relationships with one another.
- Heard from prominent members of the philanthropic community and discussed innovative way philanthropic leaders are improving the community during a Focus Las Vegas session at the Discovery Children's Museum.



- Held ribbon cutting ceremonies to celebrate member milestones, including the grand re-opening of McDonald's on E. Lake Mead Blvd., the grand opening of Enclave, and the new location of Complete Medical Consultants in Henderson.
- Engaged members through an informative session of the healthcare policy committee, where the topic of interventional orthopedics was discussed by Dr. Sidney Kass, MD, and Mr. Brian Forbes, executive vice president, from Regenexx.

# THE FLU ENDS HERE.

**FLU  
SEASON  
AHEAD**

**PICK UP YOUR  
NEVADA DRUG  
CARD *TODAY!***



**SAVE UP TO 75% OFF** ON YOUR PRESCRIPTION MEDICATIONS.

DRUG NAME	QTY	RETAIL	DISCOUNT PRICE	SAVINGS
Azithromycin 500mg	6	\$60.23	<b>\$53.40</b>	<b>11%</b>
Fluticasone Prop 50 MCG Spray	16GM	\$70.99	<b>\$34.76</b>	<b>51%</b>
Guaifenesin-Codeine Syrup 100MG/5ML	120ML	\$15.99	<b>\$9.88</b>	<b>38%</b>
Levofloxacin (Levaquin) 500mg	30	\$343.47	<b>\$43.69</b>	<b>87%</b>
Promethazine-Codeine Syrup 6.25-10/5	240ML	\$49.99	<b>\$21.38</b>	<b>57%</b>

\*Discounted prices were obtained from participating pharmacies. Prices vary by pharmacy and region and are subject to change.

**Pharmacy Coupon Prescription**

Coupon MBR ID: Enter Year & Time  
(Example Year 2017, Time 914; Enter ID 2017014)

RxBIN: NVRX  
RxBIN: 610709

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CHAMBER OF COMMERCE

**NEVADA DRUG CARD**  
WWW.NEVADADRUGCARD.COM

PATIENT INSTRUCTIONS: This card/coupon is pre-activated and can be used immediately. Present this card/coupon to any participating pharmacy to receive a discount on prescription medications.  
PHARMACIST INSTRUCTIONS: Submit as a primary claim (cannot be processed as secondary) using the following pharmacy processing information. For processing questions and comments please call the Pharmacy Helpline below.  
Customer Service: 877-321-6755 Pharmacy Helpline: 800-223-2146 This is a point-of-sale discount program.

For more information please contact:

**SUZANNE  
DOMORACKI**

nevadadrugcard.com | 702.510.0100

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**NEVADA DRUG CARD APP**

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CUSTOMER SERVICE  
*Excellence*  
 LUNCHEON

**Wednesday, November 29**

11:00 a.m. – 1:15 p.m.

**The Orleans Hotel & Casino**

4500 W. Tropicana Ave.

To Register

**702.641.5822** or **LVChamber.com**

\$45 per person, \$450 per table



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NOVEMBER 2017

EGGS &  
 ISSUES



**U.S. Congressman  
 Ruben Kihuen**

**Friday, November 17**

8:00 - 9:30 A.M.

\$40: MEMBERS

\$55: NON-MEMBERS

\$400: TABLE OF TEN

UNLV - RICHARD TAM ALUMNI CENTER

702.641.5822 or LVChamber.com