

Business Voice

VEGAS CHAMBER | VegasChamber.com | FEBRUARY 2021

Vegas Chamber 2021 Legislative Mission

Recover
ebuild
einvent
Nevada
Together

**A Positive Outlook –
Optimism Warranted for 2021**

Page 7

You, Me & VYP – Get Involved Today!

Page 28

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MARY BETH SEWALD
PRESIDENT & CEO



Last month at Preview Las Vegas, we heard from economic experts that there is optimism in the air and many opportunities to create a bright future for our region. Business leaders, such as Derek Stevens, CEO of The D and Circa, who are doubling down on Vegas, continue to bet big because Nevada is a place that values innovation and hard work.

Our low tax and regulatory environment has been the distinguishing factors in attracting entrepreneurs to Nevada and stimulating job growth. We only need to look to our neighboring state of California whose high taxes and regulations are pushing employers and workers away to remind us how important our business climate is - something we need to protect and be vigilant against destroying.

That's why the decisions made during the 2021 Legislature will be so critical to our economic climate and your ability to operate your business.

As the legislature kicks off this month, the Vegas Chamber Government Affairs team will be in Carson City every day looking out for you. Our cover story, Recover, Rebuild, Reinvent Nevada Together, outlines the Vegas Chamber's priorities and guiding principles during this session.

We know that because of COVID, our state faces unprecedented challenges - rebuilding our economy, high unemployment, getting K-12 education back on track. These challenges require all of us in Nevada to work together to overcome, especially with limited state revenues due to the economic crisis we are in.

All Nevadans, no matter political party or priority issue, have an interest in rebuilding our economy and creating

jobs. We cannot address our other problems if we don't recover, rebuild, and reinvent our economy first. Our businesses are fragile; countless have closed. And many that have survived are barely hanging on. Unless we protect them and nurture them, we will never recover the thousands of private sector jobs that have been lost.

The Vegas Chamber will be in Carson City every day to look out for you and remind lawmakers that with every vote they take, they need to consider: will this vote help or harm employers? Will it make it easier or harder to operate a business? Will it help create or cost jobs?

While the Vegas Chamber will be the voice of business at the legislature, we need your help. We encourage you to sign up as a Chamber Advocate to communicate to lawmakers your struggles and the potential impact a piece of legislation may have on your business. When you serve as a Chamber Advocate, you remind legislators that behind every business are real people. People who are trying to make payroll, provide for their families, and survive.

We appreciate your membership and trust in the Vegas Chamber. We are proud to serve you every day and be your voice in our state.

Vegas Chamber

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Mary Beth Sewald

President & CEO
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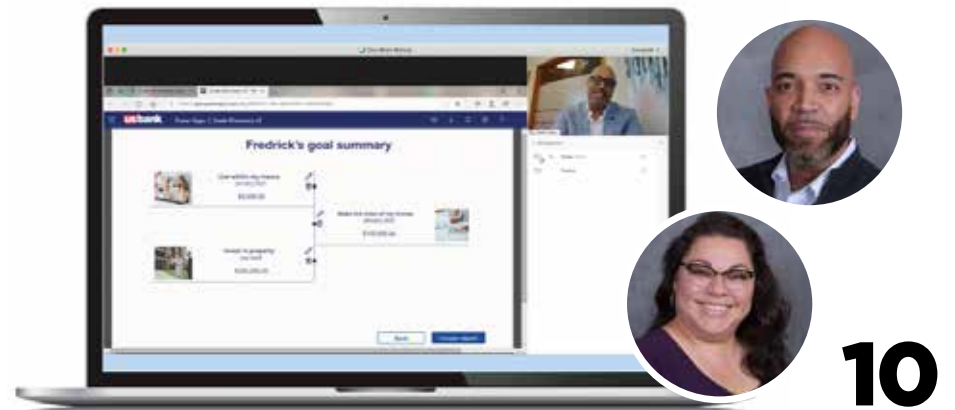
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A Positive Outlook

Optimism Warranted for 2021

After months of social distancing, masking and waiting, 2020 is finally ending, but not before it delivers the much anticipated and most welcome news in a year dominated by COVID-19. The vaccine is here. Millions of doses have already made their way to communities across the nation, and frontline healthcare workers are receiving the first inoculations. This momentous breakthrough marks the beginning of the end of the COVID-19 pandemic that has crippled economies around the world, left millions out of work and claimed so many lives.

This most positive news comes at a time on the calendar when we often reflect on the year behind us and turn our attention to the new year ahead. It is a time of renewal and resolution, of possibility and optimism. Now, as we close out an unforgettable year that most would rather forget, we can start looking forward to 2021 and the tangible reality that the end of the pandemic is in sight. And for the first time in nine months, we can shift from measuring recession to measuring recovery.

For the most optimistic, the economic recovery may resemble the Roaring Twenties, a decade of profound economic growth on the heels of World War I and the 1918 flu pandemic. Over that decade, the U.S. economy expanded by a remarkable 42 percent as technological advances such as the electrification of homes and factories and the rapid adoption of the automobile ushered in a new era of optimism and growth. As we emerge from a year under the COVID-19 cloud, the nation may be poised to release months of pent-up demand and launch the economy into a robust period of recovery and expansion.

From the pessimistic point of view, the weight of the extended pandemic-related recession could leave an indelible mark on the psyche of our nation, similar to the Great Depression generation that learned through hard experience to save everything and waste nothing. In the post-pandemic world, this scenario would mean an ever-cautious populace reluctant to return to normal and continuing to social distance, wear masks and avoid normal activities amid the general public. A widespread mentality of caution would hinder any economic recovery, most notably here in Southern Nevada.

These scenarios sit at opposite ends of the recovery spectrum, but in reality the actual recovery likely lies somewhere in between as Americans exhibit a range of feelings about risk tolerance and personal safety in the post-pandemic world. That said, I believe our national economy will be quick to turn

around. Throughout U.S. history, our nation has emerged from wars, civil upheaval and economic shocks stronger than before, proving time and again that tomorrow tends to look a lot like yesterday.

In Southern Nevada, our tourism industry is poised to capitalize on a nation emerging from the pandemic. After a year of quarantines, curfews, shutdowns, stay-at-home orders and missed experiences, Americans will be looking for an escape once again. Already a top vacation destination, Las Vegas is poised to be that escape. Whether it's enjoying a world-class meal, attending a mesmerizing show, pampering oneself with a spa day or just soaking in the vibrancy of the Las Vegas Strip, Las Vegas provides a range of social experiences that so many have given up during the pandemic, and it has the opportunity to prove itself a safe and accessible



Jeremy Aguero, Principal Analyst

destination where the world can put the pandemic in the past and return to a normal we might have previously taken for granted.

The recent vaccine news provides optimism for an impending recovery as the calendar flips to 2021, but patience and persistence will be required. We still have months ahead before enough vaccine doses are manufactured, distributed and administered across the nation to reach herd immunity and beat the novel coronavirus. But when we do reach that point, this community will be ready with open arms. If millions of people were willing to visit Las Vegas with limited amenities during a pandemic, imagine what they will do in a post-pandemic world.

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Member News

RED - PRESIDENT'S CLUB MEMBER

Announcements



Aegis Learning's Tim Schneider Goes on Like Nobody's Business

Tim Schneider, the esteemed facilitator behind the Leadership Foundation of Greater Las Vegas's Leadership Advance program, was recently

interviewed by Mary Beth Sewald on Like Nobody's Business. Aegis is a member of the Vegas Chamber and has proved to churn out the best and brightest leaders in our community. Schneider's methods not only help engage someone's own leadership skills but invigorate them with new skills they never imagined honing. Many Chamber members have gone through Schneider's program, as well as Chamber staff. His interview with Mary Beth Sewald was honest, direct and filled with laughs. The interview also featured Leadership Advance graduate, Nicole Shelton, who credited the program with teaching her how to establish her leadership style and how her communication skills have transformed. To view this interview, visit youtube.com/watch?v=bFSkFO2NPYg



VYP Announces New Council Members

Vegas Young Professionals, an organization for 21 to 39-year-old professionals dedicated to identifying, engaging, developing

and connecting future leaders, announces their new Council for 2021. Chaired by Danica Torchin, from Jewish Nevada, the former Vegas Young Professionals Coordinator, this year proves true to be the "Year of the Woman." Chaired almost entirely by women, the council seeks to lead the way for Young Professionals in Southern Nevada while helping them expand their networks and create professional development opportunities. VYP is committed to accelerating careers, building circles of influence and helping our community. To learn more about VYP, visit leadership.vegas to get started.

Congratulations to the new Vegas Young Professional Council Members:

- Danica Torchin, Chairwoman
- Fantasi "Stasi" Pridgon, Events Co-Chair
- Corina Towle, Events Co-Chair
- Ariel Barrett, Ambassadors Co-Chair
- Marisa Novak, Ambassadors Co-Chair
- Tara Engler, Community Outreach Co-Chair
- Sara Boucher, Community Outreach Co-Chair
- Elizabeth "Izzy" Thorn, Marketing Chair
- Adam Kent, Immediate Past Chair



Help a Business Thank a Hero

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

Partnership with Switch, LVMPD Foundation & ItsOnMe® will infuse much-needed cash to help small businesses

Switch to Kindness! offers a one-stop shop platform to purchase* electronic gift cards from local businesses, which will then be distributed to Southern Nevada first responders by the Las Vegas Metropolitan Police Department (LVMPD) Foundation.

Buy gift cards & get details at VegasChamber.com

**Five percent processing fee applies*



**Ambassador Spotlight:
Kristi Lutzenberger**

Who are other leaders you look up to and why?

Derrick Hill, VP of Cox Business, because he is so passionate about doing good at everything he's involved in. I admire his drive and his motivational talks. Very inspirational.

Creative Innovation – Eleanor Roosevelt

As the wife of Franklin D. Roosevelt, the 32nd President of the United States, Eleanor Roosevelt helped redefine the role of the First Lady. Eleanor not only participated in radio broadcasts, she also authored a daily syndicated column, held press conferences to discuss women's issues and was an active supporter of civil rights policies and New Deal social-welfare programs. After President Roosevelt's death, Eleanor continued her humanitarian efforts by helping to develop the Universal Declaration of Human Rights and UNICEF. Her ability to redefine expectations is a reminder that great leaders always look for opportunities to break the mold.

What books or magazines have you read recently?

The Giver of Stars by JoJo Moyes and The Birth of the National Park Service by Horace M Albright.

Which organizations outside your own do you admire the most and why?

The Foundation for Positively Kids – I admire what they stand for and the leadership and the Vegas Chamber for being consistent and creative.



**Ambassador Spotlight:
Kelly Peterson, Financial Advisor, Morgan Stanley**

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

Psychology. So much of our life revolves around interactions with others, and being able to understand behavior and what drives people's actions makes it easier to relate to them. Being able to see others through the lens they are experiencing life can make it easier to communicate with them and understand their actions and reactions to situations they are in.

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

Determination. I set my mind to a task or goal, and I continuously move toward achieving it. Setbacks, challenges, struggles, and disappointments are always going to occur, but if you are determined to complete something, nothing can stop you.

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

My father. He taught me to work hard, treat others respectfully, be honest in all of your dealings, and put your best effort into everything you do.

What's your go-to productivity trick?

I like to have an outline of tasks I need to complete in order of priority, an organized work space, and noise canceling headphones. I put some music on and get to work.

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

I have only ever had dogs, but I have no problem with cats. I used to think I was allergic to cats, but I am pretty sure that was just something my parents told us as kids so we would not ask for a kitten growing up!

U.S. Bank Goals Coaches Helping Small Business Owners Navigate Pandemic

With training in behavior science and goal achievement, coaches help people identify and work toward aspirations such as starting a business, transitioning to a new career or sticking to a budget. When COVID-19 hit, U.S. Bank goals coaches shifted from meeting in bank branches to virtual meetings – and the pandemic became a key part of most discussions with clients.

We talked to Walt Carey and Ana Salazar, two of the four goals coaches working with the Vegas Chamber's U.S. Bank Coaching and Growth Center that opened earlier this year, about how the small business owners they work with are navigating the new environment, and what entrepreneurs should be thinking about in our altered landscape

1. What's the difference between a goals coach and a banker?

Ana: I have been both – I was a banker and now I'm a goals coach. As a banker, the conversation is more about fact-finding, while a coach has more of a behavior-driven conversation that is focused on where the customer wants to be in the future. We're there as coaches to offer help and support - we look to find the "why" – and we stay along with them for the length of the journey.

2. As businesses adjust to the new COVID-19 environment, what questions should business owners ask themselves to ensure they're successful?

Walt: There's a lot to this discussion but to condense it down, they need to 1) Rebuild the business you want and not the one you had. 2) Make sure you have the systems in place for customer relationship management 3) If you're making pivots at the top and the rest of the team doesn't follow, it's

counterproductive. You have to ensure that everyone is on the right bus, in the right seat and headed in the right direction 4) You have to truly understand cash flow. You need to know when your break-even point is, to the day, to the hour, to the minute. Don't rely on a CPA to tell you. 5) Truly understanding your target

customer now versus who they were in March; their needs might be different.

3. What are some ways a goals coach can help a business owner navigate this COVID-19 environment?

Walt: One of the ways is helping the business owner connect with

their value proposition and analyzing their business' strengths/weaknesses/opportunities/threats in this environment with the pandemic. We can help that business owner then get connected with the subject matter experts to help them, from a financial aspect, achieve their goals.

Ana: The business owner has the ability to talk out loud and think things through with us as goals coaches. We can help them see the big picture and break it down into achievable pieces so they can move forward with a plan.

All Chamber members and their employees can sign up for free 1:1 goals coaching sessions through the U. S. Bank Coaching and Growth Center.

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Not Without Fost

Rhino Pros
Western Management Group
White Tie Organizing
Zeeta Body

Members joined from January 1 - January 31.



DOWNLOAD YOUR VEGAS CHAMBER PROUD MEMBER TOOLKIT AT VEGASCHAMBER.COM

Chamber News

Vegas Chamber Seeks Members for Chamber Advocate Program

The Vegas Chamber is seeking business owners and Chamber members to serve as Chamber Advocates during the 2021 Legislative Session. We're looking for people who want to represent their business community, and play a key role in helping the Vegas Chamber relay important messages about our business community to our legislators, especially in how pending legislation would impact their business and employees.

Now is your chance to make a difference by being a voice for the business community and help the Vegas Chamber share information about issues important to our employers and entrepreneurs. You don't need to have knowledge or experience; the Vegas Chamber's Government Affairs team will coach you through the whole process. Make your voice heard and become a Chamber Advocate today. Please visit vegaschamber.com for more information or email Dylan Keith at dkeith@vegaschamber.com.

Vegas Chamber Welcomes New Teammate



Nick Schneider

New year, new teammate! The Vegas Chamber welcomes a new marketing intern, Nick Schneider. Schneider is a senior at Penn State University and is studying Business Marketing and Management; he is expected to graduate in May. His past experience comes from the bar and restaurant industry in State College, PA. Schneider is from Las Vegas and is finishing up his degree remotely. When he isn't hard at work at the Vegas

Chamber, you can find him hanging out at Red Rock Canyon with his German Shepherd, Odin. He is excited to bring a strong work ethic to the Vegas Chamber and learn more about brand marketing.

Support BizPAC!



The Vegas Chamber is the state's largest and broadest-based business support organization, representing its members on local, state and federal issues. BizPAC is the fundraising mechanism for the Chamber's political action efforts at the state and local levels. By contributing to BizPAC, you are investing in the health of Nevada's business climate.

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

To learn more about contributing to BizPAC or sponsoring an upcoming event, please contact Erica Valdriz at 702.586.3846, or donate at vegaschamber.com.



To attend any of our online events, please visit VegasChamber.com to register.

What's Happening

FEBRUARY Register at VegasChamber.com

2

TUESDAY, FEBRUARY 2

CARSON CITY CALL

Legislative update
Complimentary to all members.
First Tuesday of every month (February-June)
11 a.m. – Noon
Virtual

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@vegaschamber.com or call 702.205.5492 for space availability and cost.

4

THURSDAY, FEBRUARY 4

PAUL CALL

Exclusive Sponsor: CenturyLink
Please join Paul Moradkhan, Senior Vice President, Government Affairs of the Vegas Chamber for updates and analysis on the Nevada 2021 Legislative Session in Carson City.
Cost: Complimentary for PC/AD members
Legislative Year Subscription for Non-PC/AD members \$149
Single Registration for Non-PC/AD members for Feb. 4 \$15
11 a.m. – Noon
Virtual

NEW 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

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WEDNESDAY, FEBRUARY 10

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

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TUESDAY, FEBRUARY 16

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

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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@vegaschamber.com or call 702.205.5492 for space availability and cost.

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WEDNESDAY, FEBRUARY 17

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 – 6:00 p.m.
Virtual

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THURSDAY, FEBRUARY 18

LEGISLATIVE ROUNDTABLE WEBINAR

Exclusive Sponsor: Western States Petroleum Association
Webinar Panel:
- Mary Beth Sewald, President & CEO, Vegas Chamber
- Hugh Anderson, Chairman of the Government Affairs Committee, Vegas Chamber
- Paul Moradkhan, Senior Vice President of Government Affairs, Vegas Chamber
- James Wadhams, Partner, Black & Wadhams
- Jesse Wadhams, Partner, Black & Wadhams
Complimentary to President's Club and Advocacy Members
8 a.m. – 9 a.m.
Virtual

PAUL CALL

Exclusive Sponsor: CenturyLink
Please join Paul Moradkhan, Senior Vice President, Government Affairs of the Vegas Chamber for updates and analysis on the Nevada 2021 Legislative Session in Carson City.
Cost: Complimentary for PC/AD members
Legislative Year Subscription for Non-PC/AD members \$149
Single Registration for Non-PC/AD members for Feb. 18 \$15
11 a.m. – Noon
Virtual

Vegas Chamber 2021 Legislative Mission

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Where We Are...

Nevada is at a crossroad. It was not a place that any of us expected, but this is our current reality. It is a different Nevada than we knew a year ago before the start of the COVID-19 pandemic. Our state, our employers, our employees and their families have all been adversely affected by the COVID-19 pandemic. Our way of life, the way we do business, and how we interact with each other have all changed because of the pandemic. Some of these impacts are temporary, but others appear to be permanent.

The catastrophic impact of the pandemic on Nevada's growing economy cannot be ignored. Many businesses have shut down completely, and many more are hanging on by a thread. Countless jobs have been lost and Las Vegas continues to have the highest unemployment rate in the country of any metropolitan city. The tens of millions of visitors, upon which our economy has become reliant, for the time being, are not coming.

And while there is much collateral damage from the pandemic on our community – our schools, families, performing arts, among others – we, as leaders, need to first focus on rebuilding our economy and supporting entrepreneurs and employers. A healthy economy is the foundation for our community – it is the essential element to addressing the other challenges we face, including putting people back to work.

At the Vegas Chamber, we believe one thing that has not changed is when we, as Nevadans, are faced with challenges, we can come together to address adversity. When we say we are at a crossroad, we have the option of either working together and building a stronger future or letting our differences divide us and paralyze our economic recovery.

This legislative session, this spirit of collaboration is more important than ever. The decisions made this legislative session will set the course for our economy for years to come, especially when it comes to economic development and job creation.

Our Guiding Principles...

- We are committed to preserving a business climate where all employers and employees can succeed and thrive;
- We will advocate and pursue public policies that will foster economic development, growth and job creation; and
- We believe in policy priorities that will promote entrepreneurship and innovation, support small business success, and spur job creation as part of our economic recovery for all Nevadans.

Nevada's Recovery Begins with Employers and Employees...

As the COVID-19 vaccines become more readily available to Nevadans, the work of rebuilding a healthy state economy begins. Each of us has a stake in rebuilding and reinventing Nevada's economy, and creating a climate that nurtures economic growth and job creation and provides resources to support our community. At the state legislature, we must protect and strengthen Nevada's business climate, so we can attract new employers and support our existing employers.

The pandemic's economic damage will take years to recover and it is expected that Las Vegas' economic recovery will take at least three to four years to return to 2019 levels.

Our mission must be to get as many Nevadans back to work as soon as possible as part of our recovery. We believe this is a shared mission by both employers and employees along with Nevada's elected officials. Proposed legislation should not create artificial challenges that will hurt employers' efforts to get Nevadans get back to work. Legislative proposals should be focused on getting Nevadans back to work.

According to Nevada Department of Employment, Training and Rehabilitation's (DETR), the pandemic resulted in approximately

287,300 Nevadans losing their jobs between February and April 2020 or about 30.1 percent of the state's workforce. Nevada had the highest unemployment rate in the nation. This rate surpassed Nevada's previous unemployment record of 13.7 percent during the Great Recession in 2010.

While approximately half of these jobs have been restored, others may not come back because of the lack of customer demand for products and services, especially in the tourism and gaming industry, which has been the state's economic engine for decades.

Our recovery starts with state legislators supporting a free enterprise system for employers and retraining programs for employees. This will benefit everyone. We will not leave anyone behind, we cannot afford to leave anyone behind as we work together to rebuild and reinvent Nevada's economy.

According to McKinsey and Company, we need to offer employees with reskilling and retraining programs as part of our efforts to rebuild our state's economy. McKinsey specifically cites the important role that small employers will have in our economic recovery, "At the same time, smaller companies tend to have a clearer view of their skill deficiencies, so they're better at prioritizing the gaps they need to address and at selecting the right candidates for reskilling." We need both small and large employers to succeed, especially with the competition we face from other states. We need to identify both effective public and private programs and partnerships that will help us reskill workers as we work to rebuild and diversify our economy.

This will need to be in collaboration with policy makers, workforce development organizations, trade associations and labor groups. Each group must be part of discussion in order to develop the plans that supports workers while meeting the skills needs of employers. Hugh Anderson, chairman of the Chamber's Government Affairs Committee said, "We cannot continue to do the same thing and expect different results. As a state, we have experienced three severe economic downturns in the last 20 years. Each of these downturns has resulted in job losses and economic pain in our community.

As Nevadans, we must come together and approach our workforce development and training needs with a holistic mission that focuses on the career development of the individual. It's not just finding a job with no future. We have to do better."

In June 2020, the Harvard Business Review wrote, "To correct this imbalance, we need mechanisms to assess missing skillsets quickly and rapidly retrain laid-off workers. Doing so requires speedy and seamless collaboration across different sectors, as this crisis cannot be dealt with either by the private sector or by governmental agencies alone." The Harvard Business Review focuses on the fact that no one group, or government entity can achieve this by themselves because of the massive undertaking of reskilling workers; it must be done in collaboration with our fellow Nevadans; it must be done together.

Employers have also been hit hard because measures implemented by policy makers in their efforts to mitigate the spread of the COVID-19 virus. Since the start of the pandemic, Nevada's employers have had restrictions placed on their business or experienced closures. Employers have had to manage almost 40 different state directives along with compliance requirements and inspections from several state agencies and local government entities.

Employers have suffered unprecedented disruption, restrictions and challenges that no one could have prepared for because of the pandemic. Employers have had to make many agonizing decisions in the past year such as reducing the hours of employees, laying off employees, reducing hours of operations, not paying vendors or landlords or closing their doors permanently.

Each decision has been heart wrenching as many employers have tried to survive and remain open. Business owners and employers are under distress and fear what will happen next. The pressure and stress are reflective in a recent poll conducted by the U.S. Chamber of Commerce. The U.S. Chamber of Commerce explains that, "Most (62%) small businesses fear that the worst is still to come from the pandemic's economic impact and three-quarters (74%) of all small business owners say they

need further government assistance to weather the storm. That percentage increases to 83% when looking at minority-owned businesses.” No business owner or employer can successfully maintain their businesses and keep their employees under these types of restrictive conditions and expect to thrive or even survive. Adding more regulations, new mandates and additional costs could be the final action that causes these struggling employers to close or further reduce operations. None of these actions will help employees or the state’s economy.

Many employers have spent upward of thousands of dollars to reconfigure space layouts as well as enhance cleaning and sanitation efforts to protect their employees and customers. In order to remain open, employers did all of this and more because it was the right thing to do. Mary Beth Sewald, president and CEO of the Vegas Chamber stated, “The employers of our state have been hit hard because of this devastating pandemic, this is especially true in Southern Nevada. The numerous calls and conversations that I have had with our members shows how much stress that they have gone through in their efforts to stay open and do the right thing for their employees. We need to support them now in their greatest time of need.”

Employers that could pay employees’ salaries or provided health benefits while their businesses were closed, did. Even in a time of extreme economic hardship and uncertainty many employers, both small and large, supported local social service programs and food banks throughout the state. They did it to support Nevadans who were hurting because they care what happens to their friends, neighbors and employees. The simple reason is because we are all Nevadans. They do it for any other reason but in the belief that an act of kindness can spur another act of kindness and help uplift our community in these challenging times.

The Vegas Chamber is committed to the belief that there should be collaborative and comprehensive efforts to identify and support workforce development initiatives, training programs, and other courses for strengthening skill sets required for Nevada’s workforce. These initiatives will help rebuild our economy and support a healthy community. We need to move forward, not go backwards, for the sake

of Nevada’s families as we work together to recover and rebuild Nevada together.

The Competition is Out There...

Other states are actively working to attract new employers and industries to their states even during the pandemic by offering them predictability, stability and a commitment to work with them and help them succeed. The reality is that time and competition from other states are against us. We do not need to look far to see what happens when employers, the economic engine of a state, are overregulated, overtaxed and common-sense solutions are left behind for special interests. Simply take a look at our neighbor, California.

The Hoover Institution, which is located at Stanford University, has noted employers are leaving California in large numbers and relocating to other states. According to a finding by the Hoover Institution released in September 2020, “In just 2018 and 2019—economic boom years—765 commercial facilities left California. This exodus doesn’t count Charles Schwab’s announcement to leave San Francisco next year. Nor does it include the 13,000 estimated businesses to have left between 2009 and 2016.” The reason that employers are leaving is something that we can all relate to; it is too expensive for folks to do business in California.

We do not want California’s dysfunctional model for Nevada’s employers and employees to become our new standard. It is just bad policy. It does not work for economic development and job creation. California’s approach, if continued to be adopted in Nevada, will cost jobs and careers, which is bad for Nevada’s families.

The Washington, D.C. based Tax Foundation’s annual report has rated California 49th in terms of its annual State Business Tax Climate Index- 2021. Nevada should be the first place employers look at when relocating, but we are not. They are looking at states like Texas. According to the Tax Foundation, Florida is rated #4, while Nevada’s ranking is #7. While the ranking between our two states are close, Texas, rated #11, is aggressively and relentlessly recruiting employers to its state.

According to Forbes, Texas has done well in several categories, which benefits its residents' quality of life, "The \$1.9 trillion Texas economy is the second biggest in the U.S., behind only California. Texas ranks fourth for current economic climate and first for its growth prospects, thanks to strong employment and income growth forecasts for the next five years. In addition, there are over 100 of the 1,000 largest public and private companies in the U.S. based in Texas, including giants like AT&T, ExxonMobil and Dell." Texas has done well in diversifying its economy and has been able to handle economic downturns better than we have in the last 20 years.

States like Texas and Florida are also aggressively going after our convention and trade shows and working on leveraging their friendly business climate to bring them to their states and keep them there. We saw this before the pandemic, and they will only continue with their efforts to go after our convention and trade shows.

We need to come together and build a stronger case together as to why Nevada is the best place to do business. We need to work together to maintain our ranking and to improve our national approach. The reality is that too many mandates and overt taxation will hurt us in the long-term as we work to recovery and rebuilding our state's economy. This is not rhetoric or political maneuvering, but the reality of what we are facing from the competing states.

We need to ask our state policy makers and legislators to show prospective employers that we want them to come to our state. Other states will be watching what we do during our legislative session. The truth is, our failures are their potential gains of new employers, good paying jobs and careers, increased tax revenue and diversification of their states' economies.

And while we all want to find solutions to improve the lives of Nevadans, caution is necessary to make sure we do not harm Nevada's business environment. It is an important attribute that helps the state and local regional economic development agencies attract new employers and helps

existing employers grow. California should be a cautionary example of what not to do for us, while Texas and Florida are good examples of best practices that are driving job creation and improving the lives of employers and employees. Utah, which is ranked #8 by the Tax Foundation, is another good example of how working together attracts new jobs in their state.

Nevada Based Solutions Is Our Pathway to Recovery...

As Nevadans, we cannot allow outside special interest groups to tell us what is best for us. Special interest groups often have national agendas that at times are too progressive or too conservative. We believe these polarizing agendas conflict with what most Nevadans believe in, which is common sense, middle of the road legislation and policies.

We cannot allow these special interest groups to create an environment in our state legislature that mirrors partisan bickering that we see in Washington, D.C. or copying policies that will drive employers away or raise the cost of living on employees like we see in California.

Legislative decisions should be based on reliable data, fact-based information, sound policy and good politics. This is what Nevadans deserve, what employers expect and what employees benefit from. Only with this approach can we successfully work together and continue to move forward with our economic recovery. Nevada's legislators should work together not against each other for the sake of all Nevadans.

We as Nevadans know what is best for us. It is our essence of doing what is right by our fellow Nevadans because they are our friends and neighbors. They are not faceless facts or abstract figures. It should not be about excluding groups, but rather including everyone. Problem solvers work towards inclusion not exclusion.

Does it help Nevadans rebuild their lives post the COVID-19 pandemic if we create additional challenges to our own economic recovery? It does not. Can you pick winners and losers and believe it will help with our recovery efforts? It does not. How do polarizing politics help

our state? It does not. All it does is create more damage by tarnishing the credibility and reputation of our state.

Right now, employers do not need additional burdensome regulations and taxing mandates that will slow down their ability to rehire and retrain Nevadans that have lost their jobs. What we need is a coordinated investment in workforce development and training programs so Nevadans can rebuild their lives with meaningful career options that will allow them to support themselves, their families and to regain their pride and self-worth.

Adopting onerous legislation on workers' compensation, excessive labor regulations, exuberant fines and penalties that are based on policies from states like California and New York are not the solutions to our economic recovery as Nevadans. According to Forbes, states like New Jersey are considered some of the hardest places for someone to start a new business. We cannot afford to become a state that does not welcome entrepreneurship, innovation and ingenuity.

We recognize and understand that there will be many difficult decisions that will need to be made this legislative session. None of these decisions will be easy for state legislators, especially as we continue to deal with the economic fallout of the pandemic. One of the most important decisions will be the state's budget. The budget decisions made in Carson City must be done in a transparent and accessible manner. Accountability and setting priorities of what the state budget can fund for the next biennium will be essential. There will have to be a plan of action. We recommend a step-by-step review of program spending, identifying government efficiencies and increasing our share of federal grant dollars from Washington, D.C. on behalf of the hardworking taxpayers of our state.

The reality is that thousands of Nevada's employers and business owners have suffered financially and emotionally; a tax increase on them during the legislative session is not the right step in our recovery efforts. The truth is that Nevada's tax base is heavily financed by the employers of this state. This has been the case for many years with employers paying a

range of taxes such as the Modified Business Tax, Commerce Tax, State Business License Fee, state unemployment insurance tax, property tax and certain industry specific taxation, to mention a few.

Nevada's employers have constantly stepped up to fund state budgetary items including K-12 education over the last decade. However, this is not the time to increase taxes on Nevada's job creators, especially after seeing many months of little to no revenue because of the restrictions or closures due to the pandemic. It will hurt our recovery efforts and will delay our mission to put Nevadans back to work. The private sector is the economic engine of state. That is the truth. Just need to look at how hard hit the state and local government tax revenues have been and unemployment numbers because of the restrictions and closures of businesses during the pandemic.

Our Commitment to You, the Employers and Employees...

The Vegas Chamber believes in Nevada. We believe in you, our members. We also believe Nevada can recover and rebuild by doing this together. We recommit to advocating on behalf of Nevada employers and employees. We will be there in the state legislature to ensure employers' rights with hiring and labor practices are not lost by draconian and partisan legislation. We will oppose any legislation that will weaken employers' ability to create a productive and positive work environment for employees.

Gina Bongiovi, chair of the Vegas Chamber Board of Trustees, shared her perspective for the legislative session, "Together, as a business community, we have a voice unparalleled by any in our region. We serve as the many who make our economy function, provide jobs to families, and innovate for the future of Las Vegas. It is time that we leverage our voices fully. We need to make sure that decisions made in Carson City let us do what we do best - grow the Nevada economy."

With that mission in mind, we will support initiatives to reduce the burdens on business, while supporting efforts which foster our economic recovery. The Vegas Chamber

will oppose legislation that will divide the relationship between employers and employees. Our recovery will help and benefit all Nevadans, which is getting businesses back open and Nevadans back to work.

As a small business owner herself, Bongiovi made the following commitment to Nevada's employers and employees during her installation program as Chair of the Vegas Chamber, "There's a lot at stake during this upcoming legislative session. More proposed burdens like taxation, regulations, and mandates. The business climate. Jobs. We have a duty as the Southern Nevada business community to do our part in helping the Vegas Chamber represent us during this upcoming legislative session. We need to share the realities of the challenges that businesses are facing during such a trying time and ensure that they remember our faces with every vote they cast."

Bongiovi's statement summarizes our commitment to you, our members of the Vegas Chamber. We will work together and we will be your voice in the State Legislature. It is what we have always done. It is who we are. We believe in meaningful and measurable results and we will do it again because we are committed to you our fellow Nevadans.

The Vegas Chamber has been an integral part of our community and state for 110 years. That was not by chance but by the hard work of those that have believed in our community. The hard-working men and women that built our community from a dusty railroad stop into the global city that is known to be around the world. They did not give up; they came together and built a better place for all of us to live.

James G. Givens, president of the Las Vegas Chamber of Commerce in 1912, stated in one of the first recorded meetings of the Chamber, "We cannot stand still: we go either forward or backward, and it is up to us now to enter upon a period of increased progress and activity... it is incumbent upon us...to work for such purposes for the common good, and I promise you that...if all work together, all help and do their duty, there will be a measure of growth and expansion here never before experienced." This commitment to lead and work together resonated over 100 years ago as much as it does today at the Vegas Chamber.

By working together to rebuild a stronger, more resilient and more inclusive Nevada, we are building a stronger community. We believe in our future. The reinvention of Nevada's economy will be our next exciting story for us to tell the world. Especially of how we did it, employers and employees together.

We are confident that we will

***Recover. Rebuild. Reinvent
Nevada Together. We are
doubling down on our future.
We invite you to join us.
Together as Nevadans.***

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CHECK YOUR INBOX.

Each Friday, "The Rundown" will give the latest breakdown of which bills the Vegas Chamber has been engaged with during the week at the Legislature, how we testified, and how you can support the Chamber in its efforts



BECOME A CHAMBER ADVOCATE.

Get engaged with the Chamber Advocate program. Becoming a Chamber Advocate helps the Vegas Chamber tell your story. We want to make sure that legislators know exactly who will be affected by their decisions, and your input is essential to this process. Help the Vegas Chamber advocate better on your behalf, as we keep you informed and make sure your voice as Nevada's job creators is heard loud and clear!

The Vegas Chamber will walk you through the process of writing and calling legislators, as well as provide you with talking points if you want to post to social media or even testify on bills during legislative committee meetings. We will make it easy for you to get involved as we are here to advocate on your behalf. Your stories make the costs and benefits real to legislators, so help us make Southern Nevada the best place to do business. For more information about the call, please contact Dylan Keith at 702.641.5822 or dkeith@vegaschamber.com



THE CARSON CITY CALL,

a monthly webinar with Vegas Chamber's government affairs team, gives you insights and information live from the Legislature. You will have an opportunity to ask questions and engage with staff. The first Carson City Call for the legislative session will be on Tuesday, Feb. 2 at 11 a.m. The call will continue the first Tuesday of every month at 11 a.m. during the legislative session. For more information about the call, please contact Dylan Keith at 702.641.5822 or dkeith@vegaschamber.com.



ENGAGE IN THE PAUL CALL,

for President's Club and Advocacy members, is a biweekly conference call with Paul Moradkhan, the Vegas Chamber's senior vice president of Government Affairs. Paul will discuss the issues important to you and your business. Hear the latest about what is happening in Carson City that could impact you. The first Paul Call for the legislative session will be on Thursday, Feb. 4 at 11 a.m., and will take place every other Thursday at 11 a.m.

(President's Club and Advocacy). For more information about the call, please contact Dylan Keith at 702.641.5822 or dkeith@vegaschamber.com.



ANSWER THE CALLS TO ACTION.

Be on the lookout for specific calls to action via Carson City Alerts. The Vegas Chamber will alert you, as a member, when a bill of particular importance to the business community will be heard. Please take the time to contact your legislators and let them know the impact a bill will have on your business, and that you stand with the Vegas Chamber and the business community. Alert your employees as well.



ENGAGE ON SOCIAL MEDIA.

The Vegas Chamber will post regularly about what's happening up at the legislature, so be sure to follow @lvchamber on Twitter, and @vegaschamber on Facebook, Instagram, LinkedIn and Youtube to see the latest. Retweet the Chamber messages and consider posting your own social media posts and tagging the Chamber (@VegasChamber).



CONTRIBUTE TO BIZPAC,

the Vegas Chamber's bipartisan political action committee. Hundreds of members, as well as Vegas Chamber staff, support this PAC to ensure the business community's interests remain in front of our elected officials. Contributions help elect pro-prosperity candidates and ensure a business-friendly operating environment in Nevada. For more information on donating, visit VegasChamber.com/bizpac or contact Erica Valdriz at 702.641.5822 or evaldriz@vegaschamber.com



CONTACT THE VEGAS CHAMBER'S GOVERNMENT AFFAIRS TEAM.

The Vegas Chamber employs the largest government affairs professional staff for a Chamber in Nevada. The Chamber also works with Jim Wadhams and Jesse Wadhams with Black & Wadhams, who are regarded for their extensive legal expertise, knowledge of policy polices and state legislative process. This team is dedicated to ensuring that state legislators hear from Nevada's employers and employees. Contact them with any questions that you have may for the legislative session.

See team contact information on previous page.

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

Profit-Sharing Options

COVID-19 has brought many challenges to businesses but research from Harvard Business School is showing increase in employee productivity, helping to improve company margins. Employers are seeking ways to reward employees, while reducing their tax liability and saving more for retirement. Profit-sharing could be a solution!

Profit-sharing is a special type of retirement plan where only the employer may decide year-to-year to contribute. There is no set amount required and businesses do not need to have profits to make contributions. Profit-sharing is available for any business size and can be combined with a 401(k) or a Cash Balance plan.

The advantages of profit-sharing are the ability for employers to reach greater retirement limits and increase their retirement savings, while providing a financial benefit to their employees. The contribution limit is the lesser of 25% of compensation or \$58,000 (for 2021; \$57,000 for 2020), which is tax deductible. Earnings may grow tax deferred. Plan assets are also protected from creditors.

Profit-sharing could also be a retention tool. Contributions may be tied to a 6-year vesting schedule. For example, after two years of employment, the employee may become 20% vested; three years, 40%; four years, 60%; five years, 80%; and after the sixth year, the employee will be 100% vested. Non-vesting amounts may be return to the employer or the plan as a credit. All employees who meet certain requirements are eligible. The most restrictive options for eligibility are age 21 and 12 months of service.

There are different types of profit-sharing plans, some requiring two IRS tests to ensure that benefits do not discriminate greatly in favor of the highly compensated employee or the business owner(s). For instance, the New Comparability Plan has two test requirements, which allows a minimal benefit to all those who are eligible, while highly compensated may receive a higher percentage. The second test is a little more complicated and considers total benefit and age. See the example below:

Sample Plan:

Employee	Age	Salary	401(k) Deferral ¹	Employer Contribution ²	Total	% of Total Benefit ³
Owner	55	\$290,000	\$26,000	\$38,500	\$64,500	90%
EE #1	45	\$45,000	\$1,350	\$1,998	\$3,348	5%
EE #2	35	\$35,000	\$1,050	\$1,554	\$2,604	4%
EE #3	26	\$26,000		\$1,155	\$1,155	1%
Total					\$71,607	100%

For illustrative purposes only. Actual results may vary. ¹Includes catch-up contributions. ²Includes 3% safe-harbor contributions.

³Illustrates minimum required employer contribution plus maximum owner deferral. The gateway minimum contribution made to employees must equal the lesser of one-third the highest contribution rate given to any Highly Compensated Employee (based on the plan's definition of compensation) or 5% of the participant's gross compensation.

In the above illustration, the employer is able to use the 3% non-elect contribution to all eligible employees to satisfy the one-third funding requirement. The IRS does not allow other safe-harbor matches to be used for the calculation.

After passing the "gateway test" above, the employer must also pass either the Ratio Percentage Test or the Average Benefit Test. These tests look at the contributions to the highly compensated employee (owner, etc.) and all other employees and assign an equivalent accrual benefit rate or EBAR. This is tied to both age, pay, and contribution amount. In the example, the employer is providing enough benefit to employees to satisfy all requirements.

The Vegas Chamber sponsors an Association Retirement Plan as a benefit to all its members, which includes profit-sharing provisions. For more information, visit vegaschamber.com or call Joe Caldera at (702) 846-4015.



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.

Securities and advisory services offered through LPL Financial, a Registered Investment Advisor, FINRA/SIPC.

This material was created for educational purposes only and is not intended as ERISA, tax, legal or investment advice.





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The Top 5 Things You Need to Know About Refinancing a Business Loan

By Chris Schlaffman, Vice President of Commercial Lending at Clark County Credit Union

In the current rate environment, many business owners are considering refinancing their commercial property, but a lower rate is not the only reason to refinance a business loan.

Consolidating equipment loans or doing improvements to the property are other good reasons to refinance. Another is to pull out some working capital so you can expand/grow your business. The best way to find out how much money you are eligible to take out of your business in a refinance is to call your financial institution to discuss your plans.

To help with this discussion, here are the top five things you should know about refinancing a commercial loan:

1. When is the best time to refinance?

Interest rates are at historic lows! Now is the best time to discuss your options for you and your business.

2. What fees are involved with a commercial refinance?

There are third-party fees such as title fees and appraisal fees but there is typically a financial institution fee which is between 1/2 and 1 point. Also, understand what you are signing and the terms of the loan. Many people have gotten into loans with significant prepayment penalties or other terms that they don't understand and it has hurt their business.

3. Are both personal and business credit checks done?

Yes, as a small or medium size business the principals of the business are required to guarantee the loan since they are the business. Typically, a small business owner wears many hats including sales and operations, so they are required to guarantee the loan. Have your financials updated, not only your personal financial statement but also the business financials, before you apply for refinancing.



Chris Schlaffman

4. Are there different types of refinances for a commercial loan?

Yes, commercial loans come with different terms depending on the needs of the business. There are fixed rate loans, variable rates and shorter amortization options. You also have the possibility to refinance a property with an SBA loan which has very low fixed rates.

5. What should I look for when selecting a lender?

You should look for a financial institution or an individual lender with stability, one that has been in the market for a number of years and has the experience to assist you and your business. You want a lender that will listen to the needs of your business during both the good and difficult times.

When considering a refinance of a commercial loan, knowing the answers to these questions will put you on track for success.

Lastly, trust your lender. They are investing their depositors' money in your business, so they want you to succeed as well. Talk to them if you have run into a difficult situation - they may have a way of helping that you haven't thought of yet.

Chris Schlaffman is the Vice President of Commercial Lending and the department's Manager for Clark County Credit Union. He can be reached at schlaffmanc@cccuv.com or 702-939-3214.



If you have young professionals on your team who want to network and get engaged in the community, Vegas Young Professionals (VYP) is the place for them!

Vegas Young Professionals is an elite networking and business development group open to all young professionals in Southern Nevada. Vegas Young Professionals, or VYP as it is known, is a program through the Vegas Chamber's Leadership Foundation of Greater Las Vegas to develop the next generation of professionals and leaders. It caters to 21- to 39-year-old business professionals who want some extra facetime with peers while also furthering their professional development goals.

This program was created to help young professionals grow professionally and build their connections.

“Connecting young professionals in the community, creating opportunities for collaboration, and providing a platform for professional growth and development” is the mission of the organization. VYP lives up to this statement by hosting and providing a variety of events that are geared towards furthering one's career.

Events include Fusion Mixers – monthly networking events in a social setting; Bigwig Lunch Times (BLT's) – small luncheons where VYP members can

engage with a notable community leader; Business 101 – opportunities to develop professional skills; and Community Conversations – panel discussions on topics important to community life.

VYP events and membership are beneficial to companies, as well. By getting your young team members engaged in VYP, you are creating exposure for your brand to a younger demographic. By getting to know your young team members, VYP members are getting to know your company.

VYP also gives your team members a chance to develop their professional and leadership skills, as well as more deeply engage in the community. Encouraging VYP membership is a great way to recognize your employees and help them grow. Our program and group of members can truly inspire your employees to further their professional goals, making them more dedicated to their current job at your company.

Membership in VYP is very affordable. Basic membership is free, and the special VYP+ membership is only \$50 annually. It comes with special VYP+ exclusive opportunities and preferential event pricing.

For more information about VYP, go to Leadership.Vegas or reach out to VYP Coordinator Jacey Gonzalez at jacey@Leadership.Vegas.

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President's Club

(B) Daniel Holmes

Partner and Gaming Services National Practice Leader - RubinBrown LLP

Daniel Holmes is a Partner and Gaming Services National Practice Leader for RubinBrown, a full-service accounting firm dedicated to serving its clients, team members and surrounding community both inside and outside the workplace. For RubinBrown, Holmes is responsible for overseeing client service teams, the continued expansion of the gaming practice and assisting clients in implementing more efficient regulatory compliance programs, through an in-depth understand of internal controls and financial reporting standards. He graduated with a BS in Business Administration and an MBA from Rockhurst University's Helzberg School of Management.

(A) Stacy Watkins

President - Lexicon Bank

As Lexicon Bank president, Stacy Watkins is responsible for connecting banking and investment resources to companies, small businesses, and individuals in Southern Nevada. With almost three decades in the business, Watkins has end-to-end banking industry experience at some of Nevada's leading financial institutions. Watkins obtained her dual bachelor's degree in business administration and management from the University of Phoenix, and a Business of Banking certificate from the Pacific Coast Banking School. In her free time, she is an active leader in the community, dedicated to furthering Las Vegas' economic mobility and financial literacy.



(D) Beth Campbell

CEO & Founder - Campbell House

Beth Campbell is an award-winning architect and visionary leader in the industry. With nearly 30 years of global design experience, she just launched her own company, Campbell House. The firm is a full-service interior design studio, focused on high-engagement design solutions for hospitality, entertainment, food and beverage, and corporate workplace. Most recently, Campbell served as CEO of Wilson Associates, a top global interior design firm. Prior to Wilson, Campbell was EVP and head of design for Westfield Corporation and spent 16 years at Gensler as a managing partner and global account director.

(C) Tyler Corder

Chief Financial Officer - Findlay Automotive

Tyler Corder is a graduate of Montana State University. After college he joined GMAC in 1980 and was named Branch Manager in Las Vegas in 1992. He later joined the Findlay Automotive Group where he now serves as both COO and CFO. He is past Board President of Safe Nest and the Leukemia & Lymphoma Society. He has served on several boards including the Findlay Education Foundation, the Southern Nevada Sports Hall of Fame Foundation, the Foundation for an Independent Tomorrow, the American Red Cross of Southern Nevada and the Vegas Chamber.

Spotlights

(E) Jonas Peterson

President & CEO - Las Vegas Global Economic Alliance

Jonas Peterson serves as President and CEO of the Las Vegas Global Economic Alliance (LVGEA). In that role, he leads a talented team focused on strengthening the regional economy and positioning LVGEA as a national leader in community and economic development. Since its launch in 2012, LVGEA has more than doubled in size to become the largest nonprofit business association in Nevada. During that time, LVGEA has helped over 170 companies create more than 23,000 jobs and deliver \$12 billion in economic impact throughout Southern Nevada.



E



F

(F) Jennifer Davis

Founder & CEO - SkyOak Wealth Management

Jennifer Davis is the Founder & CEO of SkyOak Capital Inc, a Registered Investment Advisor, and a Portfolio Manager to two Las Vegas based hedge funds. Davis was born and raised in the San Francisco Bay Area and started her career as a wealth advisor in Silicon Valley in 1990. Davis is married to Derek Davis, her best friend and business partner. She has two boys, Jake and Max whom they adopted from Russia in 2003 at age 11 and 6. Davis loves dogs, golf, travel, & hiking.

(G) Rick Shaw

Founder - Awareity

Rick Shaw, a Prevention Specialist, author, and trusted advisor to organizations and communities worldwide, founded Awareity in 2004 and First Preventers in 2019. Since 1999, Shaw has been researching post-incident reports to identify the profile of thousands of failed prevention efforts exposing a profile of dangerous gaps, silos, and disconnects that conventional status quo practices have created. Using the unique research, Shaw identified the 6 Stages of Preventing as well as the first of its kind First Preventers Program and Community-wide Prevention Platform tools to eliminate these dangerous gaps.



G



H

(H) Grant M. Leingang

President & CEO - BLVCK DIVMOND

Grant Michael Leingang is President and CEO for BLVCK DIVMOND in Las Vegas. He has been a digital entrepreneur since 15 years old and holds a true passion for technology. BLVCK DIVMOND focuses on developing organizations, businesses, and foundations. Their work passion is simple and derived from a belief that BLVCK DIVMOND's company operations will be a different experience. Leingang has created assets for many high-end brands like CORE Hydration. He has been known to utilize software and deliver original entrepreneurial visions using creative cost-effective methods that result in a positive ROI.

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