

# Business Matters

## Breakfast To Highlight What Election Results Mean For Business

By Randy Brown, AT&T, Chair Business Advocacy Council

Change is coming. How will it affect your business?

We'll learn more on Thur, Nov. 6 at the Atlantis at 7:15 a.m. as members of the Reno Sparks Chamber of Commerce gather for the Chamber's final Business Networking Breakfast of the year.

Join us for "What Do the Election Results Mean for Your Business and the Nevada Economy?"

Our experts will discuss the impact on buliding, construction, permits, retail, trucking, warehousing, manufacturers, and the smallest of small businesses.

Ray Hagar, business writer for the *Reno Gazette-Journal*, will serve as moderator of the discussion. The program is sponsored by AT&T and the AARP.

With so many policy changes likely to be considered at the federal, state and local levels – not to mention a variety of ballot initiatives that will have just been voted upon – this program will be an excellent opportunity to learn more about how these political currents may affect your business.

Call 770-337-3030 to reserve your seat! We look forward to seeing you on Nov. 6. ■



## Holiday Gifts, Lively Entertainment Headline Chamber's December 5 Luncheon

By Jennifer Capurro, ReMAX Realty, Chamber Board Member

The Chamber holds its "37th Annual Salute to Support Services" luncheon on Dec. 5 at the Atlantis.

You and your staff won't want to miss this event, which will feature live entertainment, audience participation, several hundred door and raffle prizes and a great lunch among friends and colleagues.

Your support team works hard all year – and this fun event is a perfect way to say thanks during the holiday season!

This year's event will also feature something new – tables featuring local vendors of holiday gifts, crafts and lots of stocking stuffers, too.

This "event to remember" is sponsored by Clark and Associates, Moana Nursery, Wells Fargo, NV Energy, AT&T and The CFO Group. To add your name to the list of sponsors, contact Nancy Pulliam at 337-3057.

What better way to "celebrate the season" than attending the Salute to Support Services luncheon on Dec. 5! Learn more by calling 770-337-3030. ■



## Healthcare: Why Does It Cost So Much? What Can We Do?

By Valerie Clark, Clark & Associates of Nevada, Chair Reno Sparks

As business owners and executives, we are all concerned with the rising cost of healthcare. Before assuming my role as the 2008 Chair of the Board of Directors of the Reno Sparks Chamber, I decided to highlight health care issues and solutions during my term.

I believe that fundamentally, we as business owners and executives are not fully aware of the issues that exist or the power that we have as a collective business community to resolve them. For that reason, the Chamber formed a new Health Care Task Force that has met all year, examining the health-care issues that directly impact business, and solutions to those challenges.

The task force planned the Chamber's Oct. 7 Healthcare Forum, at which 235 executives gained insight into the complex factors driving health costs. Thirty health-care related businesses and not-for-profits exhibited at

the event. Finally, the event also focused on solutions, from actions we can take as purchasers of insurance and health services, to communicating with our legislators.

Chamber Board member Jim Miller (Renown Health) provided an excellent overview which helped deepen all attendees' understanding of these issues. Larry Matheis (Nevada State Medical Association); Bill Welch (Nevada Hospital Association); Michael Keegan (National Association of Health Underwriters); and Helen Foley (Nevadans for Affordable Healthcare) then participated in a panel. Tray Abney (Chamber) concluded the program by discussing the ways Chamber members can make their voices heard. The forum drew front-page coverage in *Northern Nevada Business Weekly*. All of the presentations are available on the Chamber's Web site.

I thank our sponsors, exhibitors and speakers for making this forum so informative; and to the Healthcare Task Force: Jim Miller and Chris Bosse (Renown Health); Arne Hoel and Diana Albiano (Swift News); Lisa Wilson (Northern Nevada Medical Center); Leo Ramos (CNS Media); Marjie Hampson and Jeff Scheneman (Hometown Health); DeAnna DeHart (Benefit Resource Group); Jim Hunting (Sierra Pacific Federal Credit Union); Scott Heinze (Saint Mary's Health Plans); Melanie Minarik (College of Health Science, UNR); Melissa Davies (Clark and Associates); Doug Kurkul and Tray Abney (Chamber). ■



Healthcare Forum speakers included Michael Keegan (NALU); Larry Matheis (Nevada State Medical Association); Valerie Clark (Clark & Associates and Chamber Chair); Helen Foley (Nevadans for Affordable Healthcare); Jim Miller (Renown Health); and Bill Welch (Nevada Hospital Association).



Attendees at the Healthcare Forum included Lisa Wilson (Northern Nevada Medical Center) and colleagues.



More than 235 business and civic leaders attended the Chamber's Healthcare Forum, gaining insight into the factors driving health costs, and steps employers can take to have a positive impact.



The Healthcare Forum provided an opportunity for Chamber members to share information. Above, Michelle Decker (Anthem Blue Cross), one of the event sponsors, greets a fellow member of the Chamber.

## Member Survey: Chamber Members Cautiously Optimistic About Sales in 2009

The global economic slowdown poses major challenges. But many members of the Reno Sparks Chamber of Commerce are cautiously optimistic about 2009.

Our Annual Membership Survey found that 49 percent of Chamber members are experiencing weaker sales, compared to a year ago, while only 29 percent are experiencing stronger sales. Another 23 percent say sales are flat.

But in a sign of light at the end of the tunnel, 52 percent of Chamber members anticipate improved sales in 2009, while

only 26 percent foresee a decline. Another 22 percent expect similar sales next year.

Nearly two-thirds of Chamber members have delayed purchasing equipment or machines. These figures suggest that Chamber members anticipated the economic slowdown well in advance.

The survey showed strong member satisfaction in the Chamber. Ninety (90) percent of you have received excellent or good member service over the past year; 82 percent feel the dues you pay are an excellent or good value for the money. Nearly 82 percent have a

more favorable impression of the Chamber than 12 months ago. We cannot thank you enough for completing the survey. Your support helps advance the vitality of our community and makes Reno-Sparks a better place to live, work and operate a business.

Here is a summary of some of the survey's other findings:

### What is your outlook for your own business for 2009, compared to this year?

I Expect Sharply Improved Sales	15%
I Expect Somewhat Improved Sales	40%
I Expect Similar Sales	21%
I Expect Somewhat Reduced Sales	18%
I Expect Sharply Reduced Sales	6%

### The federal government has proposed nuclear waste storage at Yucca Mountain. Which best describes your view?

I favor this initiative	25%
I oppose this initiative	37%
I don't have a firm opinion, but am open to hearing all sides of the debate	38%

### How, if at all, has your opinion of the Reno Sparks Chamber changed over the past year?

More favorable	82%
Less favorable	18%

### In 2003, the Chamber helped defeat a Gross Receipts Tax. Legislators may soon consider a State Income Tax on business or a Gross Receipts Tax. What would be your position?

I would support this new type of tax	19%
I would oppose this new type of tax	81%



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## Ensign Provides "Wake-Up Call" on Anti-Business Legislation

Our nation may soon face a variety of policy changes from Washington, D.C., Sen. John Ensign warned at a Chamber meeting on Oct. 16.

The respected senator addressed Chamber members, and fielded a large number of questions, for nearly an hour. Ensign voiced concerns about proposals to increase taxes on small businesses, who generate most of the jobs in the U.S.

Ensign also warned of a bill to strip workers of the right to a secret ballot in union certification elections. By moving to a card-check system, instead of the time-honored secret ballot, workers could be intimidated into

supporting union representation; union certifications will likely surge; and strike activity could rise substantially as well. Even small business could be easily unionized.

Under the bill, which already has majority support in the House and Senate, any time that a simple majority of workers checked a card, the union is automatically certified. The employer and union then have 90 days to agree on terms. If no agreement is reached, an arbitrator would decide the terms of the labor contract.

"Senator Ensign's remarks were a wake-up call to local businesses," said Chamber CEO Doug Kurkul,

"about the massive changes businesses may see coming from Washington after the elections." ■



Greeting Senator John Ensign, second from left, are Tray Abney (Chamber), Chamber Chair Valerie Clark (Clark & Associates) and Doug Kurkul (Chamber).

## FEMA, Chamber Urge Businesses To Be Prepared For a Major Earthquake

When a major earthquake strikes, the community's economic vitality often depends on how quickly local businesses are able to resume operations and get their employees back to work.

There are steps you can take that will prepare your business for a quicker return to normal operations should a major earthquake strike northern Nevada.

These mitigation strategies were the focus of a program held on Oct. 16 by FEMA, the Reno Sparks Chamber and the SafeAmerica Foundation. Expert speakers included key personnel from FEMA's Washington, D.C. and Oakland operations, and local architect Jerry Eich. To reduce risks related to a major earthquake, visit [www.quakesmart.org](http://www.quakesmart.org) ■



Chamber CEO Doug Kurkul and local architect Jerry Eich (HMC Architects) speak at the QuakeSmart Forum, sponsored by FEMA, the Reno Sparks Chamber and the SafeAmerica Foundation.

## Member Helps Students Appreciate What It Means To "Be An American"

The Chamber was on hand as Southgate Coins, a longtime member, awarded a coin from 1808 to a local student. The student correctly answered six questions on American history.



Southgate Coins & Collectibles  
August 5, 2008

Chamber staff members and Diplomat volunteers were on hand, as were local television reporters and *The Sparks Tribune*.

Understanding the principles upon which our nation was founded is an essential part of being an American citizen. The Chamber salutes Southgate Coins for this program. ■



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Chamber of Commerce  
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**Colonial Bank - Vista Branch  
July 12, 2008**



**Meadowood Apartments  
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**Dr. Layne Linebaugh  
July 25, 2008**



**American Lung Association  
August 14, 2008**



**Art Source  
August 14, 2008**



**El Pescadore  
August 16, 2008**



**Sierra Kitchen & Cafe  
August 20, 2008**



**Acura of Reno  
August 21, 2008**



**Funky Tennis  
August 28, 2008**



**Nevada Volunteers  
September 5, 2008**



**Renown & Lili Clair Foundation  
September 23, 2008**



**Regus Executive Suites  
October 8, 2008**

# Welcome New Members

We welcome these new and reinstated members who joined by September 30th! Your Chamber is on the move, thanks to you. Please do business with fellow members. Thanks for your ongoing support! To discuss how the Chamber can help you, call your Member Rep, at 775-337-3030.

## **Acura of Reno**

Alex Cho  
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\$10 off first class for group classes - all levels; and toy dog classes.

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**Employment Guide**

(775)787-8811 ext.222

10% on adds in Nevada NW edition of the Employment Guide.

**FISH Window Cleaning**

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15% off services.

**FrontRow Media**

(775)996-1133

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(775)853-4500

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**Greater Nevada Credit Union**

(775) 882-2060

Free membership/checks.

**Hendricks & Associates, Inc.**

(775) 674-6000

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**IKON Office Solutions**

(775) 332-4443

Special discounts on copiers & printers.

**Integra Telecom**

(775) 284-4066

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**Intelligent Business Solutions**

(775) 322-8811

Special discounted prices for members.

**Jeff Codega Planning/Design, Inc.**

(775) 322-5100

Free land use consultation with our professional planners.

**Lakeridge Golf Course/19th Hole Restaurant**

(775) 825-1250

10% off banquet bookings.

**Lasik of Nevada @ Eyezone**

(775) 827-3937

\$100 off and a \$150 American Express gift card, through Jan. 2009.

**Marcus & Millichap Real Estate Investment Services**

(775) 823-6221

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**New2U Computers/Disability Resources**

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**OnTrac**

(775) 355-9055 ext. 11

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**Phenix Print & Image**

(775) 746-0200

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**PlumpJack Squaw Valley Inn**

(530) 583-1576

\$50 off your stay.

**RenoHelpWanted.com**

(775) 691-5904

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(775) 851-7755

Save 10% on all wholesale orders.

**Sierra Kitchen & Cafe**

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10% off package price of prepared meals. When purchasing use code M2MRSCamber.

**SEEK Careers/Staffing, Inc.**

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10% off temp & permanent staffing services.

**Stark & Associates**

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No cost property search and market survey.

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25% off ads.

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**1-800-GOT-JUNK?**

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10% on junk removal service.

To offer a discount, call Mark Tulman or Regina Lockwood at 775-337-3030.

## Renewing Chamber Memberships From July Through September 2008

BUSINESS NAME	CHAMBER MEMBERSHIP YEARS		
		Tri State Surveying & Photogrammetry	21
		LaTourrette Agency, The	20
		Sierra Moving/Mayflower	20
ISU Stetson-Beemer Insurance	73	A & B Precision Metals	19
Machabee Office Environments	63	Camelot Party & Special Events	19
Luce & Son, Inc.	60	Hot August Nights	19
O'Brien's Moving and Storage	60	Sierra Glass Distributors	19
A. Carlisle & Co.	55	Altria Client Services, Inc.	18
ALSCO/American Linen	54	American Red Cross,	18
Desert Glass Co.	52	Northern Nevada Chapter	
Dunseath Key Co.	52	FASTSIGNS	18
John Ascuaga's Nugget	52	MacLean Financial Group	18
UBS Financial Services, Inc.	52	Nevada Department of Transportation	18
Parsons Behle & Latimer	48	Spherion Staffing	18
Southern Wine & Spirits of Nevada, Inc.	48	Career Choices	17
Reno Royal Motor Lodge/Seasons Inn	46	City of Sparks - Administration	17
Bank of America	44	Industrial Handling Equipment, Inc.	17
Nevada JobConnect	41	JW McClenahan Co.	17
Louis' Basque Corner, Inc.	40	B & T Sales & Service, Inc.	16
ABD Insurance	36	Collaborative Design Studio	16
Reno Mountain Sports	35	Housing Authority of City of Reno	16
Holiday Inn	34	Ormat International Technologies, Inc.	16
Griffin-A Global Supply Chain Co.	33	Sani-Hut Co., Inc.	16
Clark & Sullivan Construction	31	Sir Speedy	16
Muckel Anderson, CPAs	31	U.S. Bank N.A.	16
Western Village Inn & Casino	31	Frontier Financial Credit Union	15
Puliz Moving & Storage	30	CEMEX Construction Materials. L. P.	14
Employer Benefits, Inc.	29	Kleinfelder	14
Sierra Nevada Job Corps Center	29	Make-A-Wish Foundation of Northern	14
Truckee Meadows Community College	28	Nevada	
Gray and Associates Engineers/Planners	25	Nano Holding Inc.	14
Grove-Madsen Industries	25	Robert Bosch Tool Corporation	14
Have Lights Will Travel, Inc.	25	HAWC, Inc.	13
Western Money Systems	25	Kelley Erosion Control, Inc.	13
XPEDX	25	WDCI, Inc.	13
Colonial Van & Storage, Inc.	24	Accountants, Inc.	12
Ethan Allen Interiors	24	Dollar Rent a Car	12
Lewis and Roca LLP	24	Harrah's Reno	12
Saint Mary's Health Plans	24	Montreux Golf & Country Club	12
Electro-Tech, Inc.	23	Silver Sage RV Park	12
Nevada Society of CPAs	23	City of Reno - Redevelopment Agency	11
Westaff	23	Outback Steakhouse	11
Food Bank of Northern Nevada	22	KUNR 88.7 FM Public Radio	10
Nevada Power Products, Inc.	22	Buenos Grill	9
Sanofi-Aventis US LLC	22	Colliers International	9
Alpha Analytical, Inc.	21	Elizabeth Younger Agency, The	9
American Heart Association	21	F.A.A.D. Janitorial, Inc.	9
Best Janitorial Service, Inc.	21	Integra Telecom, Inc.	9
Morrissey Realty	21	Manitowoc Foodservice Group, Inc.	9
Nevada Air National Guard	21	Nevada Microenterprise Initiative	9
Reno Philharmonic Association	21	Office Depot Business Solutions Division	9
Starsound Audio	21	REI Recreational Equipment Inc.	9

## Renewing Chamber Memberships From July Through September 2008

Sun West Bank	9	Jack in the Box Corp. Office	3
Washoe County School District	9	Opticomp Corporation	3
WIN (Western Industrial Nevada)	9	Pfrommer & McCune	3
ABC Fire & Cylinder Service	8	Qdoba Mexican Grill Corp. Office	3
Aesthetic Engineering	8	RC Willey	3
Aistheta, Dr. Robert J. Riley	8	Sierra Restrooms Solutions	3
American Business Women's Association	8	United Construction Company	3
Century Glass Inc.	8	UPS Store, The	3
Dunham Trust Company	8	Arbors, The	2
KRXI-TV/KAME-TV	8	BJ's Restaurant & Brewery - Summit Sierra	2
Lakeside Crossing Shell & Deli Towne USA	8	Budget Car & Truck Rental	2
Leukemia & Lymphoma Society, The	8	Employment Guide, The	2
Muzak LLC	8	General Pool & Spa Supply, Inc.	2
Nevada Total Hearing Care Centers	8	Grace Community Church	2
WorldMark by Wyndham	8	Greatwide Dedicated Transport	2
Alamo Casino	7	Haws Corporation	2
Arrow Electronics, Inc	7	Laser & Integrative Dental Medicine of Northern NV	2
Closets By Design	7	Melting Pot, The	2
Courtyard By Marriott	7	Meritage Homes	2
Granlibakken Resort & Conference Center	7	Montage, The	2
Northtowne Summit Apts.	7	National Council of Juvenile & Family Court Judges	2
Reno Tahoe Job Training Academy	7	North American Title	2
Southgate Coins & Collectibles	7	Northwest Self Storage	2
Tamarack Junction Casino & Restaurant	7	PlumpJack Squaw Valley Inn	2
TMX, Inc.	7	Ray Morgan Company	2
Sam's Club	6	Red's Little Waldorf Saloon	2
Antique Angel Wedding Chapel	5	Silverwing Development	2
Applied Industries of Northern Nevada	5	Station Casinos, Inc.	2
Community Foundation of Western Nevada	5	Titan Construction Supply Inc.	2
Conway Communications, Inc.	5	Advantage Flight Solutions	1
Frame Architecture	5	Aevos Office Suites	1
Hidden Valley Country Club	5	Business Link Network, LLC	1
Holiday Inn - Sparks	5	FISH Window Cleaning	1
J. Frank Fisher, Ltd. CPA	5	FrontRow Media LLC	1
Nevada Capital Insurance Company	5	Handyman Connection	1
PC-Doctor, Inc.	5	HomeAway Reno Vacation Rentals	1
Reno Export Assistance Center	5	HomeWatch CareGivers	1
Sign-A-Rama	5	Jarden Apparel & Footwear	1
Advanced Companies, Inc. dba Advanced Asphalt	4	JNC Development, Inc.	1
Bi-State Propane	4	Life Care Center of Reno	1
Standards of Excellence formerly McPhails Appliance	4	Power and Environment International, Inc.	1
Technology Professional Exchange	4	Rapid Refill Ink NV #343	1
Universal Health Network	4	Reno Green Landscaping	1
Allied Building Solutions	3	Reno Vein Clinic	1
Biz-Net	3	Squeeze In, Inc. Nevada	1
Burton Components	3	Wolf Run Golf Club	1
ClearChoice Merchant Services, LLC	3		
Clearwire	3		
Erickson, Thorpe & Swainston Ltd	3		
J.S. Redpath Corporation	3		

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## “Celebrate Sparks” Luncheon a Rousing Success

By Ralph Hartmann, Hartmann & Associates, Chair-Elect Reno Sparks Chamber

There is much to celebrate about Sparks – and at a special luncheon event in September, members of the Reno Sparks Chamber of Commerce did exactly that!

“Celebrate Sparks: Yesterday, Today and Tomorrow” was one of the Chamber’s signature events of 2008. Attended by 240 members of our community, and drawing extensive media coverage, the luncheon at John Ascuaga’s Nugget featured presentations by Mayor Geno Martini and Council member Ron Smith, and a video presentation which has received extensive air

time on Sparks television, with vignettes from Sparks citizens, including state Assemblyman Bernie Anderson, representatives of the Sparks Heritage Museum and former Chamber Chair Tony Fiannaca (Sparks Florist). The event was emceed by Chamber Board member Stephen Ascuaga.

The Mayor’s presentation included vintage slides of Sparks scenes through the years, followed by a summary of the opportunities and challenges facing the city today. Councilman Smith followed with a look at where the city is headed. With the

Legends at Sparks Marina, the new transit center, Golden Eagle Regional Sports Center, new businesses and housing communities, and exciting plans for Victorian Square, Sparks is on the move.

The Chamber is working closely with the City on encouraging tourism and on common legislative objectives with Rob Joyner, the city’s manager of legislation. Reno-Sparks is one community, and we are proud to partner with the City of Sparks and local Sparks businesses.

Special thanks to Shaun Carey and Adam Mayberry of the City of Sparks and Nancy

Pulliam of the Chamber staff for organizing the luncheon, and to The CFO Group and Cascades of the Sierra for their sponsorship of this memorable event! ■



### Your Chamber Board

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