



## 2011-2012 Executive Committee

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President  
National Security Technologies, LLC



## A Message From The Chairman of the Board

**Glenn C. Christenson**  
Chairman of the Board  
Nevada Development Authority

# Nevada Development Authority Campaign Focuses On the Positive

*“Emphasizing 'Live work and play' to lure companies to Southern Nevada.”*

The Nevada Development Authority (NDA) has used many approaches to attract businesses to Southern Nevada. One of the most successful approaches has been testimonials. Las Vegans talking about Las Vegas! Recently, the NDA launched an advertising campaign in Southern California that features heartfelt testimonials from prominent people who live and do business in Nevada. “The advertising spots show high-profile Nevadans explaining why this is a great place to live, work and play” said Somer Hollingsworth, president and CEO of the NDA. Among those featured are Tony Hsieh, CEO of Zappos.com, Inc.; Rick Moonen of RM Seafood; UNLV President Neal Smatresk; entertainers Wayne Newton and Terry Fator; and Applied Analysis Principal Jeremy Aguero.

In the new campaign, testimonials focus on Nevada’s positive lifestyles, schools, community activities and business support. The goal is to build third-person credibility among California residents who might consider relocating here. Hollingsworth added “our research in talking to clients shows they don’t have any idea of the business side of Las Vegas and what it is like to live here.”

Hollingsworth also noted “There’s a deep misconception about Las Vegas—that it’s all about resorts and hotels, great restaurants and having a good time. This advertising campaign aims to show that Las Vegas is business- and family-friendly. By using successful people from our community we highlight the human side of Las Vegas. Real people are more credible than a fabricated advertising tactic.”

The campaign will run through mid-November in California and may be extended depending on its success, which will be closely monitored. Hollingsworth said previous campaigns have been successful in luring companies to Nevada, but it’s time to change the strategy.

Southern California, from San Diego to Los Angeles to the Inland Empire, has been targeted by the NDA’s advertising campaign.

The ads will air on cable networks such as CNBC, ESPN, The Golf Channel, USA, CW, The History Channel and FOX News.



*Tony Hsieh, CEO of Zappos - living and doing business in Southern Nevada.*



# Mark Your Calendar... NDA's Upcoming Events

**2012 Breakfast Meetings:**  
Thursday, January 19th  
Wednesday, March 14th  
Thursday, May 17th  
Thursday, July 19th  
Thursday, September 20th

**Location: Four Seasons Hotel**  
**3960 Las Vegas Blvd. South**  
**Acacia Ballroom**  
**7:00 a.m. - Breakfast and**  
**Networking**  
**7:30 a.m. - Meeting**  
**\$40.00 per person**

*Space is limited and will be on a  
first-come, first-served basis.*  
*RSVP to (702) 791-0000.*



## Membership Recruitment is Essential

While the NDA strategizes with its media partners in bringing new businesses to Southern Nevada, we still rely on members like you to further the success of our efforts. We encourage you to spread the word. Bring a guest to the next breakfast meeting or mixer, especially during our 55th Anniversary Membership Drive. Get involved with one of the many NDA committees – *the NDA helps to promote our members businesses.*



### MISSION STATEMENT

The Nevada Development Authority shall attract companies to Southern Nevada that diversify, expand and nurture the business environment which will enhance the overall socioeconomic development of our community.

## Chairman's Circle

Chairman's Circle members make the highest level of annual contributions from \$25,000 - \$100,000 to the NDA and experience the greatest amount of opportunity, influence and connectivity available within the organization. NDA extends appreciation and gratitude to these highly dedicated business leaders whose support helps form a solid foundation of continuous involvement in Southern Nevada's business climate.

### Griffin Rowe Nave LLP

## Nevada Law Firm Brings Local Expertise To Advance Client Issues

The partners of Griffin Rowe & Nave come from diverse backgrounds, but they all have one thing in common: each are Nevadans, raised in Nevada and with their roots firmly planted in Nevada. It should come as no surprise then that the law firm strives not only to advance and achieve client objectives, but to make Nevada a better place to live for their families and communities in the process.

Griffin Rowe & Nave specializes in administrative law and government affairs (the latter through the firm's affiliate, The Capitol Company), representing its clients before county and municipal governments and regional agencies in both Northern and Southern Nevada, and before the Nevada Legislature and state regulatory agencies statewide, including Carson City. The firm also manages federal matters for clients on concerns that relate specifically to Nevada issues and its Congressional Delegation. With the need to understand and manage multiple layers of regulatory requirements from the local, state and federal levels, Griffin Rowe & Nave is where the private sector, public policy (expressed through statutes and regulations) and politics meet and are managed.

The firm's approach is firmly rooted in the concepts of honesty, trust and integrity. This is the foundation upon which meaningful and lasting relationships are built and from which effective communication may occur among firm clients and policymakers (whether elected or professional staff). A framework is then in place for the education and advancement of client issues. Coupled with this approach is the belief that the development of good public policy benefits not only our clients, who are often both corporate citizens and also residents of Nevada, but also the community as a whole. Consequently, the firm strives to find the appropriate balance between client objectives and the objectives of policymakers. Such an approach allows for the advancement of client issues with an understanding of the broader policy goals within which those objectives must exist.

As life-long Nevadans, the partners of Griffin Rowe & Nave provide not only their administrative law expertise, but also bring their history and community knowledge to the benefit of their clients that only long-time Nevadans can offer.



**Mr. Russell M. Rowe, Esq., Shareholder**  
**Griffin Rowe Nave LLP**

10100 W. Charleston Blvd., Ste. 200  
Las Vegas, NV 89135  
Phone: (702) 884-5014

### Meet Russell Rowe



*Russell Rowe, founding shareholder of Griffin Rowe & Nave, is a member of NDA's Executive Committee and Chairman's Circle. "NDA's successful efforts to diversify Nevada's economy have created economic opportunities for our state's workforce and its business community, thereby creating long-term economic benefits to our citizens and our state and local governments. Our investment in economic diversification brings a return of long-term economic prosperity to our state."*

# New Executive Committee Members



**Mayor Shari L. Buck**  
*City of North Las Vegas*



Native North Las Vegas, Shari L. Buck is the first female mayor elected to the post. She has served as the City Councilwoman representing Ward 4 since July 1999. In the course of her tenure on the City Council, she has been instrumental in guiding the progress of North Las Vegas during a decade of unprecedented growth. During her inaugural term as mayor, Buck and the City Council will oversee the expansion of North 5th Street, which is the largest road improvement project in the City's history and will convert the street into a major arterial roadway. A graduate of BYU, Buck also completed the Harvard University Program for Senior Executives at the John F. Kennedy School of Government.



**Mayor Carolyn G. Goodman**  
*City of Las Vegas*



Carolyn G. Goodman succeeded her husband, Oscar B. Goodman, as mayor after his limited 12 year term. Carolyn is well known in the Las Vegas community for founding The Meadows School in 1984, Nevada's first nonprofit, nonsectarian, independent, coeducational, college preparatory school for pre-kindergarten through 12th grades. Carolyn has served the people of Las Vegas through volunteerism and therein in leadership in many community nonprofit boards, charities and service organizations. She has proven her deep commitment to the community and continues to be devoted to the highest quality of life for all Southern Nevadans by her efforts and dedication.



**Councilwoman - Ward II Debra March**  
*City of Henderson*



A Henderson resident for more than 21 years, Councilwoman Debra March represents Henderson in Ward II as a commissioner on the Regional Transportation Commission of Southern Nevada, a commissioner on the Clark County Regional Flood Control District and serves as the Council liaison to the Henderson Planning Commission. Additionally, she is the alternate representative on the Southern Nevada Health District and Southern Nevada Water Authority Boards of Directors. She also is a member of the Henderson Redevelopment Agency. A member of the Henderson Chamber of Commerce, Debra was on the founding board and first year advance chair of Leadership Henderson.



**Diana Villanueva**  
*Citibank North America Consumer Bank*



Diana Villanueva was recently named Site President of Citibank North America Consumer Bank and leads a cross region consumer effort to focus on Client Excellence that includes the recent global launch of Client Excellence Values. She began her career with Citi in 1989 and had an opportunity to work in a variety of Consumer and O&T roles. Prior to her current role, Diana managed the Knowledge and Information Solutions group within North America Retail Bank Branch Services. Diana supports and volunteers for many organizations focused on education of at-risk children in the Las Vegas community. She is also a member of the Clark County School District Community-Advisory Board.



**Mayor Mark Wier**  
*City of Mesquite*



Mayor Mark Wier is a marketing professional with over nineteen years of director level experience in telecommunications, hotel, tourism, public and government relations. He has served on a number of economic development boards and founded the Mesquite Community Development Corporation. He enjoys hiking, motorcycles and community service with the Virgin Valley Community Education Advisory Board and College of Southern Nevada, Mesquite Advisory Board.

# President's Council

NDA President's Council members make significant annual contributions of \$10,000 - \$24,999 and provide valuable resources of time, talent and treasure to serve the mission of the NDA. The NDA extends appreciation for the support and financial commitment the President's Council organization provides.

## Green Valley Grocery

**Mr. Richard T. Crawford**

*Green Valley Grocery*

1580 S. Jones Blvd.

Las Vegas, NV 89146

Phone: (702) 367-1539

## Green Valley Grocery: More Than Just Convenient

Green Valley Grocery, a chain of 44 convenience stores located throughout Clark and Nye counties, has been in operation since September 1978, along with its sister companies, Crawford Oil, Inc., a Shell Branded Fuel Wholesaler and Crawford Coin, Inc. a slot route operator.

Green Valley Grocery operations include the sale of quality food products, beverages and non-food items, as well as Shell Brand gasoline at most locations. All locations operate 24 hours everyday.

Crawford Oil, Inc. currently sells fuel to about 90 Shell Southern Nevada locations including 40 Green Valley Grocery stores. Crawford Oil is the largest Shell Fuel Wholesaler in Nevada with sales approaching 100 million gallons annually.

Crawford Coin, Inc. is a licensed Slot Route Operator in the State of Nevada, and currently operates approximately 400 gaming machines in Green Valley Grocery stores and many outside accounts. Crawford Coin, Inc. has been licensed since 1987.

Owner Richard Crawford opened the first Green Valley Grocery on Green Valley Parkway in Henderson over 30 years ago. His managerial skills have grown the company to what it is today. Having established a sustainable system, Crawford can now focus on long-term planning.

## Green Valley Grocery

## NDA Marketing

**Wise Companies  
Are Joining...**



**NEVADA  
DEVELOPMENT  
AUTHORITY**

**JoinNDA.biz**

*Our local outdoor campaign launched in September 2011 and is located before the McCarran airport connector traveling southbound. The daily effective traffic count for the billboards is 68,000.*

**Get On Board!**

**JoinNDA.biz**



**Join The  
Nevada  
Development  
Authority**

# Trustees

Trustees support the NDA with contributions of \$5,000. In addition to receiving voting privileges at annual meetings, Trustee members enjoy many networking privileges throughout the year.

## U.S. Micro Corporation

**Ms. Debra Floyd**  
*U.S. Micro Corporation*  
7608 W. Tecco Ave.  
Las Vegas, NV 89113  
Phone: (702) 998-7900

## U.S. Micro Corporation a Leader in IT Recycling

U.S. Micro Corporation is a major innovator and leader in enterprise IT recycling. Founded in 1995 and now based in Las Vegas, U.S. Micro serves Fortune 500 companies that demand the highest levels of data security and environmental stewardship. U.S. Micro processes more than one million IT assets annually and recently opened a 130,000 sq. ft., next-generation IT asset disposition (ITAD) recycling and processing center in Las Vegas.

A single data breach can cost a company millions and the impact on reputation is immeasurable. U.S. Micro pioneered onsite data destruction to protect companies from costly data breaches. Whether a company has one location or thousands, U.S. Micro deploys its highly trained technicians – never subcontractors – to customer locations, every time, anywhere in the U.S. Technicians use U.S. Micro's proprietary asset tracking system to provide real-time updates every step of the way to ensure 100 percent data destruction and asset recovery.

Sustainability is also a top priority at U.S. Micro. From refurbishing and reselling to demanufacturing and remanufacturing, U.S. Micro offers a full range of recycling alternatives all under one roof. Of the one million plus IT assets processed annually, 90 percent are refurbished and resold. The remaining ten percent are turned into non-volatile materials for construction or finished products. U.S. Micro strictly maintains a 100 percent no landfill policy.

U.S. Micro also offers customers the benefits of its upfront purchase model, which provides them with a guaranteed price upfront instead of consignment arrangements that erode equipment value and adds numerous service fees.

For more information about U.S. Micro visit [www.usmicrocorp.com](http://www.usmicrocorp.com).



## STAY INFORMED

### 2011 LAS VEGAS PERSPECTIVE

THE MUST-HAVE REFERENCE TOOL



You will not find a more comprehensive profile of Southern Nevada that includes in-depth information on demographics, community, business and industry, real estate, retail and tourism.

**ORDER YOUR COPY TODAY!**

Call 702.967.3333 or visit [lvperspective.com](http://lvperspective.com)

# New & Expansion Companies Assisted by NDA FY 2010-2011

## New Companies

### **1-800-Registry, LLC**

1-800-Registry is a one-of-a-kind company dedicated to providing the best wedding planning service possible and, through that service, building a meaningful relationship with engaged and married couples. The relationship extends through the wedding, wedding registries, honeymoon, new home and into the couples new life together.

### **Allied Wire & Cable**

Allied Wire & Cable is a family-owned and operated value-added manufacturer and distributor of electrical wire and cable, tubing and accessories.

### **AMR Racing**

Designer and producer of racing graphics

### **CanvasPop LLC**

Producer of canvas printings made from photo images

### **CC Landfill Energy, LLC**

Landfill gas, electric power generation

### **Cenium North America Inc**

Hospitality ERP solution implementation and service

### **Clean The World**

Recycler of bars of soap from hotels

### **Data Exchange Inc.**

Inbound call center for third party verification of a sale of a service

### **DNA 11, LLC**

Producer of personalized canvas art made from fingerprint and DNA samples

### **Elite Manufacturing Technologies, Inc.**

Manufacturer of precision sheet metal fabricated components and assemblies

### **Exhibitrac Direct Marketing**

Premier database compiler for the trade show industry

### **Flexaust**

Manufacturer of flexible hoses

### **Ganix Bio Technologies, Inc.**

Indoor aquaculture shrimp farming

### **Gladstone Industries Corporation**

Manufacturer of decorative architectural metalwork

### **Harrington Tools, Inc.**

Manufacturer of tools for the construction industry

### **LINQ360**

LINQ360 Innovation Center Powered by Microsoft is an end solutions provider of technology companies whose efforts are focused on the hospitality, gaming and entertainment industry.

### **Magnetico, LLC**

Magnetic products for complimentary healthcare

### **Pangea Industries**

HVAC filter assembly, evaporative cooler supply

### **Phoenix Materials Technologies LLC**

Manufacturer of PelletPave™ materials for use in road paving and pothole repair

### **Project Resources, Inc.**

Provider of critical contingency support services for the federal government including base operations, logistics, construction and time critical disaster services throughout the world including in remote, hostile and austere environments.

### **Pumpco Parts**

Sales and distribution of concrete pump parts and accessories

### **ReadyLift Suspension, Inc.**

ReadyLift is the #1 preferred manufacturer of truck and SUV suspension leveling and lift kits that are guaranteed to retain your factory ride while providing the looks and lift every truck owner wants.

### **U.S. Micro Corporation**

IT data destruction and IT equipment recycling

### **Unified Development, Inc.**

Unidev is a diversified IT company focused on the application of technology to business

### **USCB, Inc.**

Collections call center

### **VaOpto, LLC.**

Manufacturer of LED lighting and LED light engine

### **Wild West Guns**

Gunsmith and manufacturer of custom gun components

## Expansion Companies

### **Amonix Manufacturing Nevada, LLC**

Manufacturer of CPV mega solar modules

### **Barbour Well, Inc.**

Barbour Well, Inc. specializes in drilling all types of large and small diameter geothermal production and injection wells in addition to drilling oil and gas wells.

### **Casamar Holdings, Inc.**

Manufacturer of nylon nets and ropes for the fishing industry

### **Ken's Foods, Inc.**

Manufacturer and distributor of salad dressing products

### **Las Vegas Rock, Inc.**

Manufacturer of quartzite stone products

### **Pop Culture Graphics, Inc.**

Pop Culture Graphics, Inc. will produce and fulfill products for various businesses that are e-commerce related; primarily posters and prints.

### **Switch Communications Group, L.L.C.**

Data center/colocation services including disaster avoidance, uninterrupted power, internet connection, bandwidth, external connectivity and 24/7/365 security.

# New at NDA

## New NDA Investors

Investors provide annual financial support to NDA of \$2,500 - \$4,999 and they are eligible to serve on NDA committees. You are encouraged to network and work with NDA investors.

**Mr. Pat Marsh**  
*Colliers International -  
The Marsh Team*  
3960 Howard Hughes Pkwy., Ste. 150  
Las Vegas, NV 89169  
Phone: (702) 735-5700  
*Real Estate*

**Ms. Sharon Swann**  
*Pillar Hotels*  
5845 Dean Martin Dr.  
Las Vegas, NV 89118  
Phone: (702) 895-7519  
*Hospitality*

## New NDA Associates

Associates demonstrate their commitment and support of economic development in Southern Nevada with contributions of \$1,000 - \$2,499 annually. Please welcome these new Associates.

**Mr. Dave Brown**  
*Land Development Associates*  
2300 W. Sahara Ave.  
Las Vegas, NV 89102  
Phone: (702) 643-4940  
*Developers*

## Events

### The Newest Mayor Goodman Makes Her Goals Known at NDA Breakfast Meeting

Newly elected Mayor Carolyn G. Goodman shared her thoughts on economic diversification, downtown development and job creation at the NDA Board of Trustees' breakfast meeting held Thursday, September 15th at the Four Seasons Hotel Las Vegas.

The Mayor's keynote speech, "Is There Any Goodman News Out There? You Bet There Is" touched on seeing Las Vegas at a turning point, and cited several positive areas for our community to wrap its arms around. From "bringing energy back to downtown" to the expansion of our cultural scene and the movement towards more medical tourism, Las Vegas has a lot to offer residents and tourists alike.

As Mayor, she is adamant about core areas of focus: safety; medical care and research; culture; quality education; sports; and job creation. All these areas are critical to Las Vegas and its ability to thrive on greater levels.

"We need to think on a higher level and think of something new to create jobs," Mayor Goodman said.

## New & Expanding Companies

Please welcome these new and expansion companies assisted by NDA July 2011 - August 2011.

### **Skin Industries, LLC** (New)

**Mr. Al Borda**  
5075 Cameron St., Ste. D  
Las Vegas, NV 89118  
Phone: (702) 778-3400  
*"Sports Fashion" brand of clothing and specialty items*

### **United Brass Works, Inc.** (New)

**Mr. Benny Littreal**  
221 Commerce Park Ct.  
North Las Vegas, NV 89032  
Phone: (702) 628-9892  
*Manufacturer of high quality industrial valves for a variety of applications*



**FOUR SEASONS HOTEL**  
*Las Vegas*

## Applied Analysis Releases 2nd Quarter Industrial Market Performance Reports

**Applied Analysis** recently released its second quarter industrial market report and noted the pace of decline in the Las Vegas Valley industrial market slowed to a level not seen in several years. The vacancy rate edged up slightly to 18.0 percent as 135,600 square feet of negative net absorption was reported during the second quarter. For comparison purposes, the vacancy rate is up 13 basis points from the previous quarter (1st Qtr. 2011) and up 1.8 percentage points from the same period a year ago (2nd Qtr. 2011).

For 19 consecutive quarters, the industrial market has reported an increasing vacancy rate as approximately 14.7 million square feet of industrial space has been added to the market during the same time frames. A single build-to-suit project totaling 120,000 square feet remains actively under construction. With no material plans for future development in the near term, future vacancy rate improvements will primarily be sourced to absorption of second-generation space when demand returns.

## Burke Construction Group Promotes John Travassos to Director of Operations

**Burke Construction** is pleased to announce the promotion of John Travassos to Director of Operations for Burke's West / Southwest Region(al) Office.

John has spent over three decades, building and managing nationally recognized construction projects throughout the country. "With more than 30 years of experience within the commercial contracting industry, John is uniquely qualified to lead this new division", said Tony Dazzio, Senior Vice President. A LEED Accredited Professional, John is also a member of the Associated General Contractors (AGC), where he is Chairman of the Permits and Inspections Committee.

Burke Construction Group is very proud of their commitment to Green Building technology

and all of their LEED Accredited Professionals. With every project built using environmentally friendly techniques, Burke is committed to making the community better for future generations.

"Burke Construction Group has a long standing reputation of meeting the ever changing demands within the commercial construction community," said President & CEO Kevin Burke. "Utilizing John's unique capabilities to head up our West / Southwest Region, is another example of Burke's proud tradition of responding to the needs of the diverse community we serve."

## Clark County School District Recognized For Advances In Technology

Recognizing advancements in technology at the **Clark County School District**, the Technology Business Alliance of Nevada (TBAN) named Chief Technology Officer Jhrono Ebert as "Tech Star in the Public Sector." The award recognizes individuals and organizations that have enhanced Nevada's technology community. TBAN presented the award at its annual TechNevada Honors celebrations, held on October 19, 2011.

The school district's efforts, led by Ebert, contribute to improved learning environments with innovation, choice and greater efficiency and effectiveness. Current highlights include the expansion of on-line learning and the use of electronic textbooks and resources.

Ebert moved into the role of chief technology officer in 2009, after serving most recently as assistant superintendent of the Curriculum and Professional Development Division. Her career began in the classroom, and Ebert earned recognition as an award-winning mathematics teacher. She also served as the district's first technology coordinator for secondary schools and the first principal of Virtual High School. She is the founder and current chair of the Nevada Commission on Education Technology.

## Danoski Clutts Building Group Awarded Safe Site Award For the Art of Shaving

Construction on The Art of Shaving at the Venetian Hotel was recently completed by **Danoski Clutts Building Group**, and awarded the Safe Site Award by the Associated General Contractors. The project was a tenant improvement of approximately 700 s.f. and was completed in just seven weeks.

The Associated General Contractors awarded the Safe Site Award to the 10 year old firm, who has won the Safe Site Award on several other projects as well.

Danoski Clutts Building Group is well known and respected for their attention to detail and dedication to safety. "Our project superintendent understands the importance of our company safety program and our zero-tolerance policy for violations or refusal to adhere to them," explained Palko, "Randy has set the tone on the project which has resulted in a culture of 'safety first' by our team."

## Datanamics Inc. Renews Advanced Wireless Local Area Network Specialization From Cisco®

**Datanamics Inc.** announced that it has renewed its Advanced Wireless Local Area Network (LAN) Specialization from Cisco®. This specialization recognizes Datanamics Inc. has again fulfilled the training requirements and program prerequisites to sell, deploy and support advanced Cisco Wireless LAN solutions.

"As the appeal of being available anytime, anywhere, through a variety of multimedia devices emerges, stable and secure wireless networks are vital," says Terry McGowan, president of Datanamics Inc. "Our continued training and certification in this specialization demonstrates our commitment in providing the best possible wireless solutions to our customers."

"As a Cisco Advanced Wireless LAN Specialized Partner, Datanamics Inc.'s training investment ranks them among the industry's most qualified in providing wireless LAN solutions," said Wenceslao Lada, vice president of worldwide channels borderless network architectures at Cisco.



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## Get connected to Nevada's premiere economic development agency

Please feel free to contact us:

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Administrative Assistant

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