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A Message From The President & CEO

Somer Hollingsworth

President and CEO
Nevada Development Authority

NDA Launches New Ad Campaign in California and Locally

"While we enjoy pointing out the obvious to Californians, the NDA also humbles itself with their main objective."

Recently the Nevada Development Authority (NDA) launched yet another ad campaign targeted to Southern California - the largest and nearest state that could benefit from relocating businesses to Southern Nevada. In the past the NDA has not minced words in explaining the advantages Nevada has over California, however humorous. The 2009-2010 "Kiss Your Asses Goodbye" campaign was seen on various media outlets including CNN with Lou Dobbs, FOX News, CNBC, Associated Press, USA Today and The Washington Post. The Los Angeles Times also featured the pig ad which was among the top 10 most searched items on Google.

The newest campaign withdraws the humor and is more straightforward, "Smart Companies Are Moving To Las Vegas." Terry Shonkwiler, president and owner of Shonkwiler Partners, developed the campaign using testimonials from companies the NDA has assisted in relocation/expansion. "What better way to quell the temper of California politicians than with the truth," Shonkwiler says. No corporate income tax, no personal income tax, lower workers' comp fees, business friendly and hassle free are some of the main advantages the NDA instills in these series of ads.

Part two of the campaign unrolled locally. "We want to introduce those companies to the

community and let them know how important they are to us and the business environment," Somer Hollingsworth, president and CEO of the NDA noted. "While we enjoy pointing out the obvious to Californians, the NDA also humbles itself with their main objective of attracting businesses to Southern Nevada that diversify, expand and nurture the business environment which will enhance the overall socioeconomic development of our community."

The new ads use the quick response "QR" code technology which will direct anyone wanting to know more about the NDA to their website. With a smart phone you can capture the image using a QR code reader application and it will automatically route the reader to their website. Mobile tagging is one of the many technologies the NDA uses to broadcast their message.

You can always find a list of the newest members on NDA's website. Please take the time to get to know their business and welcome them.

Smart Companies Are Moving To Las Vegas!

"When it became time for Foliot Furniture to expand their operations, two major reasons stood out in selecting Las Vegas: its appeal for our customer base, and the low cost of doing business here. Those two reasons have proven to be correct."

- Daniel Foliot
President & CEO
Foliot Furniture

Find out more about Foliot Furniture at: www.foliot.com

- NO Corporate Income Tax
- NO Personal Income Tax
- Lower Workers' Comp Fees
- Business Friendly, Hassle Free.

Make The Smart Move. Contact The NDA Today.

888-466-8293
www.move2vegas.biz
6700 Via Austi Parkway, Ste. B
Las Vegas, NV 89119

Mark Your Calendar... NDA's Upcoming Events

2011 Breakfast Meetings:

March 17th

May 11th

July 14th

September 15th

**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.*

2011 Las Vegas Perspective Thursday, March 31st

**Breakfast at 7:15 a.m. - 8:00 a.m.
Presentation 8:00 a.m. - 10:00 a.m.**

**Location: Four Seasons Hotel
3960 Las Vegas Blvd. South**

NDA Mixer:

**Letizia Mass Media
Wednesday, April 20th
5:00 p.m. - 7:00 p.m.**

**Location: Letizia Mass Media
5460 Desert Point Dr.
Las Vegas, NV 89118**

*If you would like to host an NDA Mixer or
know someone that is interested, please
contact the NDA at 702-791-0000.*



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.

Connell Outdoor Advertising

Connell Outdoor Provides Big Results With Hometown Service

Connell Outdoor Advertising is a locally owned and operated business that has been in continuous operation in Las Vegas for over 25 years. Reliability, dependability and capability has bolstered their signature hometown service.

With well over 48 years of actual "hands on" experience among their key personnel, they are a proven outdoor company and an industry leader in Las Vegas. Their tenure has demonstrated the ability to successfully manage and market advertising space to both local and national customers and in that time has earned an impressive level of customer satisfaction as well as customer retention.

You might recognize the Connell name on the prestigious outdoor boards lining the entrance and exit corridors of McCarran International Airport. These prize locations have been home to Wynn Resorts, MGM Resorts International, Caesars Entertainment, Tiffany's and Chanel to name a few.

Michael Connell founded the company in 1984 and vowed to provide the best customer service in the Las Vegas outdoor market. He secured prime locations early on to bring forth the best marketing tool to a captive audience.

"Unlike the Internet, television or other visual media, you cannot turn a billboard

on and off. With our billboards . . . NO one is getting in front of--or turning off--YOUR message," says Connell.

Jessica Connell, Michael's daughter, has joined the business and oversees multiple operational areas for Connell Outdoor Advertising such as national and local sales efforts, advising new technologies, advising new marketing developments and acquisitions. Young Connell is on the front line of helping shape the company's future.

Jessica earned a Bachelor's degree in Business Administration (Finance) from Loyola Marymount University and brings her managerial skills to Connell Outdoor Advertising. Prior to joining the team she served as a creative executive at 60Frames Entertainment, where she worked with artists to develop ideas and oversaw all aspects of development, preparation, production and post-production. She produced and launched over 35 web series at the innovative, Beverly Hills-based financing, ad sales and syndication company for professional artists to create and monetize original online content.

Together with her father and the talented and business-minded employees at Connell Outdoor Advertising, they offer a hugely successful and viable vehicle to get your message across.



Ms. Jessica Connell

Connell Outdoor Advertising

5242 Swenson St.
Las Vegas, NV 89119
Phone: (702) 795-0555

Meet Jessica Connell



Besides being an account executive for Connell Outdoor Advertising, Jessica serves as the Co-Chair for the American Cancer Society's Young Professionals Against Cancer (YPAC LV) where she oversees branding, print materials, digital campaigns, sponsorship placement and fundraising efforts. Connell is also a member of United Way's Young Philanthropist Society and a member of Leadership Las Vegas Class of 2011.

New Executive Committee Member

NDA Welcomes Rick Crawford

Green Valley Grocery

The NDA would like to introduce you to its newest Executive Committee Member, Mr. Rick Crawford, president and owner of Green Valley Grocery. Green Valley Grocery is a chain of convenience stores located throughout Clark and Nye Counties. The first Green Valley Grocery opened on September 1, 1978 in Henderson, Nevada. As of October 2010, there are forty two (42) stores in operation. Green Valley Grocery currently employs approximately 350 people.

Richard "Rick" T. Crawford has lived in Las Vegas, Nevada since 1971. Mr. Crawford was born in Winnipeg, Canada and raised in San Diego, California; he became an American Citizen in January 1971.

Mr. Crawford is active in numerous Civic and Charitable organizations. He currently serves as Chairman, Shell Oil National Wholesalers Council; Chairman of Nevada Retail Network Self Funded Group; and Past Chairman of the Southern Nevada YMCA of Las Vegas. Rick formerly served on the Board of Directors of the National Association of Convenience Stores (NACS); former Board Member of Society of Independent Gasoline Marketers of America; former Board Member of the National Advisory Group; former Chairman and Board of Directors of Secret Witness; former Chairman, Retail Association of Nevada; and Youth Soccer coach for 10 years.

Mr. Crawford is married to Jeri Scudder Crawford. Rick has four children and six grandchildren. He is also the president and owner of Crawford Oil, Inc. and Crawford Coin, Inc.



*Mr. Rick Crawford, President/Owner of
Green Valley Grocery*

Green Valley Grocery

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.

Ms. Denice Miller
MGM Resorts International
3260 Industrial Rd., Bldg. C
Las Vegas, NV 89101
Phone: (702) 650-7407

MGM Resorts International

MGM Resorts International: Committed to Quality Education

While the front-line staff at MGM Resorts International works hard to ensure that guests have a memorable vacation, the Company also works behind the scenes to help provide a meaningful education for students in Clark County and other communities.

"As the state's largest employer, MGM Resorts International has a vital interest in promoting the quality of education for all students, especially in the communities where we have properties in Nevada, Mississippi and Michigan," said MGM Resorts Chairman and CEO James Murren.

MGM Resorts was one of the first businesses to sign on with the Empowerment Schools Program, which brings together schools and businesses in Clark County to strengthen educational programs for children in elementary, middle-school and high schools. The Empowerment School Model allows school administrators the freedom to deploy allocated resources and develop customized programs to meet the needs of their students. The

model eliminates the "one size fits all" approach to education.

The Company has funded seven Empowerment Program Schools over a three-year period. The schools are expected to show progress in student achievement, standardized test scores and attendance. Results show that this model has moved more students out of non-proficiency and increased student achievement when measured against schools in a comparison group.

MGM Resorts' ongoing relationship with Clark County schools through efforts such as the Empowerment Program earned Mr. Murren the 2010 "Education Hero" award from the Public Education Foundation. "Education is the cornerstone of our entire community and the key to our future success," said Mr. Murren.



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.

Sun Commercial Real Estate, Inc.

Ms. Cathy Jones
Sun Commercial Real Estate, Inc.
8936 Spanish Ridge Ave.
Las Vegas, NV 89148
Phone: (702) 968-7320

Sun Commercial Prides Itself on Being Client-Driven

Established in 2006 by President and Nevada Designated Broker, Cathy Jones, Sun Commercial Real Estate, Inc. is an independent commercial real estate brokerage firm with offices in Las Vegas and Scottsdale, Arizona. Sun Commercial provides comprehensive brokerage services for Owners, Buyers and tenants in the retail, office, industrial, multifamily and land sectors and the company specializes in investment sales, owner-user sales and leasing. In 2009, Jones expanded the company's receivership and property management capabilities through the formation of Sun Property Management, LLC.

Sun Commercial's team of ten agents boasts over 150 years of combined industry experience and they pride themselves on producing results quickly and efficiently for their clients. Since the company's inception, the Sun Commercial team has brokered more than \$650 million in commercial real estate transactions. The firm prides itself on being a client-driven organization and 67 percent of Sun Commercial's clients are repeat business.

The increasing number of bank owned properties has presented an opportunity in the market for Sun Commercial and the firm employs an in-house team of Special Asset Advisors. This team consists of executives who have lived and worked through recessionary and growth markets. The Special Asset Advisors provide a number of services including asset recovery, debt restructuring, valuation analysis, borrower negotiations, asset sales and leasing, escrow coordination and property management. Drawing upon their vast industry experience, this team works diligently to develop, implement and execute strategic plans to maximize the yield return for their clients' assets.



Lionel Sawyer & Collins

Mr. Richard Bryan
Lionel Sawyer & Collins
300 S. Fourth St., Ste. 1700
Las Vegas, NV 89101
Phone: (702) 383-8888

Lionel Sawyer & Collins Well Rooted in Nevada History

Lionel Sawyer & Collins, the largest private law firm in Nevada, is a full service business-oriented law firm, serving clients from Las Vegas, Reno and Carson City, Nevada. Their practice includes real estate, employment and labor, health care, gaming, litigation, estate planning, intellectual property, regulatory, utilities, environmental, mining, government relations, lobbying, legislative, land use, tax, energy, telecommunications, water and business law. Their gaming practice is the largest gaming practice in the world.

With a history of partners having extensive experience in government, the Firm has maintained a bipartisan relationship with federal, state and local government officials. Among them, Grant Sawyer, one of the Firm's founders, was a two-term Governor of Nevada. Others include former U.S. Senator Richard H. Bryan (also a former two-term Governor of Nevada), who provides expertise in the areas of government relations, legislative advocacy at the local, state and federal levels, gaming and land use issues and Bob Faiss, who served as executive assistant to Governor

Sawyer and as a White House staff assistant for President Lyndon Johnson.

As a result of its considerable involvement in the Nevada legal, political and business communities, the Firm is in a unique position to assist established Nevada businesses, as well as businesses relocating to Nevada. Since its founding in 1967 by Sam Lionel, a respected litigator, and former Nevada Governor Grant Sawyer, Lionel Sawyer & Collins has achieved a preeminent position in the State of Nevada, serving clients of all sizes, from individuals and business start-ups to Fortune 500 companies. We invite you to visit our website at www.lionelsawyer.com for more information about our attorneys and our Firm.

LIONEL SAWYER
& COLLINS

Stuart Varney Offers Economic Insight at the NDA Annual Luncheon

The 2010 Nevada Development Authority Annual Luncheon was held on November 18th at the Grand Ballroom inside The Bellagio Resort & Casino. Stuart Varney, veteran business journalist with FOX News Channel's "Your World with Neil Cavuto" and the FOX Business Channel delivered the keynote speech.

Nearly 500 attendees obtained insight from Mr. Varney, whose keynote topic "What is the Future of America After Election Day?" was widely received by the attendees. Mr. Varney touched on the start of the recession and how the political shift may help spawn a new economic climate. He pointed out that the Bush tax cuts will most likely be extended to everyone, and that trillion-dollar stimulus packages are likely gone for good. He also noted the changing face of the world's demographics, with the growing senior base and the decrease of birth rates, which ultimately will create population decline and impact senior retirement funding.

Prior to the luncheon, Mr. Varney addressed the NDA board of trustees. He shared his belief of a shift from a government-oriented policy to a private-enterprise policy, and predicted a 3 percent growth in the economy and hiring by Spring of 2011. When you "shift confidence to the private enterprise, you have growth," he said.

Varney also previously served as host of CNBC's "Wall Street Journal Editorial Board with Stuart Varney" and as co-anchor of CNN's "Moneyline News Hour." A graduate of the London School of Economics, his reporting and analysis of the stock market crash of 1987 helped earn CNN a Peabody Award for excellence in journalism.



Stuart Varney, Fox News journalist.



Facts About the NDA Annual Luncheon



The NDA annual luncheon has been a tradition dating back to its inception in 1956. While it began as an annual business meeting, it rapidly evolved into a high profile networking opportunity that just happened to have the most inspiring and timely speakers. Stuart Varney shares the distinguished ranks with other influential keynote speakers such as former President Clinton; Tom Brokaw, NBC Nightly News Anchor; Dr. Arthur Laffer, former economic advisor to President Ronald Reagan; Robert Rubin, U.S. Treasury Secretary during the Clinton administration; and John Kasich, Fox News Host and best-selling author.

Tony Hsieh Delivers Happiness at NDA Breakfast

Tony Hsieh, the 36-year-old chief executive officer of Zappos.com, revealed with passion and humor to members and guests of the Nevada Development Authority how happiness became his business model. Addressing nearly 300 attendees at the NDA breakfast on January 19th at the Four Seasons Hotel Las Vegas, Hsieh discussed the evolution of the Zappos brand and their “committable” core values.

“Many people think of us as a shoe company,” said Hsieh. “We are a service company that happens to sell shoes.”

Hsieh identified the Zappos brand as the very best customer service and customer experience with the idea that building a life-long relationship with the customer would result in repeat business and word-of-mouth referrals to grow the business. Zappos maintains a 365-day return policy, free shipping and free return shipping.

As the company matured, Hsieh’s top priority shifted to company culture, believing that an excellent work culture would naturally yield superior service and financial success. Happiness, the basis of Zappos’ work culture lead Hsieh to embark on a three-month, 23-city tour to promote his new book “Delivering Happiness: A Path to Profits, Passion and Purpose.”

Contact information can be found on every page of the Zappos website. Transparency is another key value to the operating system.



Tony Hsieh, CEO of Zappos.com



“You have to have a vision with a higher purpose than money or being number one in the market,” Tony says. “There’s a big difference between motivation and inspiration.”

NDA Celebrates 55 Years of Service

In March 2011, NDA will be celebrating its 55th Anniversary. Kicking off the years’ festivities will be a special membership drive titled “Drive 55.” The NDA is hoping to attract 55 new members who will be recognized during NDA breakfasts and the annual “Class of” luncheon. These new members will hold a special bond and join the ranks of other NDA members who help support the NDA mission.

Get involved. See how many people you can bring to the next mixer or breakfast. Look for more information on NDA’s website: www.nevadadevelopment.org.



Become a fan on Facebook, follow us on twitter, stay informed on LinkedIn or watch our latest campaigns on YouTube. Whatever your social network preference, stay in touch with the NDA. The latest news releases, events and breaking news stories can be found using the Nevada Development sites or pages.

www.nevadadevelopment.org

New at NDA

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. Brian J. Buckley
Buckley Group / Morgan Stanley
3800 Howard Hughes Pkwy.,
Ste. 800
Las Vegas, NV 89169
Phone: (702) 737-8155
Financial Services

Ms. Rose McKinney-James
Energy Works Consulting dba McKinney-James & Associates
8912 Montego Bay Dr.
Las Vegas, NV 89117
Phone: (702) 562-5335
Renewable Energy

Ms. Glynis Giangrande
Precision Opinion
101 Convention Ctr. Dr., P-124
Las Vegas, NV 89109
Phone: (702) 483-4000
Research & Development

Ms. Deb Carmachel
tw telecom
3944 Slivestri Lane
Las Vegas, NV 89120
Phone: (702) 650-8626
Telecommunications

Ms. Jody Mack
Vanguard Integrity Professionals, Inc.
6625 Eastern Ave., Ste. 100
Las Vegas, NV 89119
Phone: (702) 794-0014
Computer Services

New & Expanding Companies

Please welcome these new and expansion companies assisted by NDA October 2010 - December 2010.

ReadyLift Suspension, Inc. (New)

Ms. Betty Grandroit

7490 Commercial Way, Henderson, NV 89011

Phone: (702) 410-2300

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.

Switch Communications Group, L.L.C. (Expansion)

Ms. Melissa Young

7135 S. Decatur Blvd., Las Vegas, NV 89118

Phone: (702) 444-4195

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

VaOpto, LLC. (New)

Mr. Charles Li

4655 Quality Ct., Ste. E, Las Vegas, NV 89103

Phone: (702) 517-5789

Manufacturer of LED lighting and LED light engine

SAVE THE DATE

2011 Las Vegas Perspective

MARCH 31, 2011

Breakfast and Networking: 7:15 am to 8:00 am
Program / Presentations: 8:00 am to 10:00 am


FOUR SEASONS HOTEL
Las Vegas

31ST ANNUAL EVENT & PUBLICATION

THE LAS VEGAS PERSPECTIVE IS 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.

For the most current details regarding the upcoming event and to register, please visit: lvperspective.com

31ST ANNUAL LAS VEGAS
PERSPECTIVE SPONSORS



DON'T MISS YOUR ADVERTISING OPPORTUNITY IN THIS 31ST EDITION! Call 702-967-3333 Today for Info!

Burke Construction Group Begins Construction On Senior Project

Burke Construction Group recently begun construction of the Perry Plaza Senior Housing Complex for the Southern Nevada Regional Housing Authority.

Sitting on 6.5 acres, this residential affordable housing complex will include 112 one and two story units for low-income senior citizens in the area. Thirty-three units will be designated as mobility units to accommodate those with special needs. Apartment units will vary from 567 square feet to 810 square feet. Additional features will include all associated site infrastructure, a site management office and a senior community center where the residents can congregate for a variety of activities.

Managed by Burke Construction Group Senior Project Manager, John Travassos, LEED AP and designed by Pugsley Simpson Coulter Architects, this \$10,720,372 project will be funded through the American Recovery and Reinvestment Act of 2009 (ARRA).

Colliers International Announces New Multi-Family Investment Division

Colliers International - Las Vegas recently announced the firm has added a new brokerage team that specializes in multi-family investment sales. Mike Mixer said Colliers is enhancing and as a result rounding out, its services to cover this aspect of the commercial real estate industry in response to the increase of multi-family investors in Southern Nevada.

The Multi-Family Investment Division will be led by vice-presidents Gary Banner and Garry Cuff. "With the addition of this team to the firm, Colliers International Las Vegas now offers a complete range of services for every property type," said Mixer. "We predict that with their talent and drive, the division members will provide their clients with the

same exceptional service offered by all of our divisions."

The new team will offer clients a thorough understanding of the investment values of multi-family assets. It will provide sellers of a single asset or national portfolio with optimal market information and competitive prices and will assist buyers by identifying and acquiring properties which meet or exceed their investment goals.

The Korte Company Adds Design and Field Staff

The Korte Company, a Design-Build construction company headquartered in St. Louis, Missouri with offices in Highland, Illinois and Las Vegas, Nevada, has recently added to its staff of engineers and architects.

Chris Schneider is a graduate from Kansas State University and LEED AP. As a Design Technician, he will be working closely with Korte's integrated design teams in the development of design-build projects.

Lindsay Carpenter has joined the team as a Project Engineer out of the St. Louis office where she will facilitate project management duties including: project reviews, bid analyses, purchase orders, change orders, etc. Lindsay is a graduate of the University of Illinois with an M.S. and B.S. in Civil Engineering.

Additionally, Jeff Chandler has begun working for The Korte Company as part of the Special Services Team in Las Vegas.

Lionel Sawyer & Collins Named Pro Bono Law Firm of the Decade

Lionel Sawyer & Collins was named Pro Bono Law Firm of the Decade by the Legal Aid Center of Southern Nevada. In addition, several Lionel Sawyer & Collins attorneys were recognized individually for their pro bono contributions in 2010.

The annual Pro Bono Awards Luncheon celebrates and awards law firms and individual lawyers who have given free professional

legal counsel and assistance to Clark County citizens who cannot afford legal fees. This year's luncheon was the tenth annual event.

In presenting the Law Firm of the Decade Award, Kimberly Abbott, Pro Bono Project Director, noted that Lionel Sawyer & Collins had previously been recognized with eight Lied Awards. In six of the past ten years, the firm was acknowledged for the most number of pro bono hours worked and in two years the firm was acknowledged for the most number of pro bono cases taken. In all, Lionel Sawyer & Collins is credited with providing over 7,000 hours of pro bono service and helping more than 100 pro bono clients in the past decade.

Roche Becomes an Accredited Quality Contractor

Roche Constructors, Inc. is pleased to announce that it is now an Accredited Quality Contractor (AQC). In order to become a certified AQC member, Roche had to demonstrate outstanding commitment to its employees, clients and the community.

The AQC Program was launched in 1993 by Associated Builders and Contractors (ABC). It is an accreditation program which publicly recognizes and honors those construction firms which have documented their commitment in four key areas of corporate responsibility: safety (STEP Gold or Platinum level required), employee benefits, training and community relations.

Roche received accreditation for its Rocky Mountain Chapter, Nevada Chapter and Metro Washington Chapter.

Headquartered in Greeley, Colorado, with regional offices in Las Vegas, Nevada; and Westminster, Colorado, Roche Constructors is known for its construction expertise in retail, public works, education, industrial and commercial construction.



NEVADA
DEVELOPMENT
AUTHORITY

6700 Via Austi Pkwy., Ste. B

Las Vegas, NV 89119

Phone: (702) 791-0000

Fax: (702) 796-6483

Toll Free: (888) 466-8293

www.nevadadevelopment.org

Get connected to Nevada's premiere economic development agency

Please feel free to contact us:

NDA STAFF

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President & CEO

Carol Cooper
Financial Manager

Chris Zunis
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Economic Development

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Economic Development

Kathy Parker
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Stacey Ceragioli
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Interested in submitting a
News Brief?
Contact NDA at: (702) 791-0000

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