

Fall 2017

"Growing
Business
in Nevada"

THE BUSINESS ADVOCATE



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GETTING TO KNOW NEW BUSINESS & INDUSTRY DIRECTOR C.J. MANTHE



Governor Sandoval announced the appointment of C.J. Manthe as Director of the Department of Business and Industry in August 2017. C.J. replaces Bruce Breslow, who was appointed to the state's public utilities commission.

Manthe previously served as the administrator of the Nevada Housing Division where she provided strong and steady leadership and revitalized the state's homebuyer assistance programs which have helped over 13,000 Nevadans achieve their dreams of

owning a home. C.J. is a certified public accountant and has more than 30 years of management experience in both the public and private sectors.

With just over a month on the job, we caught up with C.J. to learn more about her, her thoughts on leadership and her plans for the department.

As the Director of B&I, what kinds of opportunities do you see to take the Department to the next level?

The Department is in great shape with solid leaders heading up each agency. The various agencies have made great strides to reinvent processes, improve customer service and enhance operations. My focus is to continue fostering this effort and to support growing business in our Silver State. Nevada is one of the fastest growing states in the country and it is important to support economic development initiatives to encourage growth and retention of business.

At this point, what have you identified as the biggest challenge of your new position?

The biggest challenge is coming up to speed as quickly as possible. The Department of Business and Industry is extremely diverse with 12 agencies, 9 advisory committees, 16 policy-making boards and commissions and 700 employees. Our operations range from the Athletic Commission to the Taxicab Authority to Financial Institutions to the Insurance Division and more. I've been attending industry events and meeting with key leaders from each agency. This process of listening and learning will allow me to identify new opportunities to help the agencies achieve their goals.

Have you identified any goals or objectives for the department?

In many ways the Department of Business & Industry is one of the best kept secrets in Nevada and most people don't know what we do. I would like to expand outreach and communication to raise awareness of what our Department has to offer and the tremendous programs we have in place to enrich the lives of Nevadans and support business growth.

How would you describe your management style?

My management style is collaborative in nature, recognizing the importance of having a strong team to support achieving organizational goals. I am a tad bit competitive and like to inject my energy, passion and drive into achieving organizational excellence. Additionally, I believe in creating partnerships and strong relationships to leverage knowledge, expertise and resources. So much more can be accomplished by working together.

In your opinion, what makes a good leader?

In my opinion a good leader leads by example and holds the bar much higher for themselves than others. A good leader must be honest, a good communicator, committed to the goals of the organization, share a positive attitude and embrace creativity.

How long have you lived in Nevada?

I have lived in Nevada for nearly 15 years and enjoy the pioneering spirit of the people, beautiful scenery and abundant sunshine. It is a great place to work and live!

Do you have any unusual talents or party tricks?

I was a gymnast about a hundred years ago and can still do a cartwheel.

Do you have a bucket list? If so, do you have plans to check any of those items off the list?

My bucket list includes a long list of travel destinations including a visit to the many National Parks. There is a road trip in my future and I look forward to stocking up with the usual gas station snacks to fuel the many miles of amazing scenery.

What does your perfect weekend look like?

My perfect weekend involves hiking one of the many trails around Lake Tahoe. My hikes usually involve a couple of friends and a dog or two. It is wonderful to breathe in the fresh air and soak in the beauty of the area.



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A Small Business Map to the Raider's Stadium Treasure

Large-scale government or public sector projects like the Raiders Stadium are often like *Treasure Island* (not the Las Vegas hotel-casino, but the book by Robert Louis Stevenson) – that is, to find the gold, you need a map. The upcoming Raiders Project in southern Nevada may represent golden opportunities for small, local businesses, with construction contracts of nearly \$2 billion to be completed by 2020. Literally thousands of work activities will need to be completed before the first kickoff ever takes place. At least 15 percent, over \$280 million, of this work is required to come from Nevada-based small businesses, according to the state law that helped to fund the project (Senate Bill 1 of the 30th Special Session of the Nevada State Legislature).

There are tremendous economic opportunities in such big projects, but small or minority-owned businesses can only find them if they know where to go and what to do.

This treasure is real – it's not the figment of some seafaring imagination. But to compete for it will take more than a little effort. There are small business certifications and other requirements to be met, and a lot of paperwork to prove your business and personnel are qualified.

Small Business Treasure Map to the Raider's Stadium

First, you need to know if your business qualifies as a "small local business." Per the Las Vegas Stadium Authority, <http://www.lvstadiumauthority.com/vendors/faq.php>, such a business must be independent from any other business, have been in operation for at least four years before entering into a contract, maintain its primary place of business in the State of Nevada and have annual revenues under certain limitations.

Second, you must know how to find the specific opportunities that meet your company's competences, and how to bid for these contracts. There are outreach efforts to educate local businesses on these opportunities. The official builders of the stadium, Mortenson | McCarthy, provide details on their website <https://www.mmcjvlv.com/>, including an online vendor interest form, the bid package schedule (which extends through 12/4/2018), a procurement package slide presentation, and bid package updates.

Third, do not get overwhelmed by the complexity and paperwork required to submit a competitive bid; there are free resources ready to assist small businesses and minority-owned firms navigate these waters, training and guidance on what needs to be done.



The Procurement Technical Assistance Center, a function of the Governor's Office of Economic Development, has three offices statewide to help people prepare their businesses to compete for contracts. PTAC offers education on government contracting and help in areas such as support documentation, marketing, compliance, and other aspects of competing for public sector contracts. This support is provided to clients for free. Contact PTAC at 702-486-3514 (Las Vegas), 775-687-9921 (Carson City) or 775-687-9922 (Fallon)

to learn more, or procurement@diversifynevada.com.

Through a groundbreaking partnership between the Nevada Contractors Association, the Nevada Chapter of the National Association of Minority Contractors, and the Latin Chamber of Commerce training is offered to prepare local businesses to go after a share of the stadium work.

In addition, the Raiders state that they will work with local partners to communicate opportunities and develop strategies with the Latin Chamber of Commerce, the National Association of Minority Contractors, the Women's Business Enterprise Council, the Nevada Contractors Association, the Western Regional Minority Supplier Development Council, the Urban Chamber, the Asian Chamber of Commerce and the Gay and Lesbian Chamber of Commerce Nevada.

If you're a small or minority-owned business interested in competing for work on any large-scale project, don't be afraid to ask for help. Contact one of the above groups to get started. By working hard to understand the processes involved in competing for large-scale projects and then preparing your business accordingly, you and other Nevada-owned businesses can become "contract ready" and better able to find your part of the treasure – a good outcome for all of us in the state!

Nevada State Business Center Ribbon Cutting Ceremony

On September 19, the Department of Business and Industry hosted a ribbon cutting ceremony and reception at the new Nevada State Business Center. Director C.J. Manthe welcomed more than 70 invited guests and dignitaries, including city and state elected officials to the celebration. After brief remarks, she was joined by Deputy Director Terry Reynolds and nine division administrators around the state seal embedded into the lobby floor to cut the ribbon.

Following the ribbon cutting ceremony, guests were welcomed to the Nevada Room for a reception featuring a beautifully decorated cake made in the shape of the state of Nevada. Director Manthe expressed her appreciation to the department staff that played a central role in the process of finding a suitable building to meet the department's needs, overseeing tenant improvements, installing technology and security systems, and facilitating the move of 181 employees over the course of nine days. Deputy Director Reynolds provided the assembled guests with an overview of the building's amenities and features. Tours of the building were provided at the conclusion of the reception.

In 2018, the Division of Industrial Relations will be relocating their offices to the Nevada State Business Center campus, leaving the Taxicab Authority and the Nevada Attorney for Injured Workers as the only Department of Business and Industry divisions not located at the NSBC complex.



Secretary of State Barbara Cegavske is committed to providing the highest level of service to businesses in Nevada. She is equally committed to serving the citizens of Nevada with access to information necessary in making choices of whom to do business with.

The Secretary of State's Commercial Recordings Division records the official organizational and amendatory documents of business entities subject to Title 7 of Nevada Revised Statutes. The division also issues the State Business License and registers charitable organizations intending to solicit contributions.

Q: How can I ensure my business or charitable organization is properly licensed and registered?

A: A person must obtain a State Business License issued by the Secretary of State prior to conducting business in Nevada. The State Business License fee is \$200 to \$500.

There are some exemptions including governmental entities and 501(c) qualified tax-exempt organizations, such as nonprofit religious or charitable organizations, but in all claims for exemption, an application must be submitted to the Secretary of State on an annual basis.

While certain charitable organizations may be exempt from the requirement to obtain a State Business License, they shall not solicit charitable contributions in Nevada, unless registered with the Secretary of State. The charitable solicitation registration is free and available on the Secretary of State's website www.nvsos.gov

Q; What is SilverFlume?

A: SilverFlume simplifies the steps to start and renew your business with an online checklist to guide you through streamlined governmental registrations, including the State Business License, Sales and Use Tax Permit, and city or county licensing. You can register, pay and download documents such as your State Business License using SilverFlume. www.silverflume.gov

Q: What if I suspect a business or charitable organization is not properly licensed in Nevada?

A: Licensed and registered businesses are searchable on the Secretary of State's website at www.nvsos.gov. If you are aware of a person conducting business without a State Business License, or if a charitable organization is soliciting contributions without being properly registered, you may file a complaint with the Secretary of State's Compliance Division. In Las Vegas, call 702-486-2888 or email soslvmail@sos.nv.gov; in Carson City, call 775-684-5708 or email sosmail@sos.nv.gov.

Have a question for one of our guest experts?
Email cfoley@business.nv.gov.

Resource Organization Spotlight: LAS VEGAS GLOBAL ECONOMIC ALLIANCE (LVGEA)



As the regional development authority for southern Nevada, the Las Vegas Global Economic Alliance's (LVGEA) mission is to grow the economy through connectivity; community development; and aggressive business recruitment, retention and outreach.

The LVGEA offers many services to support start-ups, relocations, or expansions into the Las Vegas market that help businesses realize the potential for opportunities within the region. Since January, the LVGEA—with the help of its partners—has assisted in the expansion and relocation of 24 companies, projecting the creation of nearly 5,000 new jobs for the region over the next five years.

The LVGEA also understands the importance of fostering local businesses already in existence in the area. With more than 80 percent of the region's new jobs coming not from recruiting new firms to the market, but from the expansion of existing firms that already have a presence in the region, the LVGEA provides resources specifically focused on retention and expansion efforts.

One of those important resources is the BizCONNECT program, launched in 2014.

Through BizCONNECT, local business owners can use the program's network to access the various resources available to them and to build connections with the seven jurisdictions that make up the southern Nevada/Las Vegas area which includes: Las Vegas, North Las Vegas, Henderson, Boulder City, Laughlin, Mesquite jurisdictions, and unincorporated Clark County.

BizCONNECT's annual goal is to meet with 150 companies each year to focus on growth initiatives. The overall mission is to help successful companies create jobs, make investments in their business, generate tax revenues, and ultimately improve the community for southern Nevadans. By bringing together regional public and private partners, BizCONNECT addresses businesses' problems, while also educating local and state leadership about the unmet needs of the local business economy.

Businesses who take advantage of the BizCONNECT program can gain insight to real-time workforce, local supply chain, and regional new market data. They have access to local and state leadership to address policy and regulatory challenges. They also have the ability to recruit students and graduates through secondary and higher education. Furthermore, the program provides a gateway to local, utility, and state incentives that include selected business assistance programs through the Nevada Governor's Office of Economic Development (GOED).

One of the cornerstones of the LVGEA's local business retention and expansion efforts is the one-on-one relationships built. As part of the BizCONNECT process, the LVGEA and its partners go out in the community to listen to the needs of companies in order to reduce local business challenges and catalyze new opportuni-



ties. They allow the LVGEA to explore aspects of a company including its current activities and direction, experience working with local and state public agencies, current supply chain and future market opportunities, and how its products and services would benefit other local businesses.

The program has produced great results and successes for LVGEA-assisted businesses and its partners.

For instance, BizCONNECT helped lobby for Idaho-based Sunshine Minting to receive tax abatements in March through GOED's Board of Directors, as it planned for expansion to the region. With capital investment numbers totaling \$3 million, the company plans to add 150 new jobs to their existing facility of 130. BizCONNECT also lobbied for Xtreme Manufacturing in September to receive tax abatements for the creation of more than 240 jobs and \$8 million in capital investment over the next five years.

Perhaps one of BizCONNECT's greatest success stories is its role in helping to create the "FutuReady" program- a partnership between the Clark County School District that connects local industry with students and faculty in the district's magnet and Career and Technical Academies. Multiple internships with companies throughout southern Nevada have been created from this initiative. FutuReady serves as the basis for strengthening workforce pipelines from schools to local companies, providing local businesses with a skilled and localized workforce.

Programs like BizCONNECT allow the LVGEA to make a tremendous impact on southern Nevada and its residents. The local business community is thriving, and the LVGEA is proud to play a key role in this ecosystem, helping the region move forward and to achieve its vision of becoming more prosperous, diverse, and connected.



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Entrepreneurship + Innovation: A Minute with Marcel

By Marcel F. Schaerer, Deputy Director of Programs for the Department of Business and Industry's Office of Business Finance and Planning

When people ask me if their business should join a local chamber of commerce, I immediately say yes for three reasons:

- Chambers offer great networking opportunities;
- Chambers exist solely to help their local businesses prosper
- Participating in a chamber is a practical way to work on your business, instead of only working in your business.

But don't take my word for it. A 2015 article* by David Larson from the Pleasant Grove Chamber of Commerce in Utah effectively describes six ways in which chamber participation can help you and your business:

1) **Relationships.** This isn't about networking - it's about gaining friends, associates and even advocates. The people you get to know may or may not do business with you, but the social and emotional return in building meaningful, lasting relationships can be more meaningful than the financial return you seek. As you attend events and serve on committees, you will have the opportunity to interact with all types of people. Doing so will create better relationship building skills that cross over to improve non-business aspects of your life as well.

2) **Visibility.** The age-old adage "out of sight, out of mind" applies here. While many companies are looking to be seen in the cyber-world and are doing a very good job, nothing sells your business better than face-to-face interaction. You are the business; the business is you. The client is more likely to buy when they know you are behind the operation and have seen you regularly participating in non-transactional interactions.

3) **Promotion.** Chambers offer a wide-range of advertising options and sponsorship packages. A business can sponsor entire programs or events. Beyond paid advertising options, there are other opportunities for free business promotion through monthly and annual awards, social media, newsletter mentions and even printed materials. Chambers are always looking for member-related news to share with the community through their own advertising networks, newsletters and social media.

4) **Community connection.** Some business leaders in large companies think they are too big or not local enough to need local chambers of commerce. The flaw in that thinking is that they and their employees are very much a part of the local economy, regardless of the number of franchise locations they have in other states. Chambers work to improve the business climate for all members. Through government relations officials, chambers work to provide a representative business voice. Participating in a chamber provides businesses with an avenue to express their legislative policy questions directly to the lawmakers. Sometimes being a good "corporate citizen" means being the community partner that all the "little guys" expect you to be. If a major player in the local economy isn't involved in discussions about the local economy, then the conversations (and potentially decisions) are missing a key point of view.

5) **Ongoing training and education.** For companies that do not have a large training budget, getting to national conferences or bringing in experts is out of the question. Chambers provide an inexpensive way to bridge the gap between no training and topic-expert training by providing relevant speakers and guest trainers locally. Based on member surveys and ongoing member communication, chambers can provide speakers at events or links to expert articles through emails and newsletters that members specifically request. Business leaders are essentially enrolled in a continuing education course in business management provided through the chamber – they simply need to attend.

6) **Programs and events.** Membership in a chamber of commerce provides access to all of their programs and events. Chamber events include business-training luncheons, networking specific events, award banquets, golf tournaments, city celebration events and many others specific to each chamber. All of these events are designed to build your business in some fashion, whether through training, promotion, networking or community service and can be the perfect addition to the other methods a business employs for building their business.

There you have it. Joining a local chamber will help you market your business in many different ways and allow you to build more connections to expand your opportunities. Here in Nevada, nearly every county has some sort of local chamber of commerce, so there's no excuse not to do it. But membership only works when you actively participate. If you join a chamber, invest quality time into it. You and your business will be better off for the effort.

* Excerpted from Larson, D. (2015, May 5). "6 Reasons Why Businesses Should Join a Local Chamber of Commerce." Daily Herald. Retrieved from <http://www.heraldextra.com/>.



Leveraging Registered Apprenticeships for the New Nevada Workforce

by Manny Lamarre, Executive Director, Governor's Office of Workforce Innovation

Nevada has come a long way since the Great Recession when the state led the nation in unemployment and bankruptcies. Nevada now leads the country in private sector job growth and as of the first quarter 2017, added 40,000 jobs (relative to the first quarter of 2016), according to the Nevada Department of Employment, Training and Rehabilitation. The Silver State is an attractive location for diverse companies of all sizes to thrive.

However, sustaining economic growth requires deep investment in workforce development. Fortunately, Governor Sandoval and state legislators recognized this during the 79th Legislative Session and committed to a paradigm shift for workforce development, passing several key policies (expanding dual enrollment, internships, diploma pathways, and apprenticeships) that position businesses to capitalize on the state's workforce human capital pipeline.



Senate Bill 516, which establishes the Office of Workforce Innovation for a New Nevada (OWINN) within the Governor's Office, was created to assist businesses in capitalizing on these key policies and other measures to create a pipeline of highly skilled workers. OWINN serves as a statewide workforce coordinating agency and leverages data to scale career pathways, validate industry-recognized credentials, assess policies, and scale registered apprenticeships (RA). OWINN will prioritize scaling apprenticeships in all industries and has committed to a 2020 goal of increasing apprenticeships by at least 20%. RA is critical to the New Nevada workforce strategy and ensures businesses are able to develop human capital.

What is Registered Apprenticeships (RA) and what are the benefits?

RA is beneficial to apprentices and to employers. It provides working age individuals with paid on-the-job training combined with classroom instruction. Apprentices gain relevant 21st century skills revered in the workforce while earning a nationally recognized credential without acquiring debt.

RA allows employers from all industries to acquire a skilled workforce in Nevada. Research from the U.S. Department of Labor has shown businesses that offer RA have reduced turnover rates, increased productivity, lower costs of recruitment and a stable pipeline of workers. In fact, 80% of employers who run RA programs say its an effective strategy for assisting them in meeting their demand for skilled labor and 94% of employers would recommend RA to other employers as a strategy for getting skilled workers.

How does RA work in Nevada?

OWINN is tasked with scaling apprenticeships in all industries to align with economic development as the State's Apprenticeship Agency. Historically, RA is often effectively leveraged in the trades in Nevada; however, RA is inclusive of all types of industries. Countries such as Switzerland and Germany and states such as South Carolina, Colorado, and Georgia have leveraged the flexibility of RA in all industries and for all occupations.

Nevada's State Apprentice Council (SAC), which resides within OWINN, approves RA program standards. OWINN's State Apprenticeship Director will fully support and assist businesses in creating RA programs and assist them through the application process. Companies needing to fill openings or upgrade staff through RA can contact OWINN to identify relevant occupations and engage in an efficient application process for timely approval by the SAC. RA programs proposed can be time-based (requiring at least 2,000 hours of on-the-job experience and at least 144 hours of classroom instruction per year), competency based (based on achieving certain benchmarks or credentials defined by the employer) or a hybrid (combination of competency and time-based).

What is the cost?

Generally, there are three cost categories: 1) Wage paid to the employees (during the program design, businesses agree on salary schedules and step increases during the training period); 2) Classroom training and instruction; and 3) Related administrative costs required for the execution of training such as possible infrastructure, mentoring, or recruitment.

The New Nevada workforce

Nevada's workforce is in a stronger position after the 79th Legislative Session. In an effort to sustain economic growth, OWINN has articulated a statewide goal of 55 by 2025 to mean that by 2025, Nevada will have engaged 55,000 young adults in work-based learning. This outcome supports the broader state goal articulated by Governor Sandoval of having 60% of 25-34 year-old Nevadans earning some form of postsecondary credentials by 2025. Businesses can contribute to this goal by exploring RA programs for their companies or by pledging to the broader goal of providing work-based learning opportunities.

STATEWIDE CALENDAR OF EVENTS

For event details, registration instructions and cost, please visit
http://business.nv.gov/Resource_Center/Calendar_of_Events/Calendar_of_Events/

SOUTHERN NEVADA EVENTS

<u>Date</u>	<u>Description</u>	<u>Location</u>
October 19	Ask a Lawyer: Identifying and Protecting IP	West Charleston Library, Las Vegas
October 19	Entrepreneurs Assembly Henderson	Henderson Business Resource Center, Henderson
October 20	Federal Law and Small Business Program Updates For Federal Contractors	Nevada State Business Center, Las Vegas
October 20	Microsoft Tools for Small Business	Microsoft Store/ Fashion Show Mall, Las Vegas
October 21	Small Business START SMART!	Las Vegas Urban League, North Las Vegas
October 23, 30	Free Business Counseling	Nevada Hispanic Business Group, Las Vegas
October 23-24	6th Annual Global Crowdfunding Convention	Planet Hollywood Resort & Casino, Las Vegas
October 24	Tech Training: Maximize Google Techniques	Urban Chamber of Commerce, Las Vegas
November 1	Access to Capital for Veterans	Nevada Women's Business Center, Las Vegas
November 1	What's the Law?	Urban Chamber of Commerce, Las Vegas
November 2	Small Business START SMART!	University of Nevada Cooperative Extension, Las Vegas
November 3	Small Business START SMART!	Henderson Business Resource Center, Henderson
November 3	Emotional Marketing Tactics	Urban Chamber of Commerce, Las Vegas
November 6,13,20, 27	Free Business Counseling	Nevada Hispanic Business Group, Las Vegas
November 7	Access to Capital	Latin Chamber of Commerce, Las Vegas
November 7	Large Vision Business Network Mixer	Suncoast Hotel and Casino, Las Vegas
November 9	Business Model Canvas Workshop	Nevada State Business Center, Las Vegas
November 11	Start Up Steps for Small Business	Las Vegas Urban League, North Las Vegas
November 14	Tech Training: Cyber Security	RedFlint Experience Center, Las Vegas
November 15	Panel Discussion: Entrepreneurs Options	Las Vegas Urban League, North Las Vegas
November 16	Access to Capital	Nevada Women's Business Center
November 16	Entrepreneurs Assembly Henderson	Henderson Business Resource Center, Henderson
November 17	Panel Discussion: Business Etiquette Basics	Urban Chamber of Commerce, Las Vegas
November 18	Small Business START SMART!	Las Vegas Urban League, North Las Vegas
December 4, 11, 17	Free Business Counseling	Nevada Hispanic Business Group, Las Vegas
December 6	Access to Capital	Nevada Women's Business Center, Las Vegas
December 7	Small Business START SMART!	University of Nevada Cooperative Extension, Las Vegas
December 8	Small Business START SMART!	Henderson Business Resource Center, Henderson
December 8	Panel Discussion: Best Business Practices	Urban Chamber of Commerce, Las Vegas
December 12	Panel Discussion: Best Business Practices	Urban Chamber of Commerce, Las Vegas
December 21	Entrepreneurs Assembly Henderson	Henderson Business Resource Center

NORTHERN NEVADA EVENTS

<u>Date</u>	<u>Description</u>	<u>Location</u>
October 19, 26	Money Management for You and Your Business	Pershing County Community Center, Lovelock
October 19, 26	Money Management for You and Your Business	Humboldt General Hospital, Winnemucca
October 19, 26	Bridgewire Open House	Bridgewire, Sparks
October 21	Start-Up Basics	Innovation Center, Reno
October 24	What's Best for Your Business: QuickBooks	Innovation Center, Reno
October 24	Well Run Business	Plumas Bank, Reno

NORTHERN NEVADA EVENTS

<u>Date</u>	<u>Description</u>	<u>Location</u>
October 25	Small Business Matchmaker	Fallon Convention Center, Fallon
October 25	1 Million Cups	Swill Coffee & Wine, Reno
October 25	NCET Tech Bite	Atlantis Casino Resort Spa, Reno
October 26	Intellectual Property for Small Business	Innovation Center, Reno
November 1,8,15,22,29	1 Million Cups	Swill Coffee & Wine, Reno
November 1	Money Management for You and Your Business	Great Basin College, Elko
November 1	Entrepreneurs Assembly	Sierra Nevada College, Incline Village
November 2,9,16	Money Management for You and Your Business	Pershing County Community Center, Lovelock
November 2	Start Up Basics	Truckee Town Hall, Truckee CA
November 2	Entrepreneurs Assembly	Lake Tahoe Community College, South Lake Tahoe, CA
November 2	Local Search Engine Optimization	Innovation Center, Reno
November 2	Money Management for You and Your Business	Humboldt General Hospital, Winnemucca
November 2,9,16,23,30	Bridgewire Open House	Bridgewire, Sparks
November 7	Start Up Basics	Innovation Center, Reno
November 8	Entrepreneurs Assembly	Adams Hub, Carson City
November 9	Debunking the Franchise Myths	Innovation Center, Reno
November 11	EASI– Entrepreneurs Assembly Startup Incubator	Innovation Center, Reno
November 15	NCET Tech Bite	Atlantis Casino Resort Spa, Reno
November 15	NCET Tech Café	The Basement, Reno
November 16	Make More Money From Your Website	Innovation Center, Reno
November 18	Start Up Basics	Innovation Center, Reno
November 30	Google Analytics	Innovation Center, Reno
December 5	Start Up Basics	Innovation Center, Reno
December 6,13,20,27	1 Million Cups	Swill Coffee & Wine, Reno
December 6	Entrepreneurs Assembly	Sierra Nevada College, Incline Village
December 7	Entrepreneurs Assembly	Lake Tahoe Community College, South Lake Tahoe, CA
December 7	Social Media and Advertising Your Business	Innovation Center, Reno
December 7,14,21,28	Bridgewire Open House	Bridgewire, Sparks
December 9	EASI– Entrepreneurs Assembly Startup Incubator	Innovation Center, Reno
December 13	Entrepreneurs Assembly	Adams Hub, Carson City
December 14	Don't Let HR Kill Your Business	Innovation Center, Reno
December 16	Start Up Basics	Innovation Center , Reno

WEBINARS

<u>Date</u>	<u>Description</u>
October 17	Ask SCORE: Business Plans
October 17	Access to Capital
October 18	Where's the Contract?
October 19	How to Steer Clear of Accidental Discrimination When Hiring
October 24	The Changing Roles of Virtual Assistants
October 25	Access to Capital
October 26	Roadmap to Start a Business– Business Model Canvas
November 8	Emotional Marketing Tactics
November 9	Small Biz Success Virtual Conference Live
November 21	Four Ways to Market Your Business Locally
November 28	Key Steps to Develop and Evaluate Your Business Idea
November 30	5 Marketing Moves You Can Make Now to Increase Your 2018 Revenues
December 13, 19	Access to Capital

For details about these events and information about how to register , visit our online calendar of events:

<http://business.nv.gov/Resource-Center/Calendar-of-Events/Calendar-of-Events/>

Nevada-branded Campaign Launched for Small Business Saturday

SMALL BUSINESS | NOV
SATURDAY® | 25

SHOP SMALL® NEVADA

**¡NUESTRAS FAMILIAS
COMPRAN AQUÍ!**

Where shopping
local is convenient.



State of Nevada
Department of Business & Industry

PROUD SUPPORTER OF
SMALL BUSINESSES



You have likely heard of Black Friday and Cyber Monday, but do you know about Small Business Saturday? Each year since 2010 on the Saturday after Thanksgiving, shoppers around the country are encouraged to patronize small, local businesses.

Why? Because small businesses are vital to the economy nationwide and in Nevada. Small businesses employ almost 50% of the US workforce and over 53% of Nevada workers, contributing more to job growth than their larger counterparts, according to the Small Business Administration and the Nevada Department of Employment, Training and Rehabilitation. In addition, “shopping small” can bring together the local community and provide positive social impact.

This year, the Department of Business and Industry has teamed up with the Small Business Saturday Coalition to develop a Nevada-branded campaign. While the coalition has developed city-centric campaigns in the past, this is the first time they have partnered locally to develop a statewide campaign.

In addition to the statewide campaign, a Hispanic outreach plan has been developed in conjunction with Shop Small Nevada. The Latin Chamber of Commerce is spearheading the plans to launch the Shop Small Nevada campaign in traditionally Hispanic business corridors. Current plans include featuring Shop Small events at the Boulevard Mall and La Bonita Supermarket locations around the valley.

The Henderson Chamber of Commerce is also working directly with the Small Business Saturday Coalition to establish a localized campaign for Henderson in the Water Street district.

Small business owners can participate in the Small Business Saturday promotions outside of the official events hosted by the chambers. Extensive resources are available at www.ShopSmall.com, including a place to register your small business, download and customize marketing materials, become a Neighborhood Champion and get a map of the participating small businesses in your area. Small Business materials are available in English and Spanish.

For more information about the community events planned for Small Business Saturday on November 25, visit www.business.nv.gov.



NEVADA BUSINESS RESOURCE DIRECTORY



ACCESS TO CAPITAL

Accion
Las Vegas
Phone: (702) 250-3372
Web: www.accionnv.org

Bank of Nevada
Multiple Locations
Web: www.bankofnevada.com

Prestamos/CPLC
Las Vegas
Phone: (702) 207-1614
Web: prestamosloans.org

Nevada State Bank
Multiple Locations
Web: www.nsbank.com

Nevada State Development Corporation
Las Vegas
Phone: (702) 877-9111
Web: www.nsd.com

Nevada State Development Corporation
Reno
Phone: (775) 770-1240
Web: www.nsd.com

Nevada Business Opportunity Fund
Las Vegas
Phone: (702) 734-3555
Web: www.vedc.org/nevada

Prestamos/ CPLC
Las Vegas
Phone: (702) 207-1614
Web: prestamosloans.org

Rural Nevada Development Corporation
Ely
Phone: (775) 289-8519
Web: www.rndcnv.org

Small Business Administration (SBA)
Multiple Locations
Web: www.sba.gov

The Interface Financial Group
Las Vegas
Phone: (702) 636-8644
Web: www.interfacefinancial.com/Schultz

USDA Rural Development
Las Vegas
Phone: (702) 407-1400 ext. 103
Web: www.rd.usda.gov/nv

The Valley Center Opportunity Zone
(VCOZ)
Las Vegas
(702) 384-8269
Web: www.vcoz.org

Wells Fargo
Multiple Locations
Web: www.wellsfargo.com

BUSINESS COUNSELING

Nevada Small Business Development
Center
Multiple Locations
Web: nsbdc.org

SCORE
Multiple Locations
Web: www.score.org

CHAMBERS OF COMMERCE

Carson City Chamber of Commerce
Phone: (775) 882-1565
Web: www.carsoncitychamber.com

Henderson Chamber of Commerce
Phone: (702) 565-8951
Web: www.hendersonchamber.com

Las Vegas Asian Chamber of Commerce
Phone: (702) 737-4300
Web: www.lvacc.org

Las Vegas Metro Chamber of Commerce
Phone: (702) 641-5822
Web: www.lvchamber.com

Latin Chamber of Commerce (Las Vegas)
Phone: (702) 385-7367
Web: www.lvcc.com

The Chamber of Commerce Reno +
Sparks
Reno
Phone: (775) 636-9550
Web: www.thechambernv.org

The Gay & Lesbian Chamber of
Commerce Nevada
Las Vegas
Phone: (702) 625-3882
Web: www.glccnv.org

Urban Chamber of Commerce
1951 Stella Lake St. Suite 26
Las Vegas, NV. 89106
Phone: (702) 648-6222
Web: www.urbanchamber.org

Women's Chamber of Commerce of
Nevada
Las Vegas
Phone: (702) 733-3955
Web: womenschamberofnevada.com

*There are many Chambers of Com-
merce in Nevada. For more visit: [http://
business.nv.gov/Resource_Center/
Networking/](http://business.nv.gov/Resource_Center/Networking/)

EXPORTING

Governor's Office of Economic
Development– International Trade
Web: www.diversifynevada.com

Office of the U.S. Trade Representative
Web: ustr.gov

Nevada Industry Excellence
Multiple Locations
Web: www.nevadaie.com

National District Export Council
Web: [www.districtexportcouncil.org/
nevada](http://www.districtexportcouncil.org/nevada)

U.S. Department of Commerce-
U.S. Export Assistance
Las Vegas
Phone: (702) 388-6469
Web: 2016.export.gov/nevada

RedFlint Vegas
Las Vegas
Phone: (702) 408-3200
Web: www.phoenix.edu/redflint.html

Carson City
Phone: (775) 887-2000
Web: www.carson.org

GOVERNMENT CONTRACTS

Clark County Small Business Opportunity
Program
Las Vegas
Phone: (702) 455-0000
Web: www.clarkcountynv.gov

Reno Collective
Reno
Phone: (775) 391-0195
Web: renocollective.com

City of Henderson
Phone: (702) 267-2323
Web: [www.cityofhenderson.com/
economic-development/home](http://www.cityofhenderson.com/economic-development/home)

Governor's Office of Economic
Development—Emerging Small Business
Program and Procurement Technical
Assistance Center (PTAC)
Carson City and Las Vegas
Web: www.diversifynevada.com

StartUpNV
Reno and Las Vegas
Web: startupnv.org

City of Las Vegas
Phone: (702) 229-6011
Web: www.lasvegasnevada.gov

The Coop
Las Vegas
Phone: (702) 636-9101
Web: www.thecoopcowork.com/en

City of North Las Vegas
Phone: (800) 326-6868
Web: www.cityofnorthlasvegas.com

INCUBATORS/SHARED WORK SPACE

Adam's Hub
Carson City
Phone: (775) 222-0001
Web: www.adamshub.com

The Innevation Center (UNR)
Reno
Phone: (775) 682-8612
Web: www.unr.edu/innevation

City of Reno
Phone: (775) 334-2090
Web: <http://www.reno.gov/home>

Bridgewire
Sparks
Web: bridgewire.org

The Mill
Downtown Las Vegas
Web: <http://themill.vc>

City of Sparks
Phone: (775) 353-5555
Web: <http://cityofsparks.us/>

Co-Operate On
Las Vegas
Web: www.co-operateon.com

Work in Progress
Las Vegas
Phone: (702) 906-2323
Web: www.workinprogress.lv

Clark County
Phone: (702) 455-2000
Web: www.clarkcountynv.gov

CUBE at Midtown
Reno
Phone: (775) 622-9900
Web: www.cubeatmidtown.com

Urban Chamber of Commerce
Las Vegas
Phone: (702) 648-6222
Web: www.urbanchamber.org/pages/
AboutFacility/

Washoe County
Phone: (775) 328-2000
Web: <http://cityofsparks.us/>

Henderson Business Resource Center
Henderson
Phone: (702) 565-8951
Web: www.hendersonchamber.com

INSURANCE
State of Nevada, Division of Insurance
Carson City and Las Vegas
Web: www.doi.nv.gov

*There are several business licensing
offices in Nevada. For more click here:
[http://business.nv.gov/
Resource_Center/Licensing/Permits/](http://business.nv.gov/Resource_Center/Licensing/Permits/)

Innevation Center
Las Vegas
Phone: (702) 444-1111
Web: www.innevation.com

LABOR LAWS
State of Nevada, Office of the Labor
Commissioner
Carson City and Las Vegas
Web: www.labor.nv.gov

TAXATION

State of Nevada, Department of Taxa-
tion
Multiple Locations
Web: www.tax.nv.gov

Pacific Workplaces
Reno
Phone: (775) 360-2000
Web: [pacificworkplaces.com/locations/
reno-office-space](http://pacificworkplaces.com/locations/reno-office-space)

LICENSING
Nevada Secretary of State
Multiple Locations
Web: www.nvsos.gov

Internal Revenue Service
Las Vegas
Phone: (702) 868-5005
Web: www.irs.gov

TRAINING OPPORTUNITIES

Nevada Business Opportunity Fund
Las Vegas
Phone: (702) 734-3555
Web: www.vedc.org/nevada

Nevada Business Resource Directory

Nevada Small Business Development Center
Multiple Locations
Web: www.nsbdc.org

Vegas PBS- Global Online Advanced Learning (GOAL)
Las Vegas
Phone: (702) 799-1010
Web: www.vegaspbs.org/workforce

SBA
Multiple Locations
Web: www.sba.gov

SCORE
Multiple Locations
Web: www.score.org

VETERANS SERVICES

Nevada Department of Veterans Services
Multiple Locations
Web: www.veterans.nv.gov

WORKERS COMPENSATION

Division of Industrial Relations,
Workers' Comp Section
Carson City and Las Vegas
Web: www.dir.nv.gov/WCS/home

WORKPLACE SAFETY

State of Nevada, Division of Industrial Relations—SCATS
Carson City and Henderson
Web: www.dir.nv.gov

OTHER

Economic Development Authority of Western Nevada (EDAWN)
Reno
Phone: (775) 829-3700
Web: www.edawn.org

Las Vegas Global Economic Alliance
Las Vegas
Phone: (702) 791-0000
Web: www.lvgea.org

NCET – Nevada's Center for Entrepreneurship and Technology
Reno
Phone: (775) 453-0130
Web: <https://ncet.org>

Nevada Association of Counties (NACO)
Carson City
Phone: (775) 883-7863
Web: www.nvnaco.org

Nevada Department of Employment, Training and Rehabilitation (DETR)
Carson City and Las Vegas
Web: www.detr.state.nv.us

Nevada League of Cities & Municipalities
Carson City
Phone: (775) 882-2121
Web: www.nvleague.com

University of Nevada Las Vegas
Office of Economic Development
Phone: (702) 895-3011
Web: www.unlv.edu/research/econdev

For additional resource listings, visit the Resource Directory in the Business Resource Center at http://business.nv.gov/Resource_Center/Business_Resource_Center.



**Nevada Department of
Business and Industry**

"Growing business in Nevada"

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