



# THE BUSINESS ADVOCATE



*A publication of the Nevada Department of Business and Industry*



## Governor's Conference on Business 2016 Highlights Economic Recovery, Diversification

The fifth annual Governor's Conference on Business has concluded. And like the traditional Thanksgiving meal that takes hours to prepare but mere minutes for guests to devour, we now can reflect on the months of preparation that go into planning and also express our gratitude for those that supported or attended and contributed to its success.

In the midst of the recession, the idea was born for a statewide conference to provide comprehensive resources and networking opportunities under one roof for those looking to launch a new business as a way to support Governor Sandoval's goals and initiatives for job creation. In November 2012, we hosted the inaugural Governor's Conference on Small Business at the Orleans Hotel and Casino with 570 attendees, 48 exhibitors, three breakout sessions and a luncheon.

Over the years, the event has grown and evolved as we have gained experience and feedback from our stakeholders. "Small" was dropped from the name of the conference and we've hosted a variety of morning breakout session formats. The 2015 conference in Reno hosted the inaugural Business Pitch Competition and we

were pleased to debut it in Las Vegas at the conference last month.

What hasn't changed is our goal of providing an affordable and accessible one-day event where businesses can network, learn and grow. Another constant is the incredible support we receive every year from companies and partners that are willing to generously sponsor and support the conference.

The Governor's Conference on Business 2016 was held at the Rio Convention Center in Las Vegas on September 30. This year's conference theme, "Get Connected Nevada!" conveys our department's goal of helping to make the connections you need for your business to succeed. More than 750 guests were in attendance.

After registration, guests were treated to complimentary breakfast foods and beverages donated by Caesar's Entertainment, and a Coffee and Conversation station hosted by the Las Vegas Metro Chamber of Commerce. The customized coffee cup sleeves were printed with conversation starters to prompt networking with fellow guests.

A conference app was offered that provided guests with the opportunity to easily locate the day's schedule of events, locations of exhibitors and connect with other attendees throughout the day.

The Business Resource Expo took place throughout the morning and featured 110 exhibitors that offered a wide range of services and goods including marketing and legal firms, business and occupational licensing agencies, lenders and nonprofit business consultants, among others.

The first breakout session was a panel discussion centered on developing a new generation of entrepreneurs. Three young entrepreneurs spoke about their experiences starting a business and shared insights and inspiration with others about their journey to turn dreams into reality. Entrepreneurship students from UNLV, College of Southern Nevada and Nevada State College were invited to attend.

The second breakout session, the Business Pitch Competition, was open

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## Governor's Conference, continued

to businesses in operation for two years or less, with less than \$250,000 in annual gross revenue. The competition was developed to celebrate and recognize the entrepreneurial spirit of Nevadans and to provide financial and operational support to promising startup companies in need of these resources. All qualified applications were evaluated and scored by a panel of judges with the top 10 finalists invited to make a two-minute pitch at the conference. The finalists included:

**Brain2Bot, Inc** (Reno)- builder of artificial intelligence toys

**CDL Focus** (Las Vegas)- alternative licensing for commercial motor vehicle operators

**Chefery LLC** (Henderson)- home and office delivery of fresh, high quality meals

**Falcon Nano Inc.** (N. Las Vegas)- proprietary transceiver chips for wireless systems and services

**Frameless LLC** (Las Vegas)- frameless system for easily hanging stuff on your walls

**Healthybyte LLC** (Henderson)- digital health and education services to low-income areas

**Lip Smacking Foodie Tours** (Las Vegas)- food tours to top downtown and Strip restaurants

**LRT Sunshield Sunscreen 3000 LLC** (Las Vegas)- an automated front windshield sunscreen

**Remmedy** (N. Las Vegas)- reinventing the everyday water bottle

**thinkLaw** (Las Vegas)- educational program that helps educators teach critical thinking

The conference luncheon was opened with the presentation of the colors by the Basic Academy U.S. Marine Corps Junior ROTC. Business and Industry Director Bruce Breslow then invited representatives from Business Pitch Competition sponsors AT&T, Microsoft and VAST: Powered by the CFO Group on stage to present the awards for first, second and people's choice.

First place was awarded to Colin Seale of thinkLaw, an educational program that helps educators teach critical thinking in the classroom. Seale, a lawyer and former math teacher, founded the company 18 months ago to help bridge the critical thinking gap by giving all students access to develop what he sees as an essential academic, career and life skill. The company received \$5,000 cash and \$11,000 of in-kind services including IT services, software support and virtual financial services. The company also received the \$1,000 people's choice award for being voted the audience favorite. According to Seale, "When I found out I won the People's Choice Award, I was excited to learn my idea connected with the audience. I thought the other finalists had great ideas, and I was ready to go back to my seat and be very happy for the first place winner. So when I won first place, I was shocked. It feels validating to know that a room full of Nevada business owners and experienced judges threw their support behind thinkLaw and our mission of creating a world where critical thinking is no longer a luxury good."

William Hopp from Frameless was awarded second place and received \$2,500 cash and \$4,000 in in-kind services. The company has developed a frameless system for displaying posters, prints and flat artwork on the wall without the need of a traditional frame. The art is inserted into a clear plastic sleeve and can be arranged in a collage effect utilizing a bracketed system that allows for mounting at variable distances from the wall. Hopp plans to leverage his second place win by highlighting the award as part of his Kickstarter campaign that launched October 13 as his company seeks to raise additional funding for the business.

The luncheon also featured Kristi Overgaard, EVP of Awesomeness, and Adam Kramer, EVP of Strategy, from Switch, the builder of the world's highest rated SUPERNAP colocation data centers and technology ecosystems. Last year, the company unveiled plans to build a \$1 billion, 3 million-square-foot data center near Reno and an additional data storage site in Las Vegas with the intent to digitally link Las Vegas and Reno. At the conference, the company ceremoniously "turned on" its Superloop which connects Las Vegas to Reno with 500 miles of fiber optic cable, making Nevada the most digitally connected state in the nation. The connectivity means that businesses, schools and hospitals in rural Nevada will have the same access to internet connectivity as the state's population centers. The Superloop also provides digital connectivity from Reno and the Bay Area to Los Angeles to Las Vegas completing the loop, which provides a tremendous incentive for companies looking to move from California to Nevada.

Governor Sandoval delivered the keynote address to close the conference. He reflected on the challenges faced by all Nevadans during the Great Recession and noted that it's important to look at where we've been to be able to better appreciate where we are today. "It would have been easy to give up, but that's when Nevadans came together and recommitted ourselves to building a new and stronger Nevada," Sandoval said. Sandoval announced that Nevada has officially regained back all of the 186,400 jobs lost during the recession, attributed to economic development efforts to bring companies like Faraday Future, Tesla, Amazon, Apple and others to the state that are helping to fuel employment and diversify the state's economy. Looking forward, Sandoval noted that the focus during the upcoming Legislative session will be on education and workforce development to ensure Nevada has a skilled workforce to fill those positions and meet the needs of new businesses starting or relocating to the state.



Switch announces the completion of the Superloop, making Nevada the most connected state in the nation



Young entrepreneurs share their stories during the morning breakout panel session



Senator Richard Bryan and Governor Brian Sandoval with first and people's choice winner Colin Seale from thinkLaw



Department of Business and Industry Director Bruce Breslow addresses the conference attendees at the luncheon



The Business Pitch Competition judges and audience listen to the finalists make their two minute pitches

# ask an EXPERT



**John Walker**

Chief Solutions Officer & Co-Founder  
Talent Evolution, LLC  
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**Q:** What are the emerging social media marketing trends?

**A:** There's little question that even the most well-respected and long-established brands can benefit from having a robust and interactive social media presence. For small businesses and startups, social media advertising may be the primary means by which you reach new customers. For those new to social media advertising, there is a lot more to it than creating a funny meme with your brand's watermark or purchasing an ad via Facebook Ads. Here are three emerging social media marketing trends that will help you become a better marketer.

**Personalized Marketing:** One of the best things about social media advertising is that, with proper data collection and analytics, it is relatively simply to see what efforts garner the best returns and what ideas fall short. This allows companies to engage in one of the fastest growing areas of marketing and advertising: personalized marketing. Personalized marketing allows businesses to fine tune their offers by helping companies get the right sales, products, and emails in front of the right segment of their customer base.

**Social Media Influencers:** In lieu of traditional celebrities, many companies are shelling out big dollars for endorsements, often subtle, ongoing ones, from "social media influencers." These are everyday people with thousands of followers on various social media platforms whose opinions can truly influence their followers. Their perception as a typical person and not a traditional celebrity can go a long way toward establishing additional value in their endorsements, largely because many social media users are still unaware that these influencers are often cashing checks for snapping a picture with a brand sign and cheeseburger.

**Professional Brand Advocates:** There are also professional brand advocates, who search out conversations about products or brands on social media platforms and share their own, positive experiences. The use of brand advocates and similar "guerilla" advertising techniques that don't conform to traditional expectations of advertising will likely become more common online as social media use becomes increasing ubiquitous.

Have a question for one of our guest experts?  
Email [cfoley@business.nv.gov](mailto:cfoley@business.nv.gov).

## RESOURCE ORGANIZATION SPOTLIGHT

### Entrepreneurs Assembly, Inc.



Thinking about starting a business? Just starting a new business? Do you believe it is important to invest time in your own development as an entrepreneur or small business owner? Would you value insightful help from mentors and other entrepreneurs in resolving startup issues? The Entrepreneurs Assembly, Inc. (EA) was created to help entrepreneurs address these questions.

EA is a non-profit corporation dedicated to educating and empowering people in business creation and growth. Our virtual incubator was founded in 2010, the middle of the Great Recession, to provide potential economic growth from local startup businesses. Our unique Entrepreneurs Assembly Startup Incubator (EASI) program provides paths for anyone with a business idea to learn and experience how their idea might have potential to grow into a real business. The free monthly EASI programs place 4-5 entrepreneurs with one or more mentors into small roundtable groups with all persons contributing to each entrepreneur's business. During the working sessions every entrepreneur develops her/his plan to work on for the next 30-day period ("marching orders"). At the end of each session, the entrepreneur publicly states his or her marching orders, thus building accountability for the group. The benefits of these roundtables are to help entrepreneurs learn what works, get peer feedback, test their ideas with a supportive group of others, and grow from their successes and experiences, while developing their business network.

Over the last six years, the Reno EASI program has worked with over 300 people (at no charge to entrepreneurs) and has seen more than 15 companies launch or continue to grow. EA received the Entrepreneurial Spirit Award from the Small Business Administration in 2014. During the last two years our program has expanded from Reno to surrounding towns in Northern Nevada. In addition to Reno, monthly EASI sessions are now convened in Incline Village, South Lake Tahoe, and Carson City. This has not only expanded the number of entrepreneurs we work with monthly, but has required us to build a regional mentor network as well.

One of the main factors in the success of EA is that we work collaboratively to build our regional Entrepreneurial Ecosystem. We have developed strategic alliances with our local economic development agency (EDAWN), educational institutions (UNR, TMCC, SNC, LTCC, WNC), and physical incubators (CUBE, Adam's Hub, Mountain Lab), along with other organizations who contribute to a growing and nationally recognized ecosystem. We would encourage other organizations in the state to collaboratively build ecosystems that support their economies.



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## With EA Mentorship, Dragonfly Energy Finds Success

Dragonfly Energy is a privately held lithium battery technology start-up company based in Reno. The company develops the most advanced and fairly priced lithium-ion batteries in the world. Dragonfly Energy sells standard lithium ion battery packs for use in a wide variety of applications and produces custom packs for specific projects.

They are launching a line of 12-Volt Li-ion battery packs that are compatible with existing 12-volt inverter, inverter chargers and converters. Dragonfly Energy operates with the goal of deploying its innovative technology to make green, renewable energy an accessible commodity for the world. The company is currently hiring 12 new employees at an average wage of \$22 hour. The company is adding \$300,000 in new capital equipment and also received a \$2 million investment from Dynavolt Renewable Power Technology to accelerate expansion of its manufacturing capacity.



Entrepreneurs Assembly founder, Matt Westfield, has mentored Dragon Fly through winning the Sontag Business Competition and the Governor's Cup. We have watched them grow over the last couple of years into a scalable business.

Learn more about Dragonfly Energy: <http://dragonflyenergy.com>.

*Editor's note: Dragonfly Energy was also the 2nd place winner at the inaugural Business Pitch Competition during the 2015 Governor's Conference on Business.*

# 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

This year's Business Pitch Competition at the Governor's Conference on Business was absolutely a thrilling event for the finalists and the audience. The two minutes allotted to competing businesses provided them with an opportunity to address the important question of "Why now?" and validate their business idea. Three winners received generous cash and prizes, and the finalists came prepared to pour their hearts and souls into pitching to the packed audience.

From my perspective, although only three official awards were handed out, the other winners are the businesses that completed and submitted applications to compete. Yes, all and each of them are winners because in their applications they took the time to work on a key requirement when it comes to generating a business idea: a Business Model Canvas, a powerful visual tool that offers any business the chance to be more creative and effective when framing an idea.

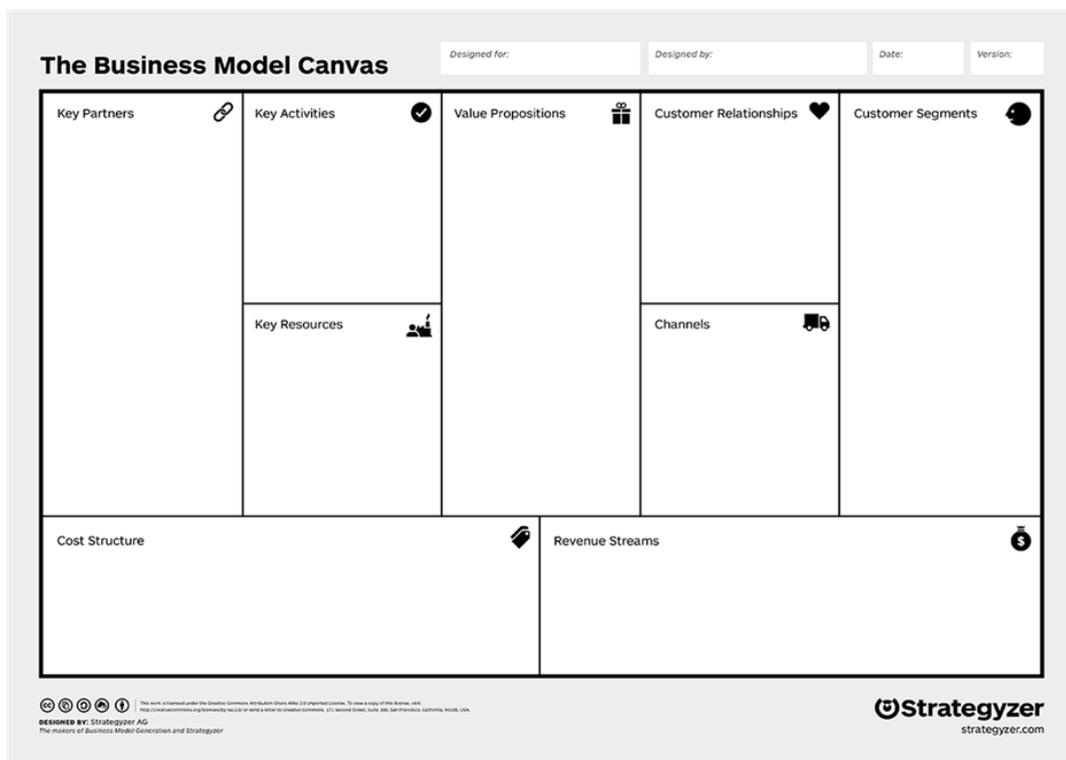
So, what is it, and how do you build one? Initially proposed by Alexander Osterwalder in 2008, the canvas, according to Wikipedia is "a strategic management and lean startup template for developing new or documenting existing business models. It is a virtual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances. It assists firms in aligning their activities by illustrating potential trade-offs."

As you can imagine, folks have many different ways of viewing it, but the canvas simply describes how a business, a team, or individual can create, deliver and capture value for a product or service. Nine categories are featured in a Business Model Canvas. These categories, depicted in the illustration above, become the processes and activities of a business. In fact, they represent the major aspects of a business: customers, offer, infrastructure, and financial viability.

Are you ready to give it a try? Here are a few helpful links to get you on your way. And then, as Nike's slogan aptly states, "Just Do It."

- **Strategyzer** – "Your business model canvas in 2 minutes and on one page." The video will help you a lot when you are learning to use the model. <http://www.businessmodelgeneration.com/canvas/bmc>
- **Canvanizer** – "Develop your ideas, brainstorm together, and define your strategy." The materials presented brief and to the point, yet very informative. <https://canvanizer.com>

A final thought. When I make presentations to folks who dream of starting a business and are seeking resource assistance, I ask them to take careful notes on the following two points: 1) When it comes to planning, you must put together a written and complete business plan, and 2) When it comes to a business idea, the creation of a Business Model Canvas is definitely a must. It is simply a crucial piece to moving one step closer to realizing the dream of owning a business.



# Accessing International Markets to Grow Your Business

If the prospect of exporting your product makes you cringe as you consider the potential pitfalls, rumors of bribery, or your product sitting in lock-up for months, maybe it's time to re-frame that impression. Exporting can be one of the most lucrative steps a business can take. Because 95% of the population and 80% of global purchasing power resides outside the United States, achieving significant growth in today's economy requires exporting.

Many companies in Nevada are already finding success in international markets. In fact, the Nevada Governor's Office of Economic Development cites Nevada as "number one" in export growth. If exporting is right for your company, but you don't know where to get started, there are a number of government programs available, many of which are offered at low or no cost, as well as grants to help companies expand internationally. Here are a few to consider:

**U.S. Commercial Service.** With counselors in both Las Vegas and Reno, this federal program administered by the U.S. Department of Commerce is ready to help you explore, learn, and connect to the world through exporting. The majority of their services are free. Through over 80 embassies and consulates, their counselors are able to help you:

- Research the most lucrative opportunities for your product
- Understand export documents and regulations
- Assist in connecting you with pre-screened potential partners and distributors
- Overcome trade obstacles to successfully enter new markets
- Complete background checks

In addition, for a small fee, you can sign up for the Gold Key Program. This service costs \$350 the first time you use it, and \$750 for additional countries thereafter. For this fee, U.S. Commercial Service will set up face to face meetings at embassies with prescreened potential clients that would be a good match for your company's products within a given country.

**Nevada Industry Excellence.** If you are looking for more of a step-by-step approach, Nevada Industry Excellence (NIE), a program also supported by the federal government, offers ExporTech, a course consisting of four classes over three months

where you will be guided by experts in a collaborative process to develop your own international growth plan that will be ready for immediate implementation. The course is specifically designed to assist small- and mid-sized companies enter and expand in global markets. The actual price of the program depends on the number of sponsors they are able to generate for the program each year. After completing the course, a client shared: "Due to ExporTech, we are now able to identify the crucial components of exporting and move forward with our international business goals."

**Governor's Office of Economic Development.** At the state government level, the Governor's Office on Economic Development (GOED) administers programs that assist Nevada businesses in exporting or expanding activities in international markets, and also works to attract foreign investment in the state.

The office provides export readiness programs through seminars and individual counseling sessions that are designed to assess a company's readiness and potential for success in exporting products or services. Their services are also available to existing exporters

looking to enter new, unfamiliar markets.

They also help organize participation in and provide logistical support for businesses at international trade shows as well as host international trade missions to introduce Nevada companies to distributors or buyers in other countries.

Through the U.S. Small Business Administration's State Trade Expansion Promotion Grant (STEP), you can apply for and receive grant funding for participation in state-led trade missions. The grant requires you to contribute matching funds and the completion of the Expor-Tech courses in preparation for the missions.

For more information and the programs above, contact:

**U.S. Commercial Service**  
Export.gov; (702) 388-6694

**Nevada Industry Excellence**  
nevadaie.com; (800) 637-4634

**Governor's Office of Economic Development**  
diversifynevada.com; (800) 336-1600



# 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/](http://business.nv.gov/Resource_Center/Calendar_of_Events/Calendar_of_Events/)

## LAS VEGAS

Date	Event & Location
October 15-17	5 <sup>th</sup> Annual Global Crowdfunding Convention Planet Hollywood Resort & Casino
October 15 9:00am to 11:30am	Small Business Startup Steps Las Vegas Urban League
October 18, 25 5:30pm to 9:00pm	Planea tu Negocio con "Money Smart" Latin Chamber of Commerce
October 19 8:30am to 5:00pm	Nevada Facility Operator Certification for Utility Systems Desert Research Institute
October 20 5:00pm to 7:00pm	Ask a Lawyer – Identifying and Protecting Intellectual Property West Charleston Library
October 26 11:00am to 2:00pm	Military Job Fair Vegas PBS Education Tech Campus
October 27 8:30am to 5:00pm	Nevada Industry Excellence – Lean Manufacturing Workshop Desert Research Institute
November 1, 8, 15, 22 5:30pm to 9:00pm	Planea tu Negocio con "Money Smart" Latin Chamber of Commerce
November 1 4:30pm to 7:00pm	Who Are You Selling To? Where Are Your Customers? University of Nevada Cooperative Extension
November 1 6:00pm to 9:00pm	LVBNM – Mixer Expo Suncoast Hotel & Casino
November 2 6:00pm to 8:00pm	Water Street Rall-e The Gold Mine Tavern
November 3 4:30pm to 7:00pm	Small Business Startup Steps University of Nevada Cooperative Extension
November 4 9:00am to 11:30am	Small Business Startup Steps Henderson Business Resource Center
November 10 8:30am to 1:00pm	Committed to our Business Community Las Vegas Convention Center
November 10 6:00pm to 9:00pm	Henderson's 17 <sup>th</sup> Annual Economic Development & Small Business Awards Green Valley Ranch
November 16 8:30am to 5:00pm	Nevada Facility Operator Certification for Utility Systems Desert Research Institute
November 18 6:00pm to 9:00pm	The Small Business Network University of Nevada Cooperative Extension
November 19 9:00am to 11:30am	Small Business Startup Steps Las Vegas Urban League
November 29 4:30pm to 7:00pm	Who Are Your Customers and What are Their Buying Habits? University of Nevada Cooperative Extension
December 1 4:30pm to 7:00pm	Small Business Startup Steps University of Nevada Cooperative Extension
December 2 9:00am to 11:30am	Small Business Startup Steps Henderson Business Resource Center
December 14 8:30am to 5:00pm	Nevada Facility Operator Certification for Utility Systems Desert Research Institute

## RENO/ NORTHERN NEVADA

October 13, 20, 27 6:30pm to 8:30pm	Bridgewire Open House Bridgewire
October 15 9:30am to 11:30am	Start Up Basics by SCORE Innovation Center
October 19 10:00am to 1:00pm	Small Business Matchmaker Fallon Convention Center
October 19 6:00pm to 8:00pm	Debunking Franchise Myths: Why Franchises are Targeting Reno for Expansion The Innovation Center
October 26 6:00pm to 8:00pm	Workshop: Basic Social Media and Your Business – Learn How to Use It The Innovation Center
November 1 6:30pm to 8:30pm	Start Up Basics by SCORE Innovation Center
November 2, 9, 16, 23, 30 9:00am to 10:00am	1 Million Cups Swill Coffee & Wine
November 2 6:00pm to 9:00pm	Entrepreneurs Assembly Sierra Nevada College
November 2 6:00pm to 8:00pm	Basic Website Design The Innovation Center
November 3 11:30am to 1:30pm	NCET Special Luncheon State of the Marketing Industry Atlantis Casino Resort
November 3 6:00pm to 9:00pm	Entrepreneurs Assembly Lake Tahoe Community College
November 3, 10, 17, 24	Bridgewire Open House Bridgewire
November 9 6:30pm to 9:00pm	Creating or Re-Creating Your Brand to Drive Traffic to You! The Innovation Center
November 12 9:00am to 12:00pm	EASI 0 Entrepreneurs Assembly Startup Incubator Innovation Center
November 19 9:30am to 11:30am	Start Up Basics by SCORE Innovation Center
November 23 6:00pm to 8:00pm	How to Create an Effective Business Page on Facebook The Innovation Center
December 1 6:00pm to 9:00pm	Entrepreneurs Assembly Lake Tahoe Community College
December 1, 8, 15 6:30pm to 8:30pm	Bridgewire Open House Bridgewire
December 6 6:30pm to 8:30pm	Start Up Basics by SCORE Innovation Center
December 6 6:00pm to 8:00pm	Learn How to Advertise on Social Media The Innovation Center
December 7, 14, 21, 28	1 Million Cups Swill Coffee & Wine
December 7 6:00pm to 9:00pm	Entrepreneurs Assembly Sierra Nevada College
December 10 9:00am to 12:00pm	EASI – Entrepreneurs Assembly Startup Incubator Innovation Center
December 17 9:30am to 11:30am	Start Up Basics by SCORE Innovation Center

## WEBINAR

October 19 2:00pm to 3:30pm	Capabilities Statements: The Resume for Your Business
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# The Basics of Structuring and Licensing Your Business

You've decided to go into business for the first time. You have the product or service you want to provide and a basic idea of how to do it. But what type of legal structure should you adopt for your business? What's required to get started?

The four most common business structures are sole proprietorship, partnership, limited liability company (LLC), and corporation. There are advantages and disadvantages to each option, and some options (such as partnerships, LLCs and corporations) come in a variety of flavors. You will want to select a structure that works best for you – your business activity, your financial and tax situation, and your long-term vision. For this reason, perhaps the most important step in making a decision on your business structure is to discuss the various options with a financial accountant and a business attorney. There is no single perfect way to structure a business – the best choice will depend a lot on you, your circumstances and what you want to accomplish.

As you select a structure, check with the State of Nevada to see if your type of business activity will require a state business license. Most do. Those that don't will still require the filing of a Notice of Exemption with the state. SilverFlume, a website of the Nevada Secretary of State offers a one-stop shop to apply for a state business license, register your business, submit a Notice of Exemption if applicable, and get your tax and other items ready.

After taking these licensing steps at the state level, you also have to get the appropriate business licenses or permits from every city and county in Nevada where you want to do business. Each has different requirements, while a few have none. The Nevada Department of Business and Industry has a comprehensive list of city and county licensing contacts, along with their internet links. Go to [www.business.nv.gov](http://www.business.nv.gov), click on the Resource Center link, Resource Directory, and then on Licensing/Permits to access this help. Use the links in the Licensing/Permits section to find, download and/or submit the application forms you need. You can also find this information within the SilverFlume website.

If your business will use a name other than your own (known as an "assumed or fictitious business name"), you will need to file a Fictitious Name Certificate with the Nevada Secretary of State and with the county clerk of every Nevada county where you plan to do business. Use the SilverFlume website and/or the Licensing/Permit list on the Department of Business and Industry's website to accomplish this as well.

The State of Nevada provides these online resources to help reduce the effort needed to get a business registered and operational, while ensuring all license and other requirements are in order. Owning and operating your own business is a worthwhile goal. Find the structure that works best for you and your business activity. Study and understand your options, get legal and financial advice, and take time to do things right. It will be time well spent – for you *and* the business you want to see flourish.



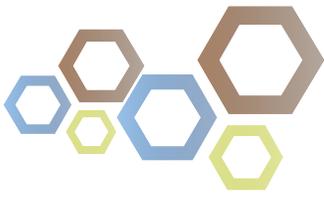
## Starting and Managing Your Business Has Never Been Easier

- \* Free business checklist
- \* Free operating agreements
- \* First steps of business registration
- \* Easy business license management
- \* Several agencies in one spot
- \* Many resources to save time

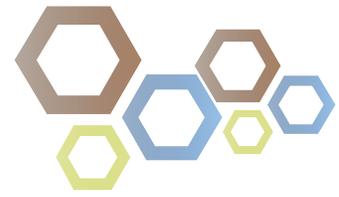
Get started at [nvsilverflume.gov](http://nvsilverflume.gov)

A service provided by the Secretary of State, Barbara K. Cegavske





# NEVADA SMALL BUSINESS RESOURCE DIRECTORY



## ACCESS TO CAPITAL

**Accion**  
1951 Stella Lake St.  
Las Vegas, NV 89106  
Phone: (702) 250-3372  
Web: [www.accion.nv.org](http://www.accion.nv.org)

**Bank of Nevada**  
Multiple Locations  
Web: [www.bankofnevada.com](http://www.bankofnevada.com)

**Prestamos/CPLC**  
3685 Pecos-McLeod  
Las Vegas, NV 89121  
Phone: (702) 207-1614  
Web: [prestamosloans.org](http://prestamosloans.org)

**Nevada State Bank**  
Multiple Locations  
Web: [www.nsbank.com](http://www.nsbank.com)

**Nevada State Development Corporation**  
1551 Desert Crossing Ct.  
Las Vegas, NV 89144  
Phone: (702) 877-9111  
Web: [www.nsd.com](http://www.nsd.com)

**Nevada State Development Corporation**  
6572 South McCarran Blvd.  
Reno, NV 89509  
Phone: (775) 770-1240  
Web: [www.nsd.com](http://www.nsd.com)

**Nevada Business Opportunity Fund**  
550 E. Charleston Blvd. Suite E  
Las Vegas, NV 89104  
Phone: (702) 734-3555  
Web: [www.4microbiz.com](http://www.4microbiz.com)

**Rural Nevada Development Corporation**  
1320 E. Aultman St.  
Ely, NV 89301  
Phone: (775) 289-8519  
Web: [www.rndc.nv.org](http://www.rndc.nv.org)

**Small Business Administration (SBA)**  
Multiple Locations  
Web: [www.sba.gov](http://www.sba.gov)

**The Interface Financial Group**  
Chuck and Karin Schultz  
Phone: (702) 636-8644  
Web: [www.interfacefinancial.com/Schultz](http://www.interfacefinancial.com/Schultz)

**USDA Rural Development**  
7080 La Cienega St. Ste. 100  
Las Vegas, NV 89119  
Phone: (702) 407-1400 ext. 103  
Web: [www.rurdev.usda.gov/NVHome.html](http://www.rurdev.usda.gov/NVHome.html)

**The Valley Center Opportunity Zone (VCOZ)**  
300 North 13th St.  
Las Vegas, NV 89101  
(702) 384-8269  
Web: [www.vcoz.org](http://www.vcoz.org)

**Wells Fargo**  
Multiple Locations  
Web: [www.wellsfargo.com](http://www.wellsfargo.com)

## EXPORTING

**Governor's Office of Economic Development**  
*See Government Contracts below*

**Nevada Industry Excellence**  
Multiple Locations  
Web: [www.nevadaie.com](http://www.nevadaie.com)

**U.S. Department of Commerce-  
U.S. Export Assistance**  
400 S. Fourth St. Ste. 250  
Las Vegas, NV 89101  
Phone: (702) 388-6469  
Web: [www.export.gov](http://www.export.gov)

## GOVERNMENT CONTRACTS

**Clark County Department of Finance  
Purchasing & Contracts**  
500 S. Grand Central Pkwy.  
Las Vegas, NV 89155  
Phone: (702) 455-0000  
Web: [www.clarkcounty.nv.gov/depts/finance/purchasing/pages/default.aspx](http://www.clarkcounty.nv.gov/depts/finance/purchasing/pages/default.aspx)

**Governor's Office of Economic  
Development**  
555 E. Washington Ave. Suite 5400  
Las Vegas, NV 89101  
Phone: (702) 486-2700  
Web: [www.diversifynevada.com](http://www.diversifynevada.com)

**Governor's Office of Economic  
Development**  
808 West Nye Lane  
Carson City, NV 89703  
Phone: (775) 687-9900  
Web: [www.diversifynevada.com](http://www.diversifynevada.com)

**Nevada Department of Transportation**  
600 S. Grand Central Pkwy. Room 140  
Las Vegas, NV 89106  
Phone: (702) 730-3301  
Web: [www.ndotdb.com](http://www.ndotdb.com)

## INSURANCE

**State of Nevada, Division of Insurance**  
2501 E. Sahara Ave. Suite 302  
Las Vegas, NV 89104  
Phone: (702) 486-4009  
Web: [www.doi.state.nv.us](http://www.doi.state.nv.us)

**State of Nevada, Division of Insurance**  
1818 E. College Parkway Suite 103  
Carson City, NV 89706  
Phone: (775) 687-0700  
Web: [www.doi.state.nv.us](http://www.doi.state.nv.us)

**State of Nevada, Division of Industrial  
Relations, Workers' Comp Section**  
1301 N. Green Valley Pkwy, Suite 200  
Henderson, NV 89047  
Phone: (702) 486-9000  
Web: <http://dir.nv.gov/WCS/home/>

## LABOR LAWS

**State of Nevada, Office of the Labor  
Commissioner**  
555 E Washington Ave. Suite 4100  
Las Vegas, NV 89101  
Phone: (702) 486-2650  
Web: <http://labor.nv.gov>

State of Nevada, Office of the Labor Commissioner  
675 Fairview Dr. Suite 226  
Carson City, NV 89701  
Phone: (775) 687-6409  
Web: [www.laborcommissioner.com](http://www.laborcommissioner.com)

### STATE BUSINESS LICENSE

Secretary of State  
Multiple Locations  
Web: [www.nvsos.gov](http://www.nvsos.gov)

SilverFlume Business Portal  
Web: [nvsilverflume.gov](http://nvsilverflume.gov)

### TAXATION

State of Nevada, Department of Taxation  
Multiple Locations  
Web: [www.tax.nv.gov](http://www.tax.nv.gov)

Internal Revenue Service  
110 N. City Parkway  
Las Vegas, NV 89106  
Phone: (702) 868-5005  
Web: [www.irs.gov](http://www.irs.gov)

### TRAINING OPPORTUNITIES

Nevada Business Opportunity Fund  
550 E. Charleston Blvd. Suite E  
Las Vegas, NV 89104  
Phone: (702) 734-3555  
Web: [www.vedc.org/nevada](http://www.vedc.org/nevada)

Nevada Small Business Development Center  
Multiple Locations  
Web: [www.nsbdc.org](http://www.nsbdc.org)

LVUL Entrepreneurship Center  
3575 W. Cheyenne Ave, Suite 101  
Las Vegas, NV 89032  
Phone: (702) 636-3949  
Web: [www.lvul.org](http://www.lvul.org)

SBA  
Multiple Locations  
Web: [www.sba.gov](http://www.sba.gov)

SCORE  
Multiple Locations  
Web: [www.score.org](http://www.score.org)

Vegas PBS – Global Online Advanced Learning (GOAL)  
3050 E. Flamingo Rd.  
Las Vegas, NV 89121  
Phone: (702) 799-1010  
Web: [www.vegaspbs.org/workforce/](http://www.vegaspbs.org/workforce/)

### VETERANS SERVICES

Nevada Department of Veterans Services  
Multiple Locations  
Web: [www.veterans.nv.gov](http://www.veterans.nv.gov)

### WORKPLACE SAFETY

State of Nevada, Division of Industrial Relations  
1301 N. Green Valley Parkway Suite 200  
Henderson, NV 89014  
Phone: (702) 486-9080  
Web: [www.dirweb.state.nv.us](http://www.dirweb.state.nv.us)

State of Nevada, Division of Industrial Relations  
400 West King St. Suite 400  
Carson City, NV 89710  
Phone: (775) 684-7260  
Web: [www.dirweb.state.nv.us](http://www.dirweb.state.nv.us)

### OTHER

City of Henderson  
240 Water St.  
Henderson, NV 89015  
Phone: (702) 267-2323  
Web: [www.cityofhenderson.com/economic-development/home](http://www.cityofhenderson.com/economic-development/home)

City of Las Vegas  
495 S. Main St.  
Las Vegas, NV 89101  
Web: [www.lasvegasnevada.gov](http://www.lasvegasnevada.gov)

Clark County  
500 S. Grand Central Pkwy.  
Las Vegas, NV 89155-1212  
Phone: (702) 455-2000  
Web: [www.clarkcounty.nv.gov](http://www.clarkcounty.nv.gov)

Economic Development Authority of Western Nevada (EDAWN)  
5190 Neil Rd. Suite 110  
Reno, NV 89502  
Phone: (775) 829-3700  
Web: [www.edawn.org](http://www.edawn.org)

Las Vegas Global Economic Alliance  
6720 Via Austi Parkway, Ste. 130  
Las Vegas, NV 89119  
Phone: (702) 791-0000  
Web: [www.lvgea.org](http://www.lvgea.org)

Nevada Association of Counties (NACO)  
304 South Minnesota St.  
Carson City, NV 89703  
Phone: (775) 883-7863  
Web: [www.nvnaco.org](http://www.nvnaco.org)

Nevada's Center for Entrepreneurship and Technology (NCET)  
5441 Kietzke Lane, Second Floor  
Reno, NV 89511  
Web: [www.NCET.org](http://www.NCET.org)

Nevada Department of Employment, Training and Rehabilitation (DETR)  
500 E. Third St.—Carson City, NV 89713  
2800 E St. Louis Ave— Las Vegas, NV 89104  
Web: [www.detr.state.nv.us](http://www.detr.state.nv.us)

Nevada League of Cities & Municipalities  
310 S. Curry St.  
Carson City, NV 89703  
Phone: (775) 882-2121  
Web: [www.nvleague.com](http://www.nvleague.com)

Nevada Women's Business Center/  
Nevada Business Opportunity Fund  
550 E. Charleston Blvd. Suite E  
Las Vegas, NV 89104  
Phone: (702) 734-3555  
Web: [www.vedc.org/nevada](http://www.vedc.org/nevada)

CUBE at Midtown  
800 Haskell St.  
Reno, NV 89509  
Phone: (775) 622-9900  
[www.cubeamidtown.com](http://www.cubeamidtown.com)

University of Nevada Las Vegas  
Office of Economic Development  
4505 S. Maryland Pkwy.  
Box 451092  
Las Vegas, NV 89154-1092  
Phone: (702) 895-3011  
Web: [www.unlv.edu/research/econdev](http://www.unlv.edu/research/econdev)

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

# It's Time to Start Thinking "Small"

In response to the Great Recession, the first Small Business Saturday was held on November 27, 2010. Originally conceived by the American Express Company as a campaign to help drive traffic to small business clients during that year's Thanksgiving holiday weekend, Small Business Saturday has since evolved into something more – a national effort to recognize and support mom-and-pop entrepreneurs.

Small businesses are the heart and soul of the American economy. Thanks to the work of groups such as Women Impacting Public Policy (WIPP), a nonpartisan policy organization dedicated to helping women business owners, Small Business Saturday is now recognized as an effective way to promote the benefits of "shopping small and shopping local," and to get people to patronize mom-and-pop businesses in their own hometowns.

This year, Small Business Saturday will take place on November 26. As a consumer, the most important thing you can do on that day is shop at a small business near you. As a supporter of small business, you can choose to work with your local chamber of commerce or economic development group to help raise awareness of the day, and encourage businesses and people to participate. If you are a small business, you can reach out in your area to your local chamber or other business support group to see what they are doing for the day, and what you can do to participate and benefit from it.

## More information:

U.S. Small Business Administration- [www.sba.gov/about-sba/sba-initiatives/small-business-saturday](http://www.sba.gov/about-sba/sba-initiatives/small-business-saturday)

American Express- [www.americanexpress.com/us/small-business/shop-small/](http://www.americanexpress.com/us/small-business/shop-small/)

Women Impacting Public Policy- [www.wipp.org](http://www.wipp.org)



**Think big, but shop small at your favorite local business on Saturday, November 26!**



## State of Nevada Department of Business & Industry

**Bruce Breslow**, Director  
**Terry Reynolds**, Deputy Director  
**Marcel F. Schaerer**, Deputy Director

555 E Washington Avenue, Suite 4900, Las Vegas, NV 89101  
1830 College Parkway, Suite 100, Carson City, NV 89706  
[biinfo@business.nv.gov](mailto:biinfo@business.nv.gov)

Are you a victim of fraud or deceptive business practices?  
Contact **Nevada Consumer Affairs** toll free: 844-594-7275  
or file a complaint online at <http://ConsumerAffairs.nv.gov>.

## Production Team

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*The Business Advocate is a publication of the Nevada Department of Business and Industry. The Business Advocate welcomes ideas and suggestions to make this publication as relevant and useful to readers as possible. Questions or concerns about content of The Business Advocate may be addressed to: Teri Williams, Department of Business and Industry, 555 E. Washington Ave., Suite 4900, Las Vegas, NV 89101.*

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(702) 486-2750  
(775) 684-2999



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