



# ACES FOR MESQUITE

ADVOCATE ~ COMMUNICATE ~ EDUCATE ~ SUPPORT

APRIL 2011

## Meet the Candidates Running for City Council

### **Kraig D. Hafen**

Age: 45 Birthplace: St. George, Utah. In Mesquite Since: 1965. Education: B.S. Brigham Young University, April 1992. Major: Business Education. Minor: Business Management Dixie, Junior College 1987-88 Virgin Valley High School 1984. Career Info: Small business owner, land and business development, and cattle rancher. Prior Experience Related to Public Office: Virgin Valley Water District Board 2000-06. VVWD President 2003-06. Salvation Army Advisory Board 2003-06 Economic Development Committee - City of Mesquite 2004-06. Other public and private boards and committees. Family: Married Susan Topham July 1991. Children: Nikole 17, Dillon 15, Shalee 12. Hobbies, Interests: Hunting, Football, Basketball, Rodeo and Outdoor activities.

### **Allan S. Litman**

Born and raised in Duluth, Minn. Education: B.S. University of Minn. History and Political Science. M.S. Pepperdine U. Administration and Supervision. Doctoral studies completed, Pepperdine U. Institutional Management. Combat Veteran, Vietnam 1966-1967. Teacher for 18 years, owner of automotive service center with 9 employees for 10 years, mental health professional, State of Hawaii, adjunct professor, Pepperdine U. and CSN. Co-Founder, Mesquite Veterans Center, Elks Member, Community Activist.

### **Justin Ludvigson**

Education: Associates of Arts in Japanese; B.S. Psychology/International Business; currently obtaining Masters Degree. Occupation: Business owner; Rocky Mountain Lending Inc. last 13 years; recently merged with RanLife Home Loans. Qualifications: I am honest, fair and very approachable. To have an individual in city council with my education and background in business will be a real asset to the city. I am free from special interest groups and truly desire what is best for the residents of Mesquite.

### **George Rapson**

Education: Graduated with a Bachelor's of Science, Business Administration, majored in accounting from Chapman College in Orange, CA. Occupation: CPA in California and Nevada with Arthur Anderson & Co. (now inactive) and Hotel/Gaming executive who managed a \$65 million company with over 900 employees. Qualifications: I have a sound financial and business background with proved leadership skills and the ability to articulate complicated material an positions.

### **Dr. Leo Black**

Born: Kingman Arizona 1948 (age 63) Married, Wendie Black, three children Occupation: Chiropractic Physician. Education: Doctor of Chiropractic, Western States College of Chiropractic, Portland Oregon 1986. Service: United States Navy Prior work experience: Tempe Arizona firefighter, self-employed since age 22 as: A & W operator, real estate broker, professional practice. Organizational Affiliations: Friends of the Founding Fathers, Life Member National Rifle Association, Elks, Uncle Billy's Hualapai Mountain Rangers. Executive Experience: Small businessman, Several private corporate words, Sunset Greens HOA board member, Past President Mohave County Board of Realtors, Past President Nevada State Chiropractic Association. Hobbies: Friends, outdoors, old cars, flying, shooting (I am also a recovering golfer)

### **Cindi Delaney**

C.E. King High School, Houston Texas, Class of 1976 Conroe, TX Community College AA in Journalism 1981. Truck Driving School Phoenix AZ, 1998. 28 years Married, to Ronnie Delaney. Seven grown children and 24 grandchildren. Like many women I have held a variety of jobs, waitress, bartender, CNA, truck driver and of course as a journalist. I have owned two newspapers, The Stilly Valley Mirror in Snohomish county WA in 1996 and Mesquite Local News 2005-2009. I was a managing editor of The Arlington Time and the Marysville Globe from 1989 to 1996. After the children were grown I decided to go on the truck with my husband. It was an adventure that took us to all 48 lower states and completely across Canada. It was during this time we found and fell in love with Mesquite. Since moving to Mesquite, Opened Delaney Studio and Mesquite Local News. Very involved with several local charities holding fundraisers through Delaney Studio. Most recently all portraits including a pet donates \$25 to We Care For animals, the Haunted Halloween Food Drive to benefit both food banks, Once Upon a Childhood portrait contest to benefit the Sherm Bennett Tutoring program. Donates time as the official photographer/videographer of the Ms. Senior Mesquite Pageant. Charter member of the League of Women Voters of Mesquite and a director on that board. Active Member of Exchange Club. Video production of many local performances with a portion of the proceeds going back to the charity.

**May 2nd-Eureka Casino Grand Canyon room**



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## MAY EVENTS

### **MAY 2<sup>ND</sup>**

**Candidate Forum**

**6:00 to 8:00 pm**

Eureka Casino Hotel/Grand Canyon Room

### **MAY 4<sup>TH</sup>**

**Business Orientation at the Chamber**

**3:30 to 5:00 pm**

Blake Syndergaard, Nevada  
Microenterprise Initiative

### **MAY 5<sup>TH</sup>**

**Cinco De Mayo Festival**

**5:00 to 10:00 pm**

Virgin River Convention Center  
333 N. Sandhill Blvd.

### **MAY 6<sup>TH</sup>**

**Ribbon Cutting/Grand Opening**

**5:00 pm**

Mesquite Playoffs  
551 W Mesquite Blvd.

### **MAY 7<sup>TH</sup>**

**Mesquite Days Parade**

### **MAY 11<sup>TH</sup>**

**Chamber Lunch**

**11:15 to 1:00 pm**

**Speaker:** M. Eric Olmstead,  
Barney McKenna & Olmstead

**Sponsor:** American Cancer Society  
Eureka Casino

### **MAY 18<sup>TH</sup>**

**Chamber Bowling**

**5:00 start time**

Virgin Valley Bowling Alley

### **MAY 19<sup>TH</sup>**

**Leadership Mesquite**

**9:00 to 3:00**

### **MAY 19<sup>TH</sup>**

**Chamber Mixer**

**5:00 to 7:00 pm**

**Equity Title of Nevada**

840 Pinnacle court, Bldg 100 Suite A

## INSIDE THIS ISSUE:

<i>Be a Better Manager</i>	2
<i>Premium Members</i>	2
<i>Business of the Month</i>	3
<i>IRS Tax Tips</i>	3
<i>Small Business Focus Group</i>	4



## Becoming a Better Manager

By: NonaMarie Miller, Canyon Media Group

In the fourth of a 12-part series, we'll look at the fourth element of great managing, according to *12: The Elements of Great Managing* by Rodd Wagner and James K. Harter, PhD.

### The Fourth Element: Recognition and Praise

Would you agree there's something about getting the proverbial "pat on the back" that makes you instinctively walk a little taller, feel a little better, want to work harder at what you're doing? What exactly IS the power of reinforcement?

The authors of *12: The Elements of Great Managing* call recognition and praise "one of the greatest lost opportunities in the business world today" because of its "power, ridiculously low cost and rarity." They write fewer than one in three workers say they've gotten recognition or praise for their good work in the past seven days. Are you one of the three? If you're a manager – look around you – look at your employees – have you given them the praise and recognition they deserve? If not, why not?

Some well-timed praise and recognition can go a LONG way! First, your business will experience less employee turnover. The authors say, "Employees who don't feel adequately recognized are twice as likely to say they will leave their company in the next year." Second, short of quitting, employees who don't feel adequately recognized are shown to have less energy and enthusiasm for their jobs, often resulting in lower customer satisfaction and ultimately, less revenue for the company. And third, offering praise and recognition can add punch to the salaries you pay. According to *12*, "Managers who fail to deliberately use the power of positive feedback ... diminish the power of the salaries they are paying. Those (employees) who score the Fourth Element highest are two-and-a-half times more likely to agree that... 'I am paid appropriately for the work I do.'"

What IS the power of reinforcement? According to *12*, scientists have proven our brain undergoes a chemical

reaction to immediate, positive feedback. Our brains release dopamine – a chemical that makes us feel that "buzz." As humans, we CRAVE it. Don't underestimate its power!

Have you ever worked for a manager who never gave praise and worked by the "no news is good news" scenario? I did and the day my boss at the TV station called me into his office – I froze – and all my coworkers looked like deer in headlights!! I made the long march to his office. Once inside, he looked sternly at me and said, "I'm really upset with you. You didn't tell me how well you could do this job." The man who NEVER said anything nice – just did – and it pumped me up like you couldn't believe! The NEW girl – getting the stern news director to smile!

Now – have you ever worked for a manager who GAVE praise and recognition?? Remember how it felt? I do. I was "New Business Person Of The Year" at my radio stations in 2006. I still have the certificate! My current sales manager often sends me encouraging emails or tells me face-to-face that he appreciates my efforts and the work I am doing. Let me tell you – I keep those emails to read when I'm having a bad day!

If you're not comfortable giving praise, get over it! Here's a bit of advice on giving praise to an employee. Be specific and timely. Instead of every once in awhile saying, "You're doing a good job," try being specific. For example, "I really liked the way you handled that difficult customer yesterday afternoon. You were professional and handled the customer with respect. I especially appreciate how you diffused the customer's anger and found a solution they liked. Thank you for your hard work." By being specific, your employee will know EXACTLY what they did to deserve the praise and it carries more meaning than a blanket, "you're doing a good job."

To learn more read *12: The Elements of Great Managing* by Rodd Wagner and James K. Harter, PhD.

READ THE  
CHAMBER  
CORNER



EVERY  
TUESDAY IN  
THE DESERT  
VALLEY TIMES.  
INTERESTING,  
RELEVANT  
BUSINESS  
RELATED  
ARTICLES  
EACH WEEK.

## GOLD PREMIUM MEMBERS



## SILVER PREMIUM MEMBERS



## BRONZE PREMIUM MEMBERS





## April Business of the Month

College of Southern Nevada, Mesquite Campus  
Darlene Montague

CSN has been in the Mesquite area for over 20 years and in that time they have become a vital part of our community. CSN has worked with many businesses in the community, has been involved in helping the high school students begin their college careers while still in high schools, and has continued to raise the bar with higher education in Mesquite. CSN is one of the main components in retraining youth in our community

and participating in the Workforce and Economic Development of our rural community by offering both general education and customized classes. CSN continues to accomplish its need to design new programs and to work with community focus groups to advance and prepare them for jobs that are an important factor for maintaining stability and skilled employees in Mesquite.

## IRS Tax Tips What Happens after I File?

Now that the federal income tax filing deadline is in your rear-view mirror, what happens after you file? A lot of taxpayers have post tax-filing questions such as what records do I keep and more importantly, "Where's my Refund?" The IRS has answers for you below.

### Refund Information

You can go online to check the status of your 2010 refund 72 hours after IRS acknowledges receipt of your e-filed return, or 3 to 4 weeks after you mail a paper return. Be sure to have a copy of your 2010 tax return available because you will need to know your filing status, the first Social Security number shown on the return, and the exact whole-dollar amount of the refund. You have three options for checking on your refund:

Go to <http://irs.gov> and click on "Where's My Refund"

- Call 800-829-4477~24 hours a day, seven days a week, for automated refund information
- Call 800-829-1954 during the hours shown in your tax form instructions  
Use IRS2Go. If you have an Apple iPhone or iTouch or an Android device you can download an application to check the status of your refund.

### What Records Should I Keep?

Normally, tax records should be kept for three years, but some documents — such as records relating to a home purchase or sale, stock transactions, IRAs and business or rental property — should be kept longer.

You should keep copies of tax returns you have filed and the tax forms package as part of your records. They may be helpful in amending already filed returns or preparing future returns.

### Change of Address

If you move after you filed your return, send Form 8822, Change of Address, to the Internal Revenue Service. If you are expecting a paper refund check, you should also file a change of address with the U.S. Postal Service.

### What If I Made a Mistake?

Errors may delay your refund or result in notices being sent to you. If you discover an error on your return, you can correct your return by filing an amended return using Form 1040X, Amended U.S. Individual Income Tax Return. Visit the IRS website at <http://www.irs.gov> for more information on refunds, recordkeeping, address changes and amended returns.

## Chamber Luncheon

Wednesday  
May 11th

11:15 to 1:00pm

M. Eric Olmstead,  
Barney McKenna &  
Olmstead

“Looking for Love in All the Wrong Places”

Eric has lectured on employment law, labor relations and construction law topics for private groups, trade organizations, the Utah Department of Workforce Services and the Utah State Bar. Prior to joining Barney McKenna & Olmstead, he practiced with respected law firms in St. George and the San Francisco Bay area.

*Our Mission: To Encourage and Benefit the Growth of Businesses in the Mesquite Area.*



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ADVOCATE ~ COMMUNICATE ~ EDUCATE ~ SUPPORT

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## EXECUTIVE BOARD OF DIRECTORS

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*EQUITY TITLE OF NEVADA*

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SANDRA RAMAKER  
*INDIVIDUAL*

**TREASURER**  
DEE SHERMAN  
*VIEW ON MESQUITE*

**SECRETARY**  
JOLENE MACRAE  
*COLONIAL PROPERTY MANAGEMENT*

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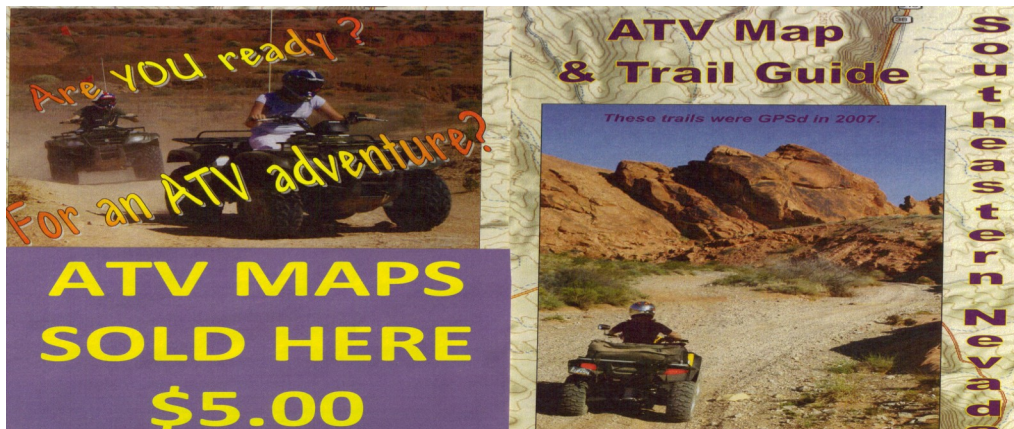
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*HIGHLAND MANOR*

# Look What's New At the Chamber!



# Advocate

## Chamber Small Business Focus Group

*By: Rob Krieger, PGA - Director of Golf, Conestoga Golf Club managed by Troon Golf*

The purpose of the group of 12-15 business leaders was to identify the most important needs that local businesses face that the chamber and college can focus their attention to help improve commerce for the business community and the city of Mesquite.

During the discussion, a number of different topics were offered from the attendees as gaps currently present in the local business environment. Dialogue focused around the areas of: Customer Service, Calendar of Events - Local, Marketing Local Businesses and Business for community, and Attitude of Businesses.

In the area of customer service, conversations revolved primarily around the lack of service that affects the image of the town. To help diagnose the problem, training, attitude, preparedness, talent pool and communication all brought lively debate for cause and solution.

A calendar of events that is centrally located for businesses access was on the highest of priorities for many. Many times people discussed that they did not know what was happening in town until after the event occurred. It was stated that businesses need to know what is going on in town so they can participate, support, relay information and be prepared for the needs of those events. Useful information about the events would be:

- Venue Name:
- Venue Location & Address:
- Start Date & End Date
- Start Time & End Time
- Number of People Participating
- Demographic Info of participants
- Where are they coming from?
- Expected Attendance

### Demographic Info

- Where are they coming from?
- Summary of the Event
- Schedule of Events
- Sponsoring Organization Information/Background:
- Needed Community Service to Group/Event:
- Links to Flyer, Website or Facebook:
- How to get the information and then the main distribution of the information also was discussed.

A general consensus on the attitude of businesses in town was that businesses should reach out to one another more to create greater synergies. The concept of businesses working together so each business can get a piece of the pie, not the entire pie but a piece, so everyone can benefit. Each business impacts repeat business for the entire community. Because Mesquite is a tourist destination and a second home for many, the non locals are our biggest marketers of the city and of our businesses. A favorable impression of our town is critical.

Obviously attitude was a major part of this topic, however diving deeper into Marketing, the marketing of a business and the actual business within Mesquite were broken up into two groups where one focus group discussed the macro level and the second discussed ideas on a micro level. Dialogue centered on the cross marketing of businesses and their products along with the need for more education on the resources available to the businesses to aid in promoting themselves.

The more people that participate in the groups make for better conversations and brainstorming so the hope is that more participation by the local businesses can promote more business in our great community.