

## 2010 BUSINESS OF THE YEAR READY GOLF



In 2005 Michelle and Michael Brooks visited Mesquite for the first time, fell in love with the community and set their sights on living here. Three years and a few business plans later, in July 2008, they opened Ready Golf.

Once open Ready Golf became a member of the Chamber of Commerce and Michelle set about becoming a part of the community by volunteering on the Healthy

Woman Advisory Board at Mesa View Hospital, and enrolling in the Leadership Mesquite class of 2009.

Ready Golf has become Mesquite's golf store and is a place people often enjoy just stopping by to visit, chat about their golf game or get advice. And it's a store people know they will always get a fair price and they'll be treated like family. Michelle and Mike strive hard to bring the best in golf to the community and have programs such as giving birthday gift certificates and having catered events to show their appreciation for their customers.

Michelle and Mike work hard to give back to the community that they love. In the past two and a half years Ready Golf has raised money through store events for many charities within Mesquite including the Mesquite Senior Center's Homebound Meal program, We Care for Animals and Heidi's Cottage to name a few. In addition, you can find prizes donated by Ready Golf at almost every charity event held in town.

## JANUARY EVENTS

### LUNCH

#### JANUARY 12TH

**Speaker:** Kathy Olsen  
IRS Small Business  
Stakeholder Liaison

**Sponsor:** Boulevard Home  
Furnishings  
Eureka Casino  
11:15 to 1:00 pm

### RIBBON CUTTING

#### JANUARY 12TH

**The Salvation Army**  
355 W. Mesquite Blvd. #B50  
5:00 pm

### MIXER

#### JANUARY 27TH

**Ready Golf**  
550 W. Pioneer Blvd #126  
5:00 to 7:00 pm

## MESQUITE MEANS BUSINESS

#### JANUARY 13TH

Small Business Focus Group  
College of Southern Nevada  
5:00 to 7:00pm

### INSIDE THIS ISSUE:

<i>Sylvia Campbell</i>	2
<i>Board President</i>	2
<i>Human Resources</i>	3
<i>Tax Update</i>	3
<i>Salvation Army</i>	3
<i>Water</i>	4
<i>Sign Ordinance Survey</i>	4

READ THE  
CHAMBER  
CORNER



EVERY  
TUESDAY IN  
THE DESERT  
VALLEY TIMES.

INTERESTING,  
RELEVANT  
BUSINESS  
RELATED  
ARTICLES  
EACH WEEK.



## In Loving Memory of Sylvia Campbell

The Better Business Bureau of Southern Nevada, Inc. in association with BBB Accredited Business, Just Like Sugar, Inc. have implemented the First Annual Clothes and Apparel Drive in Loving Memory of Sylvia Campbell ( President/CEO of the BBB).

Sylvia Campbell's charitable contributions to our community over the years were many and generous. She dedicated her life in the pursuit of helping others.

The program was initiated by Just Like Sugar, Inc.'s CEO Michael Sylver and will be administered by both Michael Sylver and Sheryl Feldstein (Marketing & Public Relations Coordinator of the BBB).

The BBB will call upon their entire member base and the public to donate new and slightly used clothing and apparel from newborn to adult for this most worthy cause. It is expected this drive will generate thousands of items to be donated

to the following of Sylvia Campbell's Charity List: The Shade Tree, Opportunity Village, Jewish Family Services, Catholic Charities of Southern Nevada and Big Brothers Big Sisters of Southern Nevada.

**The program will run from December 1, 2010 to December 22, 2010.** BBB member donations will be distributed to Sylvia Campbell's charity list on a weekly basis to insure all the charities will have enough time to distribute the donations this Holiday Season.

For drop off: Go to Better Business Bureau 6040 S. Jones Blvd., Las Vegas, Nevada 89118 (between Russell Rd. & #215 on the east side of Jones Blvd.) during the hours of 8:00 AM & 4:00 PM, Monday thru Friday. For further information contact the Better Business Bureau of Southern Nevada, Inc., Sheryl Feldstein: at Phone: 702-440-3006 Fax: 702-258-0096 or Email: [sfeldstein@vegasbbb.org](mailto:sfeldstein@vegasbbb.org)

## Letter from the Board President, Charlie Cox



As the 2010 Chamber President, I am honored to serve alongside the dedicated volunteers that work out-front and behind the scenes to build a better chamber for all citizens. That is the uniqueness of our community. We think outside the box, we work together to make things happen, and we support the efforts of all.

The Mesquite Chamber of Commerce understands that in order to have a strong economic environment, you must have a strong community that supports and encourages growth and innovative think-

ing. We are truly blessed in Mesquite to have leaders, business owners, educators, and a wealth of private citizens who recognize that we all share in the responsibility of creating economic success and stability as well as a healthy community environment for our children and grandchildren.

As a community, we share the vision. We work, we volunteer, we support and serve as we build on the successes of those who came before us and develop new and innovative strategies that will make Mesquite even better.

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

## Blast through the Wall of Human Resource Confusion

*(Barbara Stallone, SPHR is a partner in The Human Resource Umbrella LLC)*

**Independent Contractor Misclassification-** The DOL and IRS are on the hunt for employers who violate either the FLSA or the IRS code. The DOL 2011 budget has \$25 million set aside to detect and deter independent contractor misclassification. Due to the size of their budget it would appear no industry or employer, regardless of size is immune. If you are an employer that hires independent contractors, you would be wise to review the IRC 20 Factors test to ensure you are not in violation.

**HIRE Act-** Congress enacted legislation of 17.6 billion to stimulate employ-

ment. In order to qualify the employer must hire a currently unemployed worker and the new employee may not replace an existing employee. The law exempts the employer from paying 6.2% payroll tax, and provides the employer with up to a \$1,000 tax credit on their 2010 tax return for each new employee. The employee may not have worked 40 hours in the previous 60 days. This legislation is intended to create up to 300,000 jobs.

**Health Care Reform-** This legislation was signed into law on March

23 and March 30, 2010, so many employers are already aware of the changes. As with any legislation, the most recent election may change the outcome of what is in place today. These changes alter the current model for employer-sponsored health coverage. It places an obligation on most individuals to obtain coverage for themselves and their dependents beginning in 2014, and places financial responsibility on employers to subsidize employees' coverage. I predict the outcome will change substantially in the coming months.

## Tax Updates for Small Business—January Speaker

Kathy Olsen is currently a Stakeholder Liaison in the Communications, Liaison and Disclosure business unit of the Internal Revenue Service – Small Business and Self-Employed Division, in which she works with tax professionals, industry and trade associations, small business owners, as well as in conjunction with other Federal, State and local government agencies. She has worked for the IRS for over 20 years – 13 years in Tax Payer Education and Communication. Special Experience: Electronic Services, Small Business Education and Communication, VITA, and Disclosure.



The generosity of our members comes through again. As a result of the funds collected for the raffle at the annual dinner on December 4th, the Chamber presented a check to Roberta Franco of the Salvation Army in the amount of \$250.

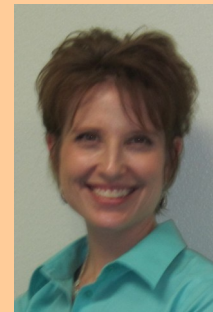
## Congratulations to our Newly Elected Board Members



Julie Stoltz  
Individual



Sean Casey  
Elite Shredding



NonaMarie Miller  
Canyon Media Group



Sandra Ramaker  
Individual



## ACES FOR MESQUITE

ADVOCATE ~ COMMUNICATE ~ EDUCATE ~ SUPPORT

12 W. Mesquite Blvd. #107  
Phone: (702) 346-2902  
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### BOARD OF DIRECTORS

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*COLONIAL PROPERTY MANAGEMENT*

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*SUN CITY FLOORING*

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*HIGHLAND MANOR*

## Water Qualities, Quantities & Uses

*(Kenneth Rock, Virgin Valley Water District General Manager)*

Everyone here knows that the golf courses are a large part of Mesquite's attraction, but why all the commotion about their water? Will there be enough water of suitable qualities and affordable prices to sustain our desert-ish lifestyle through build-out of the Virgin Valley? If we are thoughtful and wise, I think so. Without getting too much (well, now, at least) into the economics of the subject, here is a primer on the different waters in our valley and how we use them.

**Deep Groundwater:** In our area, the best quality water is generally over 1000' deep underground, from a geologic formation known as the Muddy Creek. This water has the lowest level of total dissolved solids (TDS), at an average of about 540 parts per million (ppm) or milligrams per liter (mg/L). That is slightly hard. It contains a little arsenic, so the water is treated to reduce the arsenic to less than .010 ppm, which meets national standards. It also tends to be a bit warm, which is nice in the winter. Because this water requires deep wells, treatment, monitoring, and is limited to the quantity of water that soaks into the mountains around our basin, we treat it most preciousely. This water becomes the drinking, or "potable" water that the water district delivers to its customers. The VVWD currently delivers about 6,700 acre-feet/year (afy),

has permitted duty for up to 12,271 afy, and the entire basin can support between 25,000 and 40,000 afy of draw. We think.

**Recycled Water:** The second best water in our area is what used to be sewage! The City's modern treatment plant delivers a quality of water that has low levels of contaminants, some of which are helpful fertilizers. The TDS level averages about 1,140 ppm, because of the dissolved salts and other materials that end up in the water. This water is highly valued by landscapers and golf courses because it is so much better than the other non-potable alternatives. Every drop that goes down the drains is recycled in Mesquite, which is about 2,500 afy, and will increase as our population does.

**Shallow Groundwater:** This water is in the water bearing earth (aquifer) that is directly influenced by the Virgin River. Water that soaks into this area ends up in the river or moving along its course, so whatever is withdrawn from these shallower wells more immediately impacts the Virgin River or Lake Mead than drawing water from the deeper aquifer. This water is highly variable in quality, with a few rare wells being as good as the deep groundwater, but most of them being slightly better or a lot worse than the Virgin River

water. The TDS mostly ranges from about 1,500 – 4,000 ppm, and you wouldn't want to drink water that hard. In general we don't rely much on this water source any more.

**Virgin River Surface Water:** Our namesake river water is relatively salty most of the time, with a TDS averaging about 2,300 ppm. It is also heavy with silt for most of the year, carrying a load of up to 2,000 ppm of suspended solids. In really big storms it can be much less salty, but has an even heavier silt load. In the height of summer the river is clear at times - but saltier! The bottom line is that the Virgin River here is never suitable for drinking without very expensive treatment. Our local farmers have managed to use this water to grow crops, and the golf courses have found grasses that can tolerate it. The water district owns an allotment of 10,607 afy, and the City has 109 afy. Many local farmers still have river water shares, and a few golf courses own river water. Perhaps not surprisingly, Southern Nevada Water Authority, the Las Vegas area water consortium, already owns or leases 89% of the water rights (113,000 afy) in the lower Virgin River. VVWD doesn't plan to sell what we hold.

# Advocate

The Mesquite Chamber of Commerce Government Affairs Committee has put together a survey regarding the city's sign ordinance. Please take a moment to answer 12 questions. We will be using this information to help determine how best we can advocate for our members.

**Click the link below to access the survey.**

<http://www.surveymonkey.com/s/3FNK77L>