

## Message from the President



I would like to wish you all a Happy New Year. 2011 is going to be a fabulous year. I am looking forward to meeting each and every member this year and working with our dedicated Board of Directors and Executive Director, and taking the chamber to new heights.

Imagine your chamber as an organization that thrives where businesses see their membership as a must and choose to invest more in our organization because they are confident in the return on investment.

Imagine helping businesses succeed in an ever-changing marketplace by providing innovative tools and connections only your chamber can provide.

Imagine yourself where you are re-energized, surrounded by like minded people and businesses where you capture ideas and turn your imagination into reality.

This year we have so much planned, I hope to see you all at our upcoming Chamber functions.

**IMAGINE!**

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

## FEBRUARY EVENTS

### LUNCH FEBRUARY 9TH

**Speaker:** Mayor Susan Holecheck  
State of the City Address

**Sponsor:** AAA of Utah

Eureka Casino  
11:15 to 1:00 pm

### MIXER FEBRUARY 24TH

**Home Plate 50's Diner**  
380 Sandhill Blvd.  
5:00 to 7:00 pm

#### INSIDE THIS ISSUE:

<i>Be a Better Manager</i>	2
<i>Leadership Mesquite</i>	2
<i>Business of the Month</i>	3
<i>Payroll Tax</i>	3
<i>College Education</i>	4
<i>Home Health Care Options</i>	4
<i>Sign Ordinance Survey</i>	5

**READ THE  
CHAMBER  
CORNER**



**EVERY  
TUESDAY IN  
THE DESERT  
VALLEY TIMES.**

**INTERESTING,  
RELEVANT  
BUSINESS  
RELATED  
ARTICLES  
EACH WEEK.**



**Becoming a Better Manager**

*By: NonaMarie Miller, Canyon Media Group*

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

**The First Element: Knowing What's Expected**

Did you ever hear the phrase "We don't know where we're going but we're making good time?" If you have no idea where you're going, how do you know when you've gotten there? It's a bit like trying to construct a building without blueprints - all the workers, materials and equipment are useless without a plan. Knowing what's expected is key to success. If you're managing a team it's important each team member understands exactly what her role is and how that role is an integral part of the whole. Think of a baseball team: each player understands exactly what role he plays and how that role affects the entire team. If you're a manager ask yourself: does every member of my team understand exactly what is expected?

In *12*, the authors point to the precision demonstrated on U.S. Navy aircraft carriers, calling it "collaborative elasticity or collective mind. Boiled down, all these terms refer to the difference between each employee knowing his job by itself and everyone knowing how to do his job in con-

cert with others so the team accomplishes the larger goal."

Why is this level of understanding so important? According to *12*, "When Gallup researchers went in search of questions most predictive of performance, one of the most straightforward turned out to be the most powerful: **I know what's expected of me at work.** Groups that have high scores on this item are more productive, more profitable, even more creative. Substantial gains in the First Element alone often correlate with productivity gains of five to ten percent."

Think about your team: Does every member of your team understand the big picture? Do they know where you're trying to lead them? Do they know their role and how they affect the entire company? Have you clearly communicated goals and expectations? Remember, expectations can be conveyed in many ways - a simple job description or mission statement may not do. How do you know if your employees clearly understand your expectations? Ask them. Sit down with your team and ask them. You might be surprised at their answers.

To learn more, read The New York Times bestseller *12: The Elements of Great Management* by Rodd Wagner & James K. Harter, Ph.D.

**2011 Leadership Mesquite  
Early Bird Special**

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CHAMBER MEMBER SPECIAL – SUBMIT APPLICATION AND CHECK BY FEBRUARY 15TH AND PAY \$250.  
(REGULAR PRICE \$300)  
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## January Business of the Month

The Salvation Army, an international movement is an evangelical part of the universal Christian Church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and meet human needs of His name without discrimination.

The Salvation Army was started in 1998 in Mesquite and is managed by Roberta Franco. It started with a store and chapel on Hafen

lane. It then expanded to include Heidi's Cottage in 2005 located on Riverside Road. During this time they also expanded to a classroom at the old elementary school.

In 2010 the store closed and The Salvation Army Family Service center was relocated to one building at the Brickyard Plaza. They house the Family Resource Center and Family to Family program. They have a food bank that is open 5 days a week, provide service to stranded motorists, have educational classes for preschoolers and do car seat inspections.



**February Luncheon**

**State of the City Address**

**Mayor Susan Holecheck**

**Wednesday February 9th**

**(Reserve Your Seats Early)**

## Payroll Tax Cut to Boost Take-Home Pay

*Provided by: Pat Taylor, QB Resources LLC*

WASHINGTON — The Internal Revenue Service today released instructions to help employers implement the 2011 cut in payroll taxes, along with new income-tax withholding tables that employers will use during 2011.

Millions of workers will see their take-home pay rise during 2011 because the Tax Relief, Unemployment Insurance Reauthorization, and Job Creation Act of 2010 provides a two percentage point payroll tax cut for employees, reducing their Social Security tax withholding rate from 6.2 percent to 4.2 percent of wages paid. This reduced Social Security withholding will have no effect on the employee's future Social Security benefits.

The new law also maintains the income-tax rates that have been in effect in recent years. Employers should start using the new withholding tables and reducing the amount of Social Security tax withheld as soon as possible in 2011 but not later than Jan.

31, 2011. [Notice 1036](#), released today, contains the percentage method income tax withholding tables, the lower Social Security withholding rate, and related information that most employers need to implement these changes. Publication 15, (Circular E), Employer's Tax Guide, containing the extensive wage bracket tables that some employers use, will be available on [IRS.gov](http://IRS.gov) in a few days.

The IRS recognizes that the late enactment of these changes makes it difficult for many employers to quickly update their withholding systems. For that reason, the agency asks employers to adjust their payroll systems as soon as possible, but not later than Jan. 31, 2011. For any Social Security tax over withheld during January, employers should make an offsetting adjustment in workers' pay as soon as

possible but not later than March 31, 2011.

Employers and payroll companies will handle the withholding changes, so workers typically won't need to take any additional action, such as filling out a new W-4 withholding form.

As always, however, the IRS urges workers to review their withholding every year and, if necessary, fill out a new W-4 and give it to their employer. For example, individuals and couples with multiple jobs, people who are having children, getting married, getting divorced or buying a home, and those who typically wind up with a balance due or large refund at the end of the year may want to consider submitting revised [W-4 forms](#). [Publication 919](#), How Do I Adjust My Tax Withholding?, provides more information to workers on making changes to their tax withholding.



## Importance of a College Education

*By: Darlene Montague, Site Coordinator  
College of Southern Nevada Mesquite Campus*

If I could use a single word on the importance of a College Education, it would have to be "Opportunity". High school graduates of today are unable to obtain the number of high-paying jobs that were once available to our past generations and by receiving your college education your chances of job advantages definitely increase.

When students are able to experience a post secondary education, they have the opportunity to read books and listen to the lectures of experts in their field of study, thus stimulating students to ask questions and explore new ideas. Secondary Education also allows for growth and development.

The importance of a college education is also accentuated because of the opportunity to gain valuable resources. The more connections you make during your college career, the more options you will have when you begin your job search. Having a college degree more often than not, provides for greater promotion opportunity.

So, why go to college? A good education is beneficial from many different point of views, and while the importance of a college education is quite evident for many high school students, what is often not as clear is how they will pay for that education. Some of the options on funding your college education are:

- **Local Community Organizations**
- **Federal Funding: Such as FAFSA (Free Application for Federal Student Aid)**
- **Merit Based**
- **Corporate**
- **And when all else has been exhausted there are Student Loans.**

A COLLEGE EDUCATION CAN CHALLENGE YOU TO EXPLORE AND BROADEN YOUR INTERESTS, ATTAIN YOUR GOALS AND MEET SOME OF THE BEST FRIENDS YOU WILL EVER HAVE.

## Discover the Options Available in Home Health Care

*By: Erica Garrett RN, CHPN, WCC, Virgin Valley Home Care and Hospice*

I have been in the field of home health care and hospice for a long time and my best advice to anybody is to find out in advance what services are available in the area before you need it. This knowledge will help you make informed decisions when the need arises.

Below is an explanation of services:

**Home Health Care:** Focuses its total energy on providing quality care to patients and families. The care is personalized, and all services are provided by qualified health care professionals working under direction of your physician. Home Care services include: Skilled Nurses, Physical Therapists, Occupational Therapists, Speech Therapists, Home Health Aides, Social Workers, and Registered Dieticians.

**Hospice:** End of life care is coordinated by a medical team, including volunteers, to relieve physical, emotional and spiritual needs. Hospice services provide medication and symptom management, respite care, skilled nursing, emotional support, spiritual counseling, bereavement counseling, personal cares, volunteers, home makers, rehab therapists, and nursing assistants. The goal of hospice is to keep your loved one comfortable and support the entire family.

**Private Duty Non Medical Care:** Caregivers will help you live an independent life that does not require you to change your life style. Services include: personal care, companionship, bathing, grooming, light housekeeping, meal preparation, transportation, errands and shopping, medication reminders, respite care, laundry, hourly or live-in care.

January  
24th  
College of  
Southern  
Nevada  
begins  
Spring  
2011  
Semester



# ACES FOR MESQUITE

ADVOCATE ~ COMMUNICATE ~ EDUCATE ~ SUPPORT

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# Advocate

## EXECUTIVE BOARD OF DIRECTORS

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*HIGHLAND MANOR*

The Mesquite Chamber of Commerce Government Affairs Committee sent a survey to the membership regarding the city's sign ordinance. We received 36 responses and put together the comments along with recommendations based on our members feedback and submitted it to the City Council. Below are the recommendations.

As we continue to struggle in this economic climate we would like to recommend the Temporary Sign Ordinance (Ord. 412, 10-28-2008, eff.11-27-2008) be placed on hold for an additional six months. This would allow businesses more time to recover.

We understand there are areas in the sign ordinance that should be addressed. Based upon the feedback from our members, below is a summary of these issues. We would like you consider these issues when discussing the Temporary Sign Ordinance at the next city council meeting.

### Section 9-10-4: Sign Permit Requirements:

**Under Section D: Temporary Signs** "There is no fee for a temporary sign permit." We would like to see this remain in effect.

**Under Section G: CC&R Compliance:** Because there seems to be a conflict between what the CC&Rs require versus what the city requires we recommend a waiver be requested in the event the requirements of the CC&Rs are more restrictive or have been changed. This could lessen the restrictions on the business owner.

**Section J: Signs That Do Not Require A Sign Permit, Item 1b** – remove this requirement. (real estate agents should be allowed to add appurtenances to the standard real estate open house sign as long the signs are maintained appropriately and are in compliance with section J, 1c of the same document.)

**Section J: Signs That Do Not Require A Sign Permit, Item 1d** – Change the number of offsite open house signs from 3 to 6.

**Section J: Signs That Do Not Require A Sign Permit, Item 7: Temporary Home Production, Garage Sale Signs:** We would like to see this section remain in effect and enforced; along with adding requirements as to where these types of signs can and cannot be placed. This is in response to our members that want to see a cleaner city that is not overrun by unattractive signs.

### Subsection 9-10-5 X. Temporary Signs

**Section 5: Promotional Signage, Item a: Temporarily Allowed:** This section excludes "prohibited movable signs". Concerns have been raised regarding the types of portable or movable signs; we recommend revisiting the definition stated in section 9-10-6: Prohibited Signs in All Zoning Districts, Item C. 6. and how it is enforced. This would address the concern about signage posted on a moving or parked vehicle.

**Section 5: Promotional Signage, Item d: Density** – Add a requirement that states the off-site promotional signs be a minimum of 50 feet apart. This addresses the concerns of our members regarding the appearance of offsite signs.

**Section 5: Promotional Signage, Item i: Issuance** – Reword this section to state: The planning department will work with the applicant to obtain a permit for a nice clean professionally done sign. Our members are asking for an easier and less cumbersome experience when requesting a permit.

### Directional Signs

To address the concerns of business owners that started out with temporary directional signs and could be considered permanent, we recommend the process of using the ladder signs be reviewed for availability and flexibility.



### HAVE A VOICE AND BE HEARD

January 25, 2011 – City Council Meeting  
Come to the City Council Meeting to find out what decisions are made regarding the Temporary Sign Ordinance.