

Chamber Membership Survey Results Are In...

Respondents

Of those receiving the survey, 16% responded. Of those responding, 40% have been in business 10 years or longer and 84% have less than 10 employees.

Overall Business and Individual Company 2011 Outlook

The Mesquite business outlook for 2011 was ranked as "generally flat" by 76% of the respondents with 20% expecting the economy to decline further than it is now. Twenty nine percent of the respondents "expect similar sales" to last year, 39% of the respondents are looking forward to "somewhat improved sales" this year and 15% "expect sharply improved sales relative to 2010", while 17% expect reduced sales.

Government Performance Ratings

Respondents rated the government in encouraging the success of small businesses and the economy.

Federal 80% felt the federal government was doing a poor job in helping small businesses

State 60% felt the state government was doing a poor job in helping small businesses

Local 56% felt the local government was doing a poor job in helping small businesses

60% of the respondents felt the Local government most positively affects their ability to operate their business. While it was split between the State and Federal government at 38%; that most negatively affect their ability to operate their business.

Chamber Services

The top three reasons the respondents selected as reasons they belong to the Chamber are:

1. Generate business leads
2. Develop relationships with community leaders
3. Know what's happening in the community

The Chamber's quality of customer service rating was 90%. The amount of emails from the Chamber was rated moderate/right amount by 91% of respondents. The amount of the Chamber dues were rated a good value by 78% of respondents.

The top five most effective Chamber programs were:

1. Chamber Luncheons
2. Chamber Mixers
3. Chamber Business Directory
4. Chamber Newsletter
5. Chamber Web

APRIL EVENTS

LUNCH

APRIL 13TH

Speaker: Larry Lomax,
Registrar—Clark County
Election Department
Sponsor: Mark Buchanan,
BeMore Today

Eureka Casino
11:15 to 1:00 pm

LEADERSHIP MESQUITE

APRIL 21ST

Session 1
9:00 to 3:00

MIXER

APRIL 28TH

**CITY Shoppes Embroidery,
Jensen Property Mgmt. &
Dee's Bookkeeping**

114 Sandhill Blvd.
5:00 to 7:00 pm

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Becoming a Better Manager

By: NonaMarie Miller, Canyon Media Group

READ THE CHAMBER CORNER



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

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

The Third Element: The Opportunity To Do What I Do Best

Although this is a simple idea, this element can be quite a challenge. Matching the right person to the right job is one of most complicated assignments a manager can face; but it's worth the effort. Research shows managers who maximize the talents of their employees "increased [employee] engagement by an average of 33% per year."

According to *12: The Elements of Great Managing*, "the most insidious notion about human potential in circulation is that an employee can do anything if he puts his mind to it, can envision it, tries hard enough or cares enough." Simply put, some people have a talent for certain tasks, while others don't.

When thinking about this, I can't help but remember the movie "Amadeus." The film depicts Antonio Salieri - a highly-regarded composer - whose life became filled with envy and rage with the arrival of Wolfgang Amadeus Mozart. Salieri - a God-fearing man - recognized the brilliance of Mozart's music but could never understand how God could give such a talent to a man he saw as a dirty-minded child. Salieri cursed God for giving him the desire but

not the talent, to create that kind of music. How much of that story is true and how much is 'artistic license' I don't know - but it shows that sometimes simply trying hard and wanting to do something isn't enough. Talent plays a role in success!

Have you ever worked with someone who tried really hard, but just never really "got it?" Have YOU ever had the DESIRE to do a job/task - only to fail or not complete the task as well as you'd hoped? As the authors point out, "The right combination of personality traits, talents and abilities predispose some people to succeed in a job where others fail."

Look around your workplace. Ask yourself: Am I using my skills and talents? Are my employees in positions that allow them to use their natural talents? Focusing on strengths pays off! When asked about their management approach, Gallup found of particular interest "whether the supervisor believed it was better to devote more of his energy to fixing peoples weaknesses or to further improving an area of strength." Gallup found "on average, the work group led by a strengths advocate was almost twice as likely to create above-average results as one led by a manager biased toward patching up problems."

Employees who score high on Element Three describe their work as "a calling" or that "thing I was born to do." Are you doing what you were born to do? Find your strengths. Find the strengths of those around you and allow them to use those strengths every day.

GOLD PREMIUM MEMBERS



SILVER PREMIUM MEMBERS



BRONZE PREMIUM MEMBERS





March Business of the Month

Castle Management-Mesquite has been a member of the Chamber since 2004 and has maintained a business throughout the changes in the community. Castle Management – Mesquite is more than just a homeowner association management company. They have sincerely committed themselves to the proper theory of protecting and enhancing the values of the owner's investment. They have assisted their associations to stay financially sound during the economic downturn in the housing industry. Additionally they have

maintained the cosmetic appearance of their communities to assure they are an asset to the City. Castle Management-Mesquite is a vital part of this community and will continue to exude the values that will assist Mesquite as being a desirable place to invest and live.

IRS Tax Tips Four Facts About Bartering

In today's economy, small business owners sometimes look to the oldest form of commerce – the exchange of goods and services, or bartering. The IRS wants to remind small business owners that the fair market value of property or services received through barter is taxable income.

Bartering is the trading of one product or service for another. Usually there is no exchange of cash. However, the fair market value of the goods and services exchanged must be reported as income by both parties.

Here are four facts about bartering that the IRS wants small business owners to be aware of:

1. Barter Exchange: A barter exchange functions primarily as the organizer of a marketplace where members buy and sell products and services among themselves. Whether this activity operates out of a physical office or is internet based, a barter exchange is generally required to issue Form 1099-B, Proceeds from Broker and Barter Exchange Transactions, annually to their clients or members and to the IRS.

2. Barter Income: Barter dollars or trade dollars

are identical to real dollars for tax reporting. If you conduct any direct barter - barter for another's products or services - you will have to report the fair market value of the products or services you received on your tax return.

3. Taxes: Income from bartering is taxable in the year it is performed. Bartering may result in liabilities for income tax, self-employment tax, employment tax, or excise tax. Your barter activities may result in ordinary business income, capital gains or capital losses, or you may have a nondeductible personal loss.

4. Reporting: The rules for reporting barter transactions may vary depending on which form of bartering takes place. Generally, you report this type of business income on Form 1040, Schedule C Profit or Loss from Business, or other business returns such as Form 1065 for Partnerships, Form 1120 for Corporations, or Form 1120-S for Small Business Corporations.

For more information see the Bartering Tax Center in the Business section at <http://www.irs.gov>.

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

Chamber Luncheon

**Wednesday
April 13th
11:15 to 1:00pm**

Larry Lomax

**Registrar
Clark County
Election
Department**

Find out the answers to these and many more questions:

Why does Clark County conduct elections in English & Spanish?

What happens if "None of These Candidates" wins?

In a close election, what triggers a recount?

Does anyone have access to the results during the two week Early Voting period?

When can we expect to have online voting?

In a primary election, why can't I choose the party in which I want to vote?



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Advocate

Focus Group – A Success!

By: James Sullivan, Administrator, Highland Manor Skilled Nursing and Rehabilitation Center

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The Chamber of Commerce is well known for bringing together the concerns, hopes and dreams of small and large business owners in a way in which they can interact and support each other. It is after all, the Chambers' mission to facilitate a myriad of interests and talents for the betterment of businesses and the community at large. I have often wondered why the providers of health care in Mesquite are looked upon as something other than a "business." Every doctor, every clinic, every hospital, every long term and rehabilitation facility, every home health agency or provider of nursing services or care still has the same mandate: generate a profit or go out of business. To generate a profit, you have to have patients, you need professionally qualified employees, and you must work together so that you raise the bar on premium health services or everybody suffers, the patient and the business. Who would disagree that health care is not one of the largest industries in America, and one of the most controversial especially with health care reform so widely debated? On the other hand you must bring quality services at a reasonable price that is widely needed, you must stay cutting edge, and you must do all these things with enthusiasm, vitality, patience, and diligence. In our industry there is no complaining and no excuse for an "off day." You must bring your best and bring it every day.

Recently the Chamber of Commerce and the City of Mesquite provided an avenue to the nagging question of how health care providers fit in to the larger business picture. A simple invitation was sent out to the leaders of Mesquite's health industry to join a focus group that would, well, focus on anything its invitees wanted. The group would include providers, educators, and city planners with a wealth of expertise to bring to bear on such subjects as providing training for youth interested in health related fields, mutual cooperation and needs, expanding respective businesses and keeping all the above, right here in Mesquite. Our first meeting included representatives from the College of Southern Nevada, Highland Manor Skilled Nursing and Rehabilitation, Nevada Workforce Connections, Mesa View Physical Rehabilitation, Virgin Valley High School, the City of Mesquite Economic Development, and Mesa View Regional Hospital. At our second meeting we added representatives from Virgin Valley Home Care and Hospice and Mesquite Fire and Rescue. Both meetings contained dynamic individuals with genuine concern for the state of our growing elderly

population and how we, as leaders, can better ourselves for them while raising the standard in health care for Mesquite during a time of a sagging economy. One focus was on CSN and Virgin Valley High School programs that could better educate our youth and provide employment and opportunity. Another focus was on increasing the existing skills of employees, their retention and continued success in our highly specialized industry. Yet another was the emphasis on joint marketing and support of each other that ultimately benefits our respective businesses and our clients. The invitation is out to other health care agencies in Mesquite representing both the public and private sector. It is hoped that they will answer the call because there has never been a single great human accomplishment that did not start with a simple, perhaps unorganized thought; an idea we call it.

Our next meeting has a set date replete with minutes of our last meeting along with an agenda and action items. Not so clear is what direction it will take and what issues make it to the forefront. This is perhaps the beauty of a round table discussion facilitated by a moderator but with few boundaries; people feel free to voice their real concerns outside of the normally very formal clinical setting meeting. One action item that has already come to fruition is the joint venture of CSN, Virgin Valley High School and Highland Manor, who have come together (and I dare say that a grant from the Exchange Club for a certain individual) and made it possible for future Certified Nurses' Aides to get their classroom and clinical practice started right here in Mesquite, effective immediately. Through these combined efforts, future generations of health care practitioners are getting the opportunity for a start in Geriatrics and long term care. In turn, the community as a whole will benefit from skilled employees and an already outrageously high unemployment rate, especially for younger adults, is lessened to a modest extent. Not bad for a first try. The goal of the Health Care Focus Group, the Chamber of Commerce and the City of Mesquite is to raise the standard of medical services and the standard of living, giving meaningful employment to the worthy, educating, and investing in our businesses as a whole. These participants volunteer their time after a very long day and demonstrate an ethic about Mesquite that I have come to appreciate: self-reliance, perseverance, and above all, things only happen through sheer force of will.