



ACES FOR MESQUITE

ADVOCATE ~ COMMUNICATE ~ EDUCATE ~ SUPPORT

SEPTEMBER 2010

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

TOP 10 REASONS TO JOIN THE MESQUITE CHAMBER OF COMMERCE

- CREDIBILITY:** Being a member says you belong to the Mesquite community. We receive hundreds of phone calls each year from individuals checking to see if a business is a Chamber member. When you join the Chamber, you will receive a Chamber plaque for you to display so that those visiting your business will know you are a member.
- NETWORKING:** This is one of the most important benefits of membership. Networking at the Chamber events helps you meet potential customers, clients and vendors. The monthly mixers, luncheons and bowling provide great opportunities to get to know new people and expand your prospect base.
- REFERRALS:** Our office is staffed 5 days a week and we process numerous telephone calls and requests for information about businesses in our area. As a member of the Chamber, your business has top priority on our referral list. We are a member-oriented organization; therefore we only refer our members.
- BUSINESS ADVOCACY:** The Chamber has a special focus on the needs of small business. We know the marketplace and understand that the best thing we can do for our members is to work to create a pro-business environment. The laws and regulations should serve the public without acting as a detriment to business development and growth.
- LEARNING OPPORTUNITIES:** As a member you are privy to learning opportunities and professional development that will help you run a smarter more profitable business. From guidelines for starting a new business to advice for getting an expansion loan, your Chamber can help.
- COMMUNITY INVOLVEMENT:** Join a committee. There's nothing more rewarding than volunteering your time and talent to make the community where you live and work a better place. As a member of the Chamber you will help sustain and improve the quality of life that you, your family and your employees enjoy. Membership in the Chamber is an investment in Mesquite.
- ADVERTISING OPPORTUNITIES:** Advertise in our magazine, map and website; the Chamber publications are targeted, effective and affordable advertising designed to reach businesses and customers. Receive new member advertising discounts through the Desert Valley Times.
- INCREASED VISIBILITY:** Gain publicity and exposure through a free ribbon cutting, new member advertising in the local paper and business listing on the Chamber's web site. Sponsor a monthly mixer or luncheon. As a member of the Chamber, you are encouraged to put company-related materials on display in our lobby. We also collect materials to fill goody bags that are handed out at local events around town.
- LEADERSHIP MESQUITE:** Leadership Mesquite is a program which identifies and develops talented and committed citizens who aspire to provide leadership in Mesquite's business and community activities. Only Chamber members may participate.
- MEMBER RECOGNITION:** Each month the Chamber recognizes a local business or individual who best exemplifies the Chamber's mission, has made significant contributions to the business community and helped improve Mesquite's quality of life through private sector enterprise.

An investment in the Chamber is even more valuable in challenging economic times. The Chamber is where you are welcomed by fellow members and staff ready to help you build your business and who can refer you to their family, friends and fellow members. It's a network of people doing business together where you have promotional opportunities at all times.



SEPTEMBER EVENTS

LUNCH
SEPTEMBER 8TH
 Speaker: Tom Johns
 Sithe Global
 Eureka Casino
 11:15 to 1:00 pm

RIBBON CUTTING
SEPTEMBER 9TH
 Ence Homes
 1070 Falcon Crest View Lot 94
 5:00 pm

BOWLING
SEPTEMBER 17TH
 Virgin River
 Bowling Center
 5:00 pm

MIXER
SEPTEMBER 23RD
 Sun City Flooring
 Marco Ruelas
 561 W. Mesquite Blvd. #6
 5:00 to 7:00 pm

MEET & GREET
CANDIDATE FORUM
SEPTEMBER 29TH
 Senior Center
 7:00-10:00 am

MESQUITE MEANS BUSINESS
SEPTEMBER 30TH
 Customer Service Workshop
 Cynthia Kimball Humphreys
 Fire Station #3
 5:00 to 7:00 pm

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FALL GARDENING TIPS

Fertilize your grass now; be sure to use a fertilizer with Iron to promote a healthy and vigorous lawn through the fall.

It's time to start planting your fall vegetables. Ground vegetables such as, carrots, onions, and radishes can be planted now by seed. You can also plant leafy vegetables such as, lettuce, cabbage, etc.

When you fertilize your yard, garden, grass make sure you apply in the evening and water immediately afterward.

As the weather cools it will be time to reduce the amount of water your yard will need. Be



careful not to cut back too early as we still will experience temperatures into the low 100's occasionally.

Now is a great time to do hanging baskets. As the weather gets cooler it will be easier to maintain a hanging basket. You can make a flower basket with the fall annuals coming in like pansies and snapdragons. You can also do an herb basket with oregano, basil and parsley.



September 11th Remembrance

Where: City Hall Amphitheater
When: 8:00am

Patriot Day Proclamation ~ Honoring September 11th

"NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, do hereby proclaim September 11, 2009, as Patriot Day and National Day of Service and Remembrance.

I call upon all departments, agencies, and instrumentalities of the United States to display the flag of the United States at half-staff on Patriot Day and National Day of Service and Remembrance in honor of the

individuals who lost their lives as a result of the terrorist attacks against the United States that occurred on September 11, 2001."

IN WITNESS WHEREOF, I have hereunto set my hand this tenth day of September, in the year of our Lord two thousand nine, and of the Independence of the United States of America the two hundred and thirty-fourth. BARACK OBAMA

Identity Theft: Your Business is at Risk! (Anne Casey, Elite Shredding)

Thieves today don't need skeleton keys and crowbars to rob your business. Crooks aren't looking for cash and computers; they want your business secrets and your customer's confidential information.

Identity theft is a crime which took root in the 1990's. It's linked to drug trafficking and terrorism and has been referred to as the crime of the century. Identity theft is a multi-faceted crime and happens when personal and confidential information is stolen and used to commit fraud. Data security now outranks terrorism, corporate malfeasance, product recalls and workplace violence, according to an online poll by Harris Interactive.

How do Identity Thieves Strike?

Criminals use low-tech methods like dumpster diving and employee theft and high-tech

methods, namely computer hacking and phishing to steal personal information. And they are creative in getting what they want. Once identity thieves strike and have possession of that information they assume and misuse the identity of your customers. They may even try to assume your identity.

In the case of dumpster diving, thieves lift consumer information from the tons of paper that businesses dump every day into the trash, they go through the dumpster behind your business gleaning all information that will help them steal from you and your customers. Why make it easy for thieves to access private documents? Safeguard information and practice a culture of security. You are at risk anytime confidential information is discarded into an open dumpster. Disposing of private information into the company dumpster is not just

an irresponsible and hazardous business practice it is illegal in some states.

Which businesses are at risk?

Businesses which produce, process and accumulate sensitive and confidential information electronically and in hard copy are at risk. There is no way around the production and acquisition of sensitive information; it is a necessary part of day-to-day business activities. After all, shareholders, clients and customers entrust you with confidential, private, and sensitive information; trusting that it will remain safe and secure. The responsibility of any firm entrusted with sensitive, personal or private information is proper destruction of information source to the point where the information is obliterated and not retrievable.

Do your existing security measures effectively prevent sensitive information from falling into the hands of identity thieves?

September Business of the Month Best Western Mesquite Inn



Misty Buchhalter is the General Manager, celebrating their 15th year conducting business in Mesquite and has been a Chamber member all this time. Best Western has been the recipient of numerous in-house awards most recently The Chairwoman's Award for Outstanding Quality Assurance Score and Excellence in Housekeeping awards. Misty and her team have been extensively trained in customer service and have attained their I-Care certification, which is the standard in the industry. They have recently renovated all of their rooms and suites with new bedding choices and case goods. They offer daily complimentary expanded breakfast for all hotel guests, free wi-fi, and a beautiful outdoor pool and spa. For more information you can follow and be a fan of Best Western on Face Book.

Letter from the Executive Director

The Chamber is the place to be. We are going through some very exciting changes—we have filled our board positions, elected our officers and are starting to form committees. Our mission is to encourage and benefit the growth of businesses in the Mesquite area, and we are well on our way to making this happen. But we can't do it alone. We need your involvement. I have had the opportunity to personally meet with many business owners and address some of

their concerns. We want to know how the Chamber can best support local businesses. On the flip side, local businesses can benefit from the chamber in a variety of ways. Networking is key; attend our functions meet new business people and make those connections. In addition to the member advertising discounts, we will display your cards and brochures in our lobby. We get 100s of calls each year looking for referrals or checking to see if a business is a

Chamber member. And we only refer Chamber members. We are your advocate and your voice through our government affairs committee. Join a committee and really get involved. We are looking for partnerships that will enhance the development of new and existing businesses. We can only do this if we connect to the community, which is something we are committed to doing on an ongoing basis.

Job Creation and Business Opportunities in Mesquite

Tom Johns of Sithe Global will speak about the Toquop Energy project on September 8th at our monthly chamber luncheon. Johns will give an update about the \$1.4 billion project and related job creation and business opportunities in Mesquite. Sithe Global will build a 50Mw solar plant in mid 2011 and will take 12 months to complete, while the natural gas-fired power plant at Toquop will begin in 2012 and take three years to build. We are hopeful many of the 900 workers (200 solar project and 700 natural gas plant) will move to Mesquite which will improve our housing, retail and restaurant markets.

Who is Blake Syndergaard?

A nonprofit business development corporation serving the entire state of Nevada. Certified by the U.S. Department of Treasury as a Community Development Financial Institution. The only U.S. Small Business Administration Intermediary lender of the Microloan Program in the state of Nevada and the only Women's Small Business Center in the state of Nevada. So what does this mean for you? To sum it up; Blake is connected. He works with many state resources that can assist small business. He provides the tools small businesses need to succeed.



J. Blake Syndergaard

Nevada Microenterprise Initiative
 Director of Rural Business
 Development
 (702) 734-3555

Blake is a resident of Mesquite where he lives with his wife Michelle and his 3 boys. Blake's oldest son Nate is currently serving in the Army at Fort Lewis, WA and just returned from a tour in Afghanistan. He has lived in Mesquite since 2002 where he worked in the mortgage industry. Blake joined Nevada Microenterprise Initiative in 2007 and travels through out the state of Nevada in all of the rural communities.

Blake has an office at the Chamber on Mondays and Fridays. He is a free resource to our members. In addition to the programs he supports he will do consulting. Everything from setting up a business plan to finding legal assistance. So if you are looking to grow your business or just need some advice, Blake is the guy to go to.

READ THE
CHAMBER CORNER
 EVERY
 TUESDAY IN THE DESERT
 VALLEY TIMES.



INTERESTING,
 RELEVANT BUSINESS
 RELATED ARTICLES
 EACH WEEK.

**Welcome
 Back BBQ**



**Volunteer
 Fair**

October 6th

11:00-2:00

"When you do nothing, you feel overwhelmed and powerless. But when you get involved, you feel the sense of hope and accomplishment that comes from knowing you are working to make things better."

-Author Unknown



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BOARD OF DIRECTORS

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EUREKA HOTEL CASINO

SANDRA RAMAKER

INDIVIDUAL

MARCO RUELAS

SUN CITY FLOORING

JAMES SULLIVAN

HIGHLAND MANOR

Classifieds

SAVE THE DATE	VOLUNTEERS NEEDED	BOARD MEMBER NOMINATIONS	JUST BELIEVE
Annual Chamber Holiday/Awards Dinner December 4th 6:00 to 11:00 pm Join us at the "Crystal Ball" This will be an elegant affair. Look to the Future	Come join a committee for a day. See how the Chamber works! Do you enjoy meeting new people? We are looking for committed individuals that love Mesquite and want to be a part of the Chamber's mission.	Are you interested in serving on the board and raising the chamber to new and exciting heights? Please contact the Chamber for a Nomination Form .	Advertise your business with your ornament! Join in the fun for the Festival of Trees November 10th—13th We are collecting ornaments NOW.

Sustainability *(Kenneth Rock, Water District General Manager)*

Sustainability means establishing a working system that does not externalize costs and can be maintained indefinitely – at least from a human perspective. Few things we do now seem to qualify, but striving towards that goal brings us closer to extended vitality in personal, environmental, and business concerns. Let's take water, for example, and bring it down to the typical user's level.

We want enough clean, safe water to maintain a lifestyle consistent with sane desert life. Each user can make the most of their water without "wasting" it, the definition of which is elusive and somewhat subject to individual interpretation. When we don't use water wisely, it costs us in terms of energy use (currently mostly non-renewable) for pumping and treatment, and depletion of an aquifer that we believe is quite adequate for our current use rate, but might not be if we triple our local population and don't adjust the per-capita use. Then we might have an unsustainable situation until we tap another

water supply, which would be at additional cost, and cause us to rethink the definitions of sustainability and "wasting" once again.

Sustainability for humans ultimately gets reflected in price, our universal mechanism of comparison. As a resource becomes less readily available due to depletion or demand exceeding sustainable production, the cost will skyrocket. We're nowhere near that with respect to water in our valley. Our job at VVWD is to make sure that through sensible use and realistic resource access, the cost for water does not cause us to uncomfortably alter our lifestyles.

How does that affect you and how can you affect the sustainability? From a big perspective, any use of energy effects water cost, as about 20% of all energy use in the U.S. is to pump and treat water. Any resource that is not recycled, including aluminum, paper, plastic, or green waste, is something that has to be recreated somewhere with the use of power, natural resources,

and water. Every time we use fuel to transport something or someone, it ultimately has an effect on the cost of delivering water.

From a more immediate perspective, over-watering desert plantings causes them to grow as if they were in a perpetual rainy season, which will either create extra gardening work to keep them pruned, or kill the plants. The run-off from over-watering grass undermines foundations and degrades the pavement, which consumes our City & HOA money for more frequent paving renewal, besides adding contaminants from the streets and landscape to the Virgin River and ultimately Lake Mead. And it all increases the water bill.

At first it may seem strange for a Water District to suggest conserving, as we get our operating revenue from water sales! But in terms of local sustainability, we share the costs for power, treatment, and the other consequences of water use.



Nevada Hispanic Small Business—Excellence Award

"One \$10,000 grant will be given to a small business in Southern Nevada. Let's see if we can keep it local." says Josh Brummett, Mesquite, Branch Manger
 Grant Applications being accepted NOW—DEADLINE TO APPLY OCTOBER 1, 2010