

**IN BUSINESS** Las Vegas

January 14, 2005

# HENDERSON ECONOMIC DEVELOPMENT

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\*St. Rose Dominican Hospitals and Sunrise Hospital and Medical Center are co-winners of this award

## A Letter from the Economic Development Manager



As manager of Henderson’s economic development activities, I am fortunate to have the opportunity to “sell” Henderson to companies throughout the west and across the nation. Our goal is to find companies that fit the city’s vision and who will provide quality jobs for our residents.

Besides our drive to bring new businesses and jobs to Henderson, our team is equally committed to making sure local businesses thrive and prosper here. Utilizing various customer service programs, we have contacted and assisted over 300 local businesses through a weekly visitation schedule, the Business Resource Partners Program, Business Roundtable and a great working relationship with the Henderson Chamber of Commerce.

### BUSINESS RECRUITMENT

The Economic Development Division is actively involved in assisting in the relocation or expansion of new industrial and commercial businesses to Henderson. Since 1999, over 101 industrial and business service companies opened new operations in Henderson, creating approximately 6,400 jobs, occupying over 4 million square feet of space, and resulting in an estimated economic impact of more than \$400 million.

The division markets the city through direct mail campaigns, brochures, public relations campaigns, paid advertisements and sales missions, as well as hosting informational tours to prospective CEOs.

### LOCAL BUSINESS EXPANSIONS/RETENTION

- The City of Henderson also has a major commitment to help local businesses stay and grow. The Economic Development Division coordinates four key programs to retain and facilitate the growth of existing businesses. The purpose of these outreach programs and initiatives include open communications, building trust, and follow-up actions to the individual concerns.
- One-on-One Business Visitation Program: The City Council conducts weekly visits to area companies with the economic development staff and with Henderson Development Association (HDA) business volunteers.
  - Mayor and Council Business Roundtable Program: Meetings are held on a regular basis with local companies. The sessions are used for networking, feedback, and open discussions regarding relevant business and development issues.
  - BusinessLink Program: This is a business ombudsman program administered by the division to help local businesses with any issue that they may have with the city. It serves, basically, as a one-stop clearinghouse for business inquiries.
  - Economic Gardening Program: Through a contract with the Henderson District Public Libraries, the city is trying to “grow” the economy by nurturing small local business through Internet information and databases to increase their sales and employment.

Hundreds of companies have relocated to Henderson through the city’s local business expansion and retention programs. The Henderson Development Association and our Resource Partners Group (private and public volunteers) have directly contributed to the success of these proactive programs.

Sincerely,  
Bob Cooper  
Economic Development Manager

## A Letter from the Mayor



The city of Henderson has and always will be a business-friendly community.

Developing and maintaining economic vitality for the business community is a key priority for the City Council, city management and myself. We will continue to work diligently with the Henderson Development Authority, the Henderson Chamber of Commerce and the Nevada Development Authority to diversify our economy. We remain committed to attracting new business, sustaining our established businesses and providing the business community with quality and expedient services.

Henderson is very attractive to employers and employees. A favorable tax climate and educated and trained workforce make Henderson attractive to business and clean industry. The city offers outstanding residential master-planned developments, parks within a mile of most residents and family-oriented lifestyles. Citizen surveys demonstrate a highrate of satisfaction with the quality of life in Henderson with most residents identifying a strong sense of community as a factor in choosing to move to the city.

Henderson continues to outpace most other U.S. cities in population and economic growth. We want to welcome our new business and community partners to Henderson. We invite everyone to come prosper and grow with us.

Sincerely,  
James B. Gibson  
Mayor

## A Letter from the City Manager



The Mayor and City Council recently completed its 2005-2009 Strategic Plan, and economic development was one of its top priorities. The plan acts as a framework for the city’s operations and plays an important role in our ability to meet the needs of a growing community.

In 2004, the city completed a comprehensive Community Assessment Survey, where we asked our residents what they thought about life in Henderson. The survey provided an excellent snapshot of what our residents believe are important quality of life issues, how satisfied they are with city services and where they want us to focus future resources and energies.

An interesting survey fact is that Henderson is no longer a bedroom community, and that three times more employed residents work within the city limits than on the Las Vegas Strip. When asked about the importance of “increasing job opportunities,” 76 percent of the surveyed residents indicated that it was either extremely important or very important.

In concert with the Council’s Strategic Plan and the importance our residents place upon Henderson job opportunities, the city continues to focus its efforts on recruiting new businesses, strengthening existing businesses and diversifying our local economy. This includes maintaining a pro-business climate and recruiting target industries, including medical, industrial, financial, educational and administrative offices.

Continued efforts that the city is making in strengthening our economic environment and attracting more businesses and jobs to Henderson have proven fruitful. Henderson residents are looking for and finding jobs where they live, which may be why 29 percent of our residents moved to Henderson from somewhere else in the Las Vegas valley or Nevada. Henderson is truly “A Place to Call Home” for residents and businesses alike.

Sincerely,  
Philip D. Speight  
City Manager

### Contacts:

- City of Henderson  
Economic Development Division  
240 Water Street, Suite 4056  
Henderson, NV 89009

Jeff Leake  
Economic Development Officer  
(702) 267-1655
- Bob Cooper  
Economic Development Manager  
(702) 267-1654

Maiqui Hertzog  
Administrative Assistant  
(702) 267-1650

Publisher	Bruce Spotleson (bruce.spotleson@gmgvegas.com)
Special Publications Editor	Rob Langrell (rob.langrell@gmgvegas.com)
Creative Director	Scott Lien (scott.lien@gmgvegas.com)
Designer	Wesley Gatbonton (wesley.gatbonton@gmgvegas.com)
Account Executives	Debbie Donaldson Mike Skenandore Carol Skerlich Hilary Scott Janine Wells
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# Economic Development officials record banner year

By Deborah Roush/  
Contributing writer

Bob Cooper's job is getting easier.

As head of the city of Henderson's Economic Development Division, he brings new firms to town — along with the jobs, construction, payrolls and economic impact that comes with that. Because the city has been remarkably good at scoring big firms like Ford Motor Credit in the past couple of years, Henderson is no longer uncharted territory — it is a proven success.

This year, in fact, was a record-breaker in terms of economic development activity for Henderson. So while Cooper's job may have been easier, he was a whole lot busier.

"For 2004 we brought 21 new companies here and 1,226 new jobs," Cooper said. "They occupy almost 877,000 square feet of office space and will have an economic impact on the local community of \$173.5 million."

"It's nice that, in terms of our image, we now have credibility with the portfolio of businesses that have moved here. We have recruited firms that are household names in the last four or five years," he said.

"In addition, Las Vegas itself has been on the map recently with a lot of business studies and research. There's an image out there in America that this is a happening place and if you want to be part of the growth you need to check it out."

"In that way, we're a bit like the flea on the dog's back. When they check Las Vegas out in more detail, they check out Henderson too. And we're close to the airport and have good schools, lots of parks, family entertainment — we offer a 'normal' life here," he said.

Part of the reason Henderson has been successful in its business recruitment efforts is that it is strategic in planning which firms to go after, Cooper said.

"Our targets are in three large areas — office environment, and by that specifically we mean regional offices, although the biggest coup is a company headquarters — education and medical and manufacturing," he added.

Cooper said he and his staff succeeded in all areas in 2004.

"The biggest success story is Pacer Stacktrain, which is meeting with its board (this month) regarding approval of the sale of land to relocate its company headquarters from Northern California and construct a 240,000-square-foot, Class A building in Henderson for its transportation logistics business," Cooper said.

"They will employ more than 500 people, and we're talking about good-paying, white-collar jobs," he added.

"The meeting will be the culmination of a year of work that included land rezoning for property owned by the city, planning commission and city council approvals and land price negotiations," Cooper said.

On the educational and medical front, Cooper said his office chased private colleges and won more often than not.

"We now have 13 private colleges in

Henderson and are thought of as the private education capital of Nevada. There was the perception by some businesses that we didn't have the work force we needed, and this takes care of that concern," he said.

"This year alone we brought in Touro University College of Medicine out of New York. With five new area hospitals in the last three years and one of those in Henderson and another being built next year, this school was needed."

"We are also excited about National University out of San Diego, which is building a Henderson campus," he added.

Charlotte Bentley, vice president of National University Nevada, said Cooper's group sought out National, which now has an admissions and information center open in temporary offices.

"We hope to have classrooms ready in May," Bentley said, adding that the school will employ 10 fulltime staff and 75 to 100 adjunct faculty members.

Bentley said the university, which is the second-largest private school in California, offers 38 degree programs, including master's degrees.

"Henderson is a good site for us because it is growing tremendously and is attracting businesses to relocate here," she said.

To make sure schools like Touro and National succeed, Cooper said his group would back off from recruiting new educational facilities.

"We want the schools to settle in and be successful. And that will allow us to spend more time on the medical side of the equation going forward," he added.

Cooper said manufacturing will continue to be a big push for his group, and that, too, was an area of success this year.

Among those successes was Future-Logic, the leading manufacturer of thermal printers for cashless gaming applications, which opened an 11,000-square-foot distribution center in Henderson; Southwest Steel, a \$12 million metal fabrication company that expanded its Las Vegas division with a new, 2.3-acre, 20,000-square-foot Henderson location; and Scott Drake Enterprises, which is moving its corporate headquarters from Southern California into a custom built, 85,000-square-foot plant in Henderson to service the auto aftermarket industry with more than 100 employees within 12 months.

"Originally we started looking in Oregon and Arizona, and briefly touched on Florida and Texas; but we chose Henderson for logistics reasons," said Joan Capponcelli, CEO of Scott Drake, which will move its operations to Henderson at the end of the month. "We have a lot of containers that come in to Long Beach, Calif., and I and two others will be commuting to California on weekends."

"As far as why we chose Henderson in the Las Vegas area, it is very close to the airport and we saw it as the nicest place to

have a businesses. It has more of a small town feel. And, our trucks won't have to go through Las Vegas to get to North Las Vegas."

"I bought a home in Green Valley Ranch, which has parks and green belts and more of the feel I am used to. For others, too, this is a wonderful move. While prices of homes have gone up in the Las Vegas area, they're still half of what they are in California," she added.

Cooper said there are challenges when it comes to bringing new manufacturers to Henderson. "We don't have the number of buildings going up quickly enough to meet the demand," he explained.

"We just haven't had buildings like we have in the office environment where developers have been more aggressive. For those companies who needed something more immediate, they've gone elsewhere," Cooper added.

Part of the problem is the skyrocketing cost of land in the entire Las Vegas area. "Smaller developers can't afford land prices, so that's part of it," Cooper added.

"Land prices are being driven up by the continuous, rapid population growth. The perception — or the reality — is that we have a lack of land to accommodate the growth. So there's been a bidding frenzy to purchase property."

"The result has been that we led the nation last year, in one of the reports I read, with a 52 percent increase in housing prices. That has made land very precious and overlaid an overall price structure on all property — office and industrial included," Cooper said.

Cooper said when he joined the Economic Development Division in Henderson, six years ago, the cost of land per acre averaged \$100,000. "Today it's more than \$400,000," he said.

Still, he isn't worried about any downturn in incoming businesses. Instead, he is optimistic.

"There's really a positive spin-off in that to afford these recent prices you have to be a pretty solid company. The quality of the companies coming in is just better and better," he said.

However, the land prices have restricted where Cooper recruits, specifically in California.

"We don't target Central California anymore because their prices are similar to here now. Compared to Southern California, however; the ability to buy a home here for \$200,000 to \$250,000 is still a bargain, and that's something companies really look at," he added.

Nevada has too many things in its favor when it comes to competing with other states for an expanding business, Cooper said.

"Usually we're up against Arizona, Utah and New Mexico, and from a state



Touro University College of Medicine students will help satisfy the need for doctors in the Las Vegas Valley.

standpoint, we have a very favorable tax structure with no inventory tax and really no corporate tax," he said.

"We are also very inexpensive on out-bound truck shipping because we accommodate about 40 million visitors annually and we don't manufacture here. The trucks come in full and leave empty, so businesses can really negotiate trucking costs."

But where Henderson scores big is in quality of life factors, Cooper asserted.

"Once you decide Nevada fits the bill, and the leaders of the company are deciding where they really want to live, Henderson wins."

"When you ask, 'Where do I want my kids to go to school? How close am I to the lake for boating? Where are the parks and other community amenities?' When it's quality of life, Henderson is first-class," Cooper added.

Henderson also provides a winning workforce, Cooper said. "The fact is there are 7,000 people moving into the area every month, and we get about one-third of that. We probably get 3,000 people a month, and we have been for the last 10 years."

"And some of that is early retirees who are active and want part-time jobs, but we're not talking about McDonald's. They're senior level people who have run banks, for example, and have phenomenal talent. The local employers tell me the quality of workers at the high-end is unbelievable."

"We've really grown, too, in the construction industry. We have fantastic tradesmen groups here. And you'll find some of the finest craftsmen in the country. Overall the quality of our workforce has continued to improve as we've matured as a community," he added.

Cooper said he is proud of the community he represents and what the city's Economic Development Division accomplished in 2004. "But we're already looking ahead to 2005 and are meeting with plenty of businesses who will be making announcements soon."

## NEW BUSINESSES

In 2004, 20 new companies opened for business in Henderson, occupying nearly 637,000 square feet of space and adding approximately 726 new jobs. The economic impact generated by the new firms to Henderson is estimated at \$173.5 million. By category, Henderson's newest corporate citizens include:

### Administrative/Regional Office/Education & Training

#### **Arroweye Solutions**

www.arroweyesolutions.com  
938-6730

Arroweye Solutions relocated its corporate headquarters to its 7,000-square-foot Henderson facility from Santa Barbara, Calif. With 12 employees and an anticipated 20 more within the next 12 months, Arroweye is a technology-based marketing solutions company. The company's core business includes combining a proprietary multi-functional, multi-channel interface and a distributed automated variable printing process to produce individually customized output through digital printers; providing the printing capability to produce customized, high-quality greeting cards, plastic gift cards and marketing materials, and offering personalized mailing services from a central distribution location. Additionally, Arroweye provides integrated capabilities into a client's fulfillment process, enabling personalized printed materials to be inserted real-time into the appropriate package at the distribution center. Once process and printing technology is installed at a client's fulfillment center, Arroweye expands its offerings that leverage core capabilities beyond greeting cards to target other client needs, including CRM applications and direct marketing materials.

#### **Toyota Financial Savings Bank**

www.toyotafinancial.com  
477-2106

Toyota Financial Savings Bank established its first bank in Nevada and headquartered its operations in Henderson. The company will provide financial services to dealers and Toyota customers. The company, which has four employees in Henderson, plans to add eight people.

#### **Odds On Recording Studio**

www.oddsonecording.com  
697-5351

Odds On Recording Studios is a world-class recording studio and CD/DVD manufacturing company operating its corporate headquarters from its 35,000-square-foot Henderson location. With 14 employees, and an anticipated 25 employees by year-end 2005, Odds On



#### **International Academy of Design & Technology**

Recording Studios is a premier CD replication and digalog tape duplication facility. The company offers a variety of services including multi-track recording, HDCD digital mastering, compact disc replication, CDR short runs, digalog cassette duplication, web design, graphic design and printing services.

#### **Perfection Services West**

www.perfectionservices.com  
952-2806

Perfection Services West provides accounting, customer service and dispatch operations for its industrial operations in the Midwest. Services include energy auditing, automation services, and engineering and design/build.

#### **Unique Communications**

www.unique.net  
216-0266

Unique Communications relocated its corporate headquarters to Henderson from Denver. With an initial capital investment of \$1.3 million, the company occupies approximately 8,000 square feet and has 15 employees. Unique provides telemanagement software solutions and customer support to small/mid-sized/large enterprise and government PBX networks worldwide. The Unique product line includes advanced TMS/OSS solutions, Configuration Management, Switch Management, Service Billing/Accounting, Morale Call Management, E-911 and Reverse 911. As a result, Unique Communications provides customers with complete soft-

ware solutions that increase enterprise profitability, reduce telecommunication costs, simplify management and achieve desired return on investment.

### Healthcare/Medical

#### **Touro University College of Medicine**

777-1775

Touro University College of Medicine, New York City's acclaimed private school of osteopathic medicine, opened its Henderson campus with 114 students in its inaugural class in August 2004. The College occupies nearly 100,000 square feet of space and will have approximately 62 employees by December 2005. The mission of Touro University-Nevada is to prepare students to become outstanding Osteopathic Physicians who uphold the values, philosophy and practice of Osteopathic Medicine and who are committed to primary care and the holistic approach to the patient. The college advances the profession and serves its students and society through innovative education, research and community service. The Physician Assistant Program is committed to the education of highly qualified physician assistants who are part of the health-care team and will contribute to the wellness of their communities through patient care, service, leadership and research. The Nevada campus will eventually offer programs in nursing, physical therapy, occupational therapy, speech therapy and education. It is anticipated that the

Henderson campus will triple the number of medical students being trained in Southern Nevada within a few years.

#### **International Academy of Design & Technology**

www.iadtvegas.com  
990-0150

IADT is a private college that established a new 50,000-square-foot campus in Henderson. The school offers associate's and bachelor's degree programs in fashion design, interior design and visual communications. IADT has 51 employees and is expected to add 25 more within the next 12 months. Founded in 1977 in Chicago, IADT is owned by International Academy of Merchandising & Design Inc., which is owned by Career Education Corporation, one of the world's largest providers of private, for-profit postsecondary education. IADT is a sister school to the highly successful Le Cordon Blue College of Culinary Arts.

#### **National University**

www.nu.edu  
492-4983

National University, one of California's largest and most successful private universities, has selected Henderson for its next expansion and new academic campus. Scheduled to open in April 2005, the Henderson campus will have 50 part-time employees serving students at its 11,000-square-foot facility. National University offers 48 graduate and undergraduate degree programs and 17 teacher-credential programs.





Touro University College of Medicine

***Dolisos America, Inc.***

www.dolisosamerica.com  
871-7153

Dolisos America Inc., a homeopathic pharmaceutical company, will be relocating and expanding its U.S. headquarters to Henderson from Las Vegas. The Henderson plant will produce pharmaceuticals and dietary supplements, specializing in homeopathic medications. The company is spending \$3.5 million to build its new Henderson headquarters in the Whitney Mesa Business Park. The company plans to add higher-end jobs such as scientists and medical directors and increase its workforce from 35 to 60. Dolisos America Inc. is a division of Pierre Fabre Laboratories in France.

***Medical Education & Research Institute of Nevada***

www.merinv.org  
932-8360

MERIN occupies 18,000 square feet within the Touro University Medical School. A not-for-profit organization, MERIN provides a venue for surgeons from around the world to learn new surgical procedures. It was created to advance the training of surgeons through the development of innovative surgical instrumentation and surgical techniques. As part of its mission, it will develop an Anatomical Gift Program

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that upholds the highest of moral and ethical standards. The key components of MERIN's facility include a surgical amphitheater for viewing surgeons, a lecture hall for educational presentations and a cadaver preparation and storage facility.

## Manufacturing/Distribution/ Supplier Industries

### **FutureLogic**

www.futurelogic.com  
558-7309

FutureLogic, the leading manufacturer of thermal printers for cashless gaming applications, opened a new 11,000-square-foot distribution center in Henderson and will serve as a shipping hub for its international customers. FutureLogic provides the electromechanical assembly solutions for just about nearly every engineering need. The expanding company has a niche in thermal printer market including gaming, POS equipment, industrial, agricultural and medical applications.

### **Specialty Vehicles Inc.**

www.specialtyvehicles.com  
576-5256

Specialty Vehicles Inc. is a worldwide distributor of a diversified line of transportation vehicles including specialty trolleys, trams, mini-trams and buses. After 22 years, the company moved its corporate headquarters to Henderson from Huntington Beach, Calif. The company has eight employees in its Henderson office, which occupies 15,000 square feet.

### **Machine Tools Direct Inc.**

www.machinetoolsdirect.net  
558-9236

Machine Tools Direct Inc., a full-service machine tool company, provides new metal working, sheet metal and woodworking machines, along with an extensive parts and service department. The company relocated its corporate headquarters to an 8,000-square-foot plant in Henderson from Southern California and has eight employees at its new location.

### **Scott Drake Enterprises**

www.scottdrake.com  
(805) 988-9992

Scott Drake Enterprises has more than 20 years experience in manufacturing parts for the auto aftermarket industry. Scott Drake is moving its corporate headquarters from Southern California to Henderson and is setting up in a new, custom-built 85,000-square-foot plant and plans to employ more than 100 people within 12 months of its relocation to Henderson.

### **Computer-show.com**

www.computer-show.com  
387-0110

Computer-show.com is an Internet-based computer hardware dealer that has relocated its headquarters to Henderson from Chatsworth, Calif. With five employees, the company anticipates increasing that figure to eight by the end of 2005. Computer-show.com occupies 16,000 square feet at its Henderson facility.

### **Unit Chemical Corporation**

www.unitchemical.com  
(800) 879-8648

Unit Chemical Corp. is a family-owned and operated business founded in 1949. The company manufactures environmentally safe disinfectants, deodorants and professional cleaning products. Relocating its corporate headquarters from Los Angeles to Henderson, Unit Chemical employs approximately 12 people and occupies 8,000 square feet — a facility more than twice as large as its California site. Since its inception, Unit Chemical has been a pioneer in environmentally safe products introducing TIMSEN, a dry granular quaternary disinfectant in 1950; TIMSEN-AIR, a non-formaldehyde packeted toilet deodorant in 1956 and POT SHOT, a non-formaldehyde liquid deodorant in 1973.

### **APA Marketing**

www.apa-marketing.com  
992-9100

Founded in 1989 APA Marketing is a distribution and assembly company for home furniture products. APA is relocating its corporate headquarters from Southern California and will occupy more than 150,000 square feet in its new operations facility, which will employ more than 60 people.

### **Altima Designs Inc.**

www.altimadesigns.com  
633-6555

Altima Designs Inc. established a 12,000-square-foot facility in Henderson and specializes in cutting EPS foam shapes for architectural designs, columns, exhibits and displays, stage, props, signage and structural insulated panels.

### **Southwest Steel**

www.smesteel.com  
320-4900

Southwest Steel, a metal fabrication company, expanded its Las Vegas division with a new, 2.3-acre, 20,000-square-foot site in Henderson. Southwest Steel is a \$12 million, wholly owned subsidiary of SME Steel Contractors. SME is \$100 million structural-steel fabrication and erection company. It is anticipated that Southwest Steel, which employees

## In their words



Eric Freeman, the vice president of sales for the Pan Am International Flight Academy, stands on the future site of SimPro USA in Henderson. Pan Am pilots will use the company's simulators for training.

"We love it here in Henderson. We considered other places but this city was a great choice because of its central location. We're excited about what we're doing here. This project is big time — the first of its kind in Nevada.

"We'll have eight, full-flight simulators in a 40,000-square-foot facility. We'll provide space and technical support for companies like the Pan Am International Flight Academy. Airline pilots will train here; flight crews as well. The airlines will be spending a lot of money here, which will diversify the economy. The engineers who'll maintain the simulators will make upwards of \$65,000 a year, the pilots can make more than \$200,000; so you'll have people with a lot of disposable income.

"(Economic Development Manager) Bob Cooper and his staff have been extremely helpful. They help you through the process of setting up shop. We moved our entire company from Los Angeles to Henderson. LA was just too expensive with workers' compensation issues. Phoenix was actually a second choice, but Henderson had so much to offer. We tried to bring the business to the city of Las Vegas but doing business with the city was a pain. Henderson is certainly a business-friendly place.

"We have two employees, but will have 22 by the first quarter of next year when the first simulator will be operation. We also plan to let casinos pay to use the simulators for their high rollers."

**Russ Kissinger**  
Chief Operating Officer  
SimProUSA

52 people, will double its volume of business and number of employees in the coming years.

### **APSM Systems**

www.apsmsystems.com  
893-2776

APSM Systems, a vertically integrated contract manufacturing company, serves the computer, gaming, medical and

communications industries. Relocating to an 11,280-square-foot Henderson facility from Las Vegas, APSM employs six people. Founded in 1966, the company is headquartered in Phoenix and has expertise in sheet metal/enclosure fabrication, wet paint/powder coat finishing, printing circuit board assembly and test, cable and harness assembly, electro/mechanical assembly and system integration/box builds.

## EXISTING BUSINESSES

The following 10 companies expanded in Henderson in the past year, created an estimated 479 jobs, and occupied or will occupy an additional 172,959 square feet of space. The economic impact is estimated at \$26.2 million.

### **Ford Credit Company**

www.fordcredit.com  
617-5000

Ford Credit Company continues to expand its loan processing operations in Henderson. In 2004, the company added 100 new employees to its workforce bringing the total number of employees to 607. Ford Credit Company began operations in its 110,000-square-foot facility Henderson in 2000. The company provides backend processing for loans originated at 16 branch offices. The company is headquartered in Dearborn, Mich.

### **Yellowpages.com**

www.yellowpages.com  
454-0505

Yellowpages.com, one of the most recognized online addresses for yellow-page searches, grew significantly in 2004. BellSouth and SBC Communications recently acquired this successful company. The new venture will be headquartered in Pasadena, Calif., with operations in Henderson.

### **Credit Acceptance Corporation**

www.creditacceptance.com  
(248) 353-2700, ext. 4662

In 2004, Credit Acceptance Corp. doubled its western regional office space in Henderson from 10,000 to 20,000 square feet and added 34 employees to bring the total number of employees to 135. Credit Acceptance provides auto loan financing. In 2003, Credit Acceptance was voted one of the 101 Best and Brightest Companies to Work for in Detroit. The Henderson office received a workforce excellence award.

### **WRG Design, Inc.**

www.wrg.com  
990-9300

WRG Design Inc., a multi-disciplinary land development-consulting firm, recently constructed a 15,000-square-foot regional office in the Henderson Seven Hills Business Center and employed an additional 15 people to boost its staff to 60. Investing approximately \$3 million in capital expenditures during 2004, WRG's Henderson Regional headquarters continues to demonstrate rapid growth. The company's success is marked by its prosperous growth in generated revenue in the last six years. Since 1998, the Henderson office has grown from 3,600 square feet of leased space

to its current complex at Seven Hills.

### **Steinberg Diagnostic Medical Imaging**

www.sdmi-lv.com  
240-1232

Steinberg Diagnostic Medical Imaging is the largest freestanding outpatient diagnostic radiology practice in Southern Nevada. With four locations — two in Henderson — the company employs 325 individuals and a radiologist staff of 18 professionals. Through a \$5.6 million capital investment in 2004, the company added 25,000 square feet and 32 new employees to its Henderson operation. In December 2004, Steinberg opened its newest Henderson office at 2850 Sienna Heights. This office was the first imaging center in Nevada to offer CT Position Emission Tomography, the latest technology in the detection of cancer.

### **Old Republic Title Company of Nevada**

www.ortc.com  
737-2088

Old Republic Title Company of Nevada added 25,000 square feet of space and 50 employees to its new state headquarters in Henderson, bringing the total number of employees to 72. Headquartered in Walnut Creek, Calif., the company invested approximately \$1 million in new capital investment for the Henderson location over the last year.

### **First American Title Company of Nevada**

www.firstam.com  
731-4131

First American Title Company of Nevada, with 14 branches in the Las Vegas Valley, expanded its state headquarters located in Henderson with an additional 2,500 square feet of office space. That brings the total square-footage to 15,096. It also increased its staff by 25, bolstering the number of Henderson employees to 150.

### **Compliance Science**

www.compliancescience.com  
565-3050

Compliance Science, a safety consulting practice located in Henderson, continues to grow and prosper. The company specializes in written safety programs and training classes, workplace inspections and OSHA regulations. Compliance Science works with more than 100 companies with staffs ranging from two employees to thousands. The company added an additional 550 square feet and two employees in 2004.

## In their words



"The University of Southern Nevada began its history as the Nevada College of Pharmacy and was incorporated in 1999 in the state of Nevada as a not for profit private, independent institution. It functions under the authority of a Board of Trustees. The College of Pharmacy offers an innovative competency-based student-centered curriculum in which students participate in experiential learning from the beginning of the program.

"The objective of the program is the achievement of learning outcomes rather than grades. The pharmacy program is fully accredited by the Accreditation Council on Pharmaceutical Education and is licensed to offer the doctor of pharmacy degree by the Nevada Commission on Postsecondary Education.

"In November of 2003, the college moved into its permanent location, a 100,000 square-foot high-tech building at 11 Sunset Way in Henderson. Ironically, this huge facility is only one block from the college's original 900 square-foot home in the Painter's Union Building. Today, the College has 340 students enrolled, more than 30 full time faculty and 13 staff personnel.

"In 2004, the college changed its name to the University of Southern Nevada to reflect its plan to expand to other programs including a master of business administration (MBA) and a bachelor in nursing (BSN). A master in Physician's Assistant studies and other professional degree programs are in the planning stages. The goal of the university is to become nationally recognized for the quality of its graduates. The University of Southern Nevada wants to be part of and serve the rapidly growing and thriving community of Henderson, Nevada."

**Dr. Harry Rosenberg**  
President  
University of Southern Nevada

### **Southwest Medical Associates**

www.smalv.com  
242-7089

Southwest Medical Associates, one of the valley's fastest growing medical providers, has expanded its operations in Henderson with a 40,000-square-foot full-service center near St. Rose Hospital's Sienna Campus. The company added 20 new employees over the last year and now employs 63 in its Henderson operations. Medical practices added to the location include Urgent Care and Cardiology. Southwest Medical Associates made approximately \$3 million in capital investment — including tenant improvements — in 2004. The company has 13 freestanding outpatient medical facilities located throughout Clark County.

### **JMA Architecture Studios**

www.jmaarch.com  
942-2033

JMA Architecture Studios was established in 1945 and today is the largest architecture firm in the state. This time-proven success has led to the formation of six specialized studios in Education, Commercial, Hospitality, Health Care, Interior and Public Development. Recognized in 2003 for its growth in Henderson, JMA has added 1,700 square feet of new space and 11 employees in 2004.





# FOCUS ON BUSINESS

A PREVIEW OF UPCOMING SPECIAL PUBLICATIONS

*In Business Las Vegas* publishes special features throughout the year. These in-depth special publications focus on areas of interest to the Las Vegas business community. Here is a preview of what's coming up next.

February 4, 2005

## TOP 40 UNDER 40

MEET LAS VEGAS' BRIGHTEST YOUNG ACHIEVERS!

Southern Nevada represents one of the last business frontiers in the nation — an economic environment with few limits on entrepreneurial achievement. Meet some of the young businesspeople whose combination of savvy, creativity and productivity have catapulted them to the top of their industry in Southern Nevada. In addition to profiles of the valley's most accomplished young business leaders, this special section will update readers on honorees included in previous editions celebrating the economic feats of our business community's early bloomers. To nominate a businessperson call 702.990.2490 before December 15.

THE LIST  
Convention Services

January 13, 2005

Space Deadline

January 21, 2005

Artwork Deadline

February 18, 2005

## Structures

*What's right with Las Vegas architecture and design!*

As construction of new projects continues unabated in Southern Nevada, local architects, builders and engineers have the opportunity to create projects featuring the latest in design and materials. This special supplement will look at some of the cutting-edge elements of architecture and construction in Las Vegas. See why local design and building professionals don't receive the credit they deserve for innovation in Southern Nevada.

THE LIST  
Engineering Firms

January 27, 2005

Space Deadline

February 4, 2005

Artwork Deadline

March 4, 2005

## who's Who

PROFESSIONAL BUSINESS SERVICES 2005

In our fifth annual edition of this Who's Who, *In Business Las Vegas* will give its readers the inside skinny on the businesspeople who are making things happen in the local market. We'll profile top managers and execs in the fields of:

- Accounting
- Advertising and Public Relations
- Banking and Finance
- Commercial Insurance
- Employment Agencies
- High-Tech
- Law

Readers in the know tap our Who's Who time and again for details on Southern Nevada's key business decision makers. To submit biographies call 702.990.2490 before January 12.

THE LIST  
Major Ongoing Construction Projects

February 3, 2005

Space Deadline

February 11, 2005

Artwork Deadline

April 1, 2005

## EDUCATION

Whether you're enrolling your child in kindergarten or seeking an advanced degree for yourself, *In Business* has you covered. Our special supplement on educational opportunities in the Las Vegas Valley will delve into the market's wide range of private and public schools. You'll learn to determine which formative options are right for your children, and we'll give you pointers on fitting the higher education you want into your budget and your schedule.

This supplement will also include the latest and statistics covering education in Southern Nevada.

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THE LIST  
Skilled Nursing Facilities

March 10, 2005

Space Deadline

March 18, 2005

Artwork Deadline

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# Arroweye hits the mark in world of greeting, gift cards

By Danielle Birkin/  
Contributing writer

At Arroweye Solutions, personalized communications are of paramount importance.

A technology-enabled marketing solutions company founded in 1999 by a trio of entrepreneurs, Arroweye offers a full suite of enhanced, customized gifting solutions, from simple greeting cards to branded greeting card communication programs.

"We personalize the gift-giving

experience for both the gift-giver and the recipient," said Ajay Singhvi, co-founder and chief technology officer, adding that the company has evolved and expanded its scope of services in its five years of business.

Arroweye executives also made the recent decision to relocate the company's corporate headquarters from Santa Barbara, Calif., to Henderson, a strategic move Singhvi attributes to un-

favorable sales tax in the Golden State. Formerly known as 4YourSoul, the company settled into a 7,000-square-foot facility at Gibson Road and I-215 last summer, and now has 10 local employees. Singhvi said the company, which also has a six-person Chicago office, will be hiring as many as seven additional employees here.

One of eight companies to relocate to Henderson from California last year, Arroweye was recognized for the move with an economic development award from the city.

"What's interesting is that not only is Arroweye Solutions moving their corporate headquarters to Henderson, but it's a technology-based company so they'll be hiring programmers and network technicians and other white-collar professionals," said Jeff Leake, economic development officer for the city of Henderson's Economic Development Division. "It's about higher-paying jobs, and when you look at the impact to a community, higher-wage jobs provide a better standard of living and help the economic stability of the community."

According to Leake, Arroweye is among 21 businesses that relocated to Henderson last year, and went on to note that the relocation of an established technology company will send the message to other tech-based enterprises that Henderson is a good place to do business.

Singhvi would have to agree.

"The city government has been extremely helpful — just phenomenal to us," he said. "Because we're a tech company with intellectual property, we were incentivized to move here as well."

He said the concept for the company was originally conceived by his friend Doron Friedman, a college pal who specializes in finance and marketing and who serves as Arroweye's chief executive officer.

"In 1998, Doron received a box of Godiva chocolates for Christmas, but there was no message — he didn't know who it was from," said Singhvi, whose expertise lies in finance and technology. "He started talking to his mail carrier, who did all of his shopping over the Internet, and asked him, 'How do you send a greeting card with (a gift)?' " He said, 'You can't.' "

Realizing there had to be a solution, Friedman and Singhvi joined forces, along with Brian Huse, a friend of Friedman's whose expertise encompasses printing and networking, and who serves as the company's chief operating officer.

"We started purely with greeting cards for gifts bought on the Internet — these were the heydays so the Internet was everything," he said. "But our first big client was Harry and David and the

CEO tells us, 'You're missing the boat. I love what you're doing but 80 percent of my business is done via the catalog and you're focusing on the Internet.' So we re-engineered our technology to work with both catalogs and the Web, but we had to go back to the drawing board. The trick was that most catalogs were running on old main frames and the trick was to integrate Web technology, which was much newer."

Despite the challenge, a basic business model soon emerged.

"People go to a Web site or catalog and can personalize a gift with a message," Singhvi said. "We have printers in the (client's) warehouse, so we remotely print the greeting cards. It's all done on demand right in their warehouse, so a gift being bought in a remote channel becomes more personal — they can pick and choose the card they want, type in messages, upload pictures or even hand write a message and scan it in so the greeting goes out in their own handwriting."

As the company continued to evolve, personalized gift certificates — a greeting card on one side with a gift certificate on the other — were added to the line-up. Then came the advent of the gift card, which Singhvi said was screaming for customization.

"Gift cards are the most impersonal thing you can do," he said. "First, it's cash, and second, if you do it online it means, 'I don't know what to get you and I don't want to bother going out.' "

But with a little Arroweye technology, even the most impersonal of gifts seems a bit warmer. Not only can consumers now personalize the greeting card, but they can also customize the face of the gift card itself. For the cost of \$4.50, consumers can upload their own photos right onto the plastic. They also have the option of using clip art.

And when the gift card is mailed to the recipient, it's attractively packaged in a 5X7 envelope, as opposed to arriving in a windowed envelope like a credit card.

The idea is apparently a popular one, as Arroweye's client roster includes some major players, such as American Greetings, Hewlett-Packard, Mrs. Fields, Omaha Steaks, Popcorn Factory and Sundance Catalog.

"Our clients have really supported what we're doing," Singhvi said.

Although Arroweye was launched during the dot.com down-cycle and has had to toil to stay afloat, Singhvi credits its perseverance — and continued growth and expansion — to the simple act of making gift-giving more fun.

"We have the ability to provide technology that converts an extremely impersonal item into a personalized gift-giving experience," he said.



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COMMERCIAL & INDUSTRIAL PROJECTS

In 2004, builders began or completed 11 new developments totaling an estimated 692,000 square feet of industrial and office space in Henderson. The projects here are speculative developments, meaning their builders took on a substantial risk to themselves in erecting projects with no advance tenants. The city of Henderson is grateful to the pioneers who build spec space, since a standing inventory of available, existing property is essential to the economic development of any area. This year's honored projects are:

**2225 Village Walk Drive**  
Developer: American Nevada Company  
General Contractor: McCarthy Brothers Construction  
Project Architects: Perlman Architects  
Leasing Agent: CB Richard Ellis  
Leasing contact: Brad Peterson or Jane Cayton  
Phone: 369-4800  
On the web: [www.americannevada.com](http://www.americannevada.com)

2225 Village Walk Drive, located in The District at Green Valley Ranch, is a 24,700-square-foot second story Class A office project with interestingly detailed building exteriors varied in design and color, creating a look of having been built over time. The interior office lobby décor includes walls of Venetian plaster, cherry wood accents and travertine floors.

**2460 Paseo Verde Parkway**  
Developer: American Nevada Company  
General Contractor: Cartmill Rogers Construction Company  
Project Architects: JMA Architectural Studios  
Leasing Agent: CB Richard Ellis  
Leasing contact: Brad Peterson or Jane Cayton  
Phone: 369-4800  
On the web: [www.americannevada.com](http://www.americannevada.com)

2460 Paseo Verde Parkway, located in Green Valley Corporate Center South, is a 74,800-square-foot single story Class B office building with striking street appeal. The building offers views of the Las Vegas Valley to the north and mountains to the south.

**2485 and 2495 Village View Drive**  
Developer: American Nevada Company  
General Contractor: Martin-Harris Construction  
Project Architects: JMA Architectural Studios  
Leasing Agent: CB Richard Ellis  
Leasing contact: Brad Peterson or Jane Cayton  
Phone: 369-4800  
On the web: [www.americannevada.com](http://www.americannevada.com)

2485 and 2495 Village View Drive, located in Green Valley Corporate Center South, includes a three-story, 69,100-square-foot



2225 Village Walk Drive



2460 Paseo Verde Parkway

building and a two-story, 49,900-square-foot building. Each offers a view corridor of the Las Vegas Strip and downtown plus a formal exterior courtyard. Wood paneled entry lobbies feature granite-accented travertine floors.

**2200 Paseo Verde Parkway**  
Developer: American Nevada Company  
General Contractor: The Korte Company  
Project Architects: JMA Architectural Studios  
Leasing Agent: CB Richard Ellis  
Leasing contact: Brad Peterson or Jane

Cayton  
Phone: 369-4800  
On the web: [www.americannevada.com](http://www.americannevada.com)

2200 Paseo Verde Parkway, located in The District at Green Valley Ranch, is a 59,800-square-foot three-story Class A office building adjacent to the Green Valley Ranch hotel-casino.

**Ridgeview Professional Complex 1070 Horizon Ridge Parkway**  
Developer: Pelican Development Corp.  
General Contractor: Reeves

Construction  
Project Architects: Brad Janota  
Leasing contact: Team Real Estate Services  
Phone: 300-1144

Ridgeview Professional Complex, located at 1070 Horizon Ridge Parkway, includes three, two-story, 20,000-square-foot Class A office buildings featuring marble floors, foyer and first floor hallways; atrium with fountain, live trees and plants; 56 oz. carpet in all offices; card entry system; solid oak doors with leaded glass sidelights and elliptical transoms; Georgian staircase



and unobstructed views of the Las Vegas Valley and mountains.

***Sansone-Eastern Office Complex  
11202 S. Eastern Ave.***

Developer: Sansone Developer  
General Contractor: Bentar  
Project Architects: Greg Moore  
Leasing contact: Eric Baron  
Phone: 914-9500  
On the web: [www.sansonenv.com](http://www.sansonenv.com)

Sansone-Eastern Office Complex, located at 11201 S. Eastern Ave., is in the heart of the busy Eastern business corridor near the master-planned community of Anthem. The complex consists of two buildings — 14,000 square feet each — ideal for medical and professional tenants.

***Traverse Pointe Commerce Center***

Wigwam Parkway, between Stephanie Street and Gibson Road  
Developer: Conde Del Mar Properties  
General Contractor: Solid Construction  
Project Architects: Ron Wilson  
Leasing Agent: Colliers International  
Leasing contact: Stephen Groat  
Phone: 856-3235

Traverse Pointe Commerce Center, located on Wigwam between Stephanie and Gibson roads, is a speculative industrial development consisting of 13 buildings from 5,640 square feet to 18,450 square feet totaling 94,000 square feet.

***Magnum Corporate Center II***

745-7541 Eastgate Road  
Developer: Magnum Opus Corp.  
General Contractor: Magnum Opus Corp.  
Project Architects: Howard R. Thompson & Assoc.  
Leasing Agent: Industrial Property Group (IPG)  
Leasing contact: Dean Wilmore  
Phone: 547-1842  
On the web: [www.magnumopuslv.com](http://www.magnumopuslv.com)

Magnum Corporate Center II, located on Eastgate Road, is an industrial complex featuring 10 new freestanding buildings totaling 148,181 square feet on 8.83 acres. Located within an attractive business park, the center has 12-foot by 14-foot grade-level loading doors; 8-foot by 10-foot dock-hi loading doors; excellent access to I-95 and I-215; concrete tilt-up construction; fully landscaped; 400 to 600 amps of 277/408 volt, 3-phase power, and within minutes of the Las Vegas Strip and Airport.

***Coronado Point Office Park***

2821 W. Horizon Ridge Parkway  
Developer: Pecos Horizon, LLC  
General Contractor: James Allan & Company  
Project Architects: HCA Architects  
Leasing Agent: Meridian Commercial  
Leasing contact: Steve Scano  
Phone: 365-7677



2495 Village View Drive

Coronado Point Office Park at 2821 W. Horizon Ridge Parkway is a two-story, 28,000-square-foot, office building featuring easy access to I-215; a generous tenant improvement allowance; open courtyard, and convenient location near restaurants, medical offices and shopping.

***Willow Creek Office Complex***

2900 and 2904 Horizon Ridge Parkway  
Developer: Yamagate Enterprises  
General Contractor: DHC

Project Architects: JPA  
Leasing Agent: Shea Commercial  
Leasing contact: Lucina Stanley  
Phone: 363-7600

Willow Creek Office Complex located at 2900 and 2904 Horizon Ridge Parkway has two, two-story 27,613-square-foot, Class A office buildings with 1,492 to 27,500 square feet in each building. Willow Creek Office Complex is part of the Siena Park Campus. With beautiful stone entrances, elegant spiral staircases, second floor balconies and beautiful views, the complex is ideal for professional and medical offices.



2485 Village View Drive

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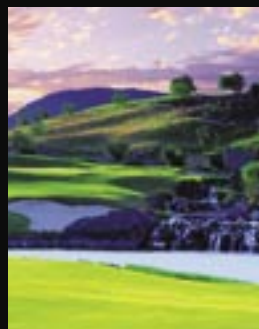
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# Company: Henderson 'Quality' place to do business

## QCI makes jump from Calif. coast

By Damon Hodge/  
Staff writer

Since much of its business deals with importing goods from the Pacific Rim, proximity to California port cities such as Los Angeles and Long Beach seemed sensible. For Pennsylvania-based Quality Corrections & Inspection, opening a West Coast office was prudent. But where?

Enter Henderson or, more correctly, representatives from the city's Economic Development Division.

"The Henderson Economic Development Authority really helps you ... they want businesses to succeed and grow," said Randy Burk, executive vice president of Quality and Corrections & Inspection. "The Henderson Economic Development Authority has been a valuable asset in helping us reach our goals. QCI's success is a strong testament to the power of operating a business in the Henderson area. We feel a great sense of pride in being a part of this region's continued commerce growth."

Based in a 40,000-square-foot production center at 882 American Pacific Drive in the Black Mountain Business Park, QCI provides third-party repair,

inspections, fulfillment and labor outsourcing services for businesses dealing with quality control and assurance needs. QCI employs 70 people and works with a wide range of companies, from Nordstrom's to Wal-Mart.

Designs on anchoring in California, specifically Ontario, were scrapped once Burk realized doing business in the Golden State was cost prohibitive. So Henderson it was: Just hours away from the ports and business-friendly. Burk's been smiling since relocating the company last December.

"The first year has been excellent," Burk said. "We've exceeded expectations and been able to grow the businesses with our importers. Not only have we been able to increase our global import client business, as they require our repair and inspections services for defective merchandise to come in through the West Coast, we have also partnered with several local corporations such as Ocean Spray and Levi's, offering our labor-out-sourcing services for their packaging requirements."



Quality Corrections & Inspection

Burk heaps special praise on Henderson's quality of life (a nice environment) and those economic development folks (manager Bob Cooper and Jeff Leake) for staying in touch, and apprising him of new opportunities and potential clients.

"We believe there are substantial growth opportunities here in the future

with other global prospects, local manufacturing and distribution companies as well as with the gaming industry," Burk said. If QCI's success continues, the company will have to deal with growth sooner rather than later.

Said Burk: "We're bursting at the seams in this facility."

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## 2004 Impact Award Jan Deutsch, The Art Emporium

When Jan Deutsch founded The Art Emporium in downtown Henderson just over a year ago, it was with a wish and prayer that she opened the doors to local artists for exhibition and to the public as a place to purchase affordable fine art.

This month Deutsch moved her gallery to a space double the size of the original one and now exhibits more than 40 artists. According to Deutsch, sales at the Art Emporium were ahead of projections six months after opening and continue to exceed the expectations put forth in her business plan. Located at 19 Water Street, the gallery features an eclectic collection of mediums including fine art, water colors, oils, sculpture, shabby chic, pottery, primitive, jewelry, country crafts and weaves.

Deutsch chose the Henderson Water Street District for her first venture into running a small business because of the current and future opportunities presented by developing in a redevelopment district. "The transformation of downtown Henderson will bring more retail businesses, places to live, offices full of professionals like doctors and lawyers, and restaurants to enjoy a good meal. All of this means more customers for my art gallery," Deutsch said.

Deutsch, a former psychotherapist, relocated to Henderson from Southern California in 2001 with a business plan in hand and the financing to open an art gallery. "I had the plan, the money, the dream and the desire, but next to no practical experience in starting or running a small business," she said. Deutsch did have one more thing going for her. For years, she has made

one-of-a-kind jewelry and crafts exhibiting at such venues as the Boulder City Art Fair. "Regardless, I've been extremely fortunate. It's a true right place at the right time story. I couldn't ask for a better location than in an emerging redevelopment arts district."

"The arts community has been very supportive," she said. "The community at large has been incredibly receptive to our artists' works and I can't say enough about the Henderson Redevelopment Agency."

For now Deutsch says that she and the other Water Street District merchants offer something rarely found today, an abiding commitment to customer service. "Downtown Henderson has a small town atmosphere when it comes to shopping. Customer service and a pleasant smile is the best natural sales technique there is," she said.

"It's exciting to be in on the ground floor of the future downtown Henderson," Deutsch said. "We're all in this together — the Downtown Henderson Business Association, the Henderson Redevelopment Agency and Henderson residents. This is going to be the best city in the country, the world."

She has devoted countless hours to networking with fellow Water Street District business owners to promote Downtown Henderson. Deutsch is an active member of the Downtown Henderson Business Association, serving on its Special Events Committee and participating in the planning and implementation of "Third Thursday," an increasingly popular monthly art, dining and shopping event held in the Water Street District.

## 2004 Outstanding Partner Jay Singh, 7-11 at Basic and Water Street

Jay Singh is a true believer in the power of downtowns and its importance in the fabric of a community. He owns two businesses in the Water Street District of downtown Henderson.

In 2003, Jay volunteered his building at Basic and Water as the site for the second historical mural in Downtown Henderson.

The mural depicts a family of Paiute Indians who inhabited the Henderson area over 200 years ago. It adds flavor and culture to the quickly redeveloping Water Street District.

Singh is a strong supporter of Henderson Redevelopment and the Downtown Henderson Redevelopment Association.

## 2004 Niche Business City Lights Art Gallery (City Lights Artists' Co-op)

City Lights, a co-operative art gallery in Henderson with 48 members and more than 100 works by 28 local artists on display, opened in 2003 to mark the first time that the Henderson Redevelopment Agency had fully subsidized the start-up of a new business in the Water Street redevelopment district. Besides operating the gallery, the artists have established a not-for-profit arm that provides mini-grants to Henderson-area art teachers for art projects in schools. The Gallery members actively participate in the monthly "Third Thursday" events

held in the Water Street District.

The Co-op's mission states "contributing to the prestige and cultural vitality of the City of Henderson and surrounding communities through the visual arts, including exhibits, art classes, workshops, special shows and support for public school art teachers and their students."

Because of the City Lights Gallery artists, and others like them, Downtown Henderson is building a solid foundation for becoming a popular arts and culture destination.



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# Influx of higher education creates payoffs in job growth

By Cheri Watkins/  
Contributing writer

It appears that Henderson's new quartet of private, higher education options may bring more high rollers to Southern Nevada this year than the World Series of Poker.

Besides a solid foundation of nine other colleges, universities and institutes, fast-growing Henderson is positioning Southern Nevada to become a mecca of learning.

Equally important is the immediate and future economic impact that these schools will have. They've already made

sizeable investments in commercial real estate and equipment.

"The community doesn't really understand yet the opportunities that are offered by the presence of these private universities," said Bob Cooper, manager of the City of Henderson's Economic Development Division. "We've targeted particular schools to try and match the community's needs. The real interest is to provide local citizens with good quality education and

our businesses with high quality graduates."

In the next four years, these institutes of higher learning will begin sending qualified employees into the local workplace to fill areas of high demand.

The following educational facilities will be recognized this month for their contribution to the City of Henderson's economic development process:

- Touro University-Nevada, a medical training facility that plans to help alleviate the critical, regional shortage of healthcare professionals;

- Medical Education and Research Institute of Nevada (MERIN), which will bring surgeons from around the world to learn innovative surgical procedures,

- International Academy of Design & Technology (IADT), which is set to fill the Valley's artistic need for interior, fashion and graphic designers, and

- National University, which trained many of Nevada's current teachers and nurses at its 29 California campuses.

One of the greatest challenges facing Nevada today is the shortage of trained health care professionals. In 2003, the state ranked 47th nationally for number of physicians per capita. Touro University-Nevada is hoping to correct that problem.

The private health care services school welcomed its first class of 78 osteopathic medical students on Aug. 1. That is one and a half times more students than the 52 trained annually at the University of Nevada School of Medicine (UNSOM). That number will increase to 100 D.O. students in 2005 and 125 in 2006. The hope is that many of these doctors will remain in Southern Nevada after their medical training.

Touro University has also introduced the first Physician's Assistant Studies Program to Nevada.

"A physician's assistant (P.A.) does everything you'd expect a doctor to do, except lead complicated procedures, such

as surgery," said Dr. Michael Harter, vice president for Administration at Touro. "They make great salaries, but bypass a lot of the hassles that regular physicians have."

There are 36 students in the first P.A.'s program, which began Oct. 1. Forty students will be admitted this year and 45 in 2006.

"We hire faculty and administration with Ph.D.s and M.D.s," said Dr. Jay Sexter, the CEO of Touro's Henderson campus. "That brings not only a new level of expertise to the community, but these high-income earning professionals move here, buy homes, raise families and train more health care professionals."

An impact has already been made.

Touro University's Dean of Admissions, Dr. Mitch Forman, has doubled the number of rheumatologists in Southern Nevada to two. Dr. Sharon Gustowsky is the only cranial manipulation specialist in the state. Then, there's Dr. Michael Crovetti, the founder of MERIN and a world-renowned surgeon who teaches other physicians to properly administer and utilize the minimally invasive knee and hip replacement surgeries and instruments that he developed.

With nearly 100,000 square feet of space at 874 American Pacific Drive, Touro University occupies one of the most up-to-date facilities available in medical education today. Each seat in the lecture hall has a laptop with Internet access and an \$80,000 "smart podium" that can display almost any type of image. There is an Osteopathic Musculoskeletal Manipulation lab, where osteopathic medical students learn the — literally — hands-on technique that distinguishes them from M.D.s. The school also boasts a virtual library, which allows students to print out textbooks, one chapter, or one book at a time, a suite of physical exam rooms and a state-of-the-art cadaver lab.



At the Touro University College of Medicine, students have the opportunity to learn in the Osteopathic Manipulative Medicine laboratory.



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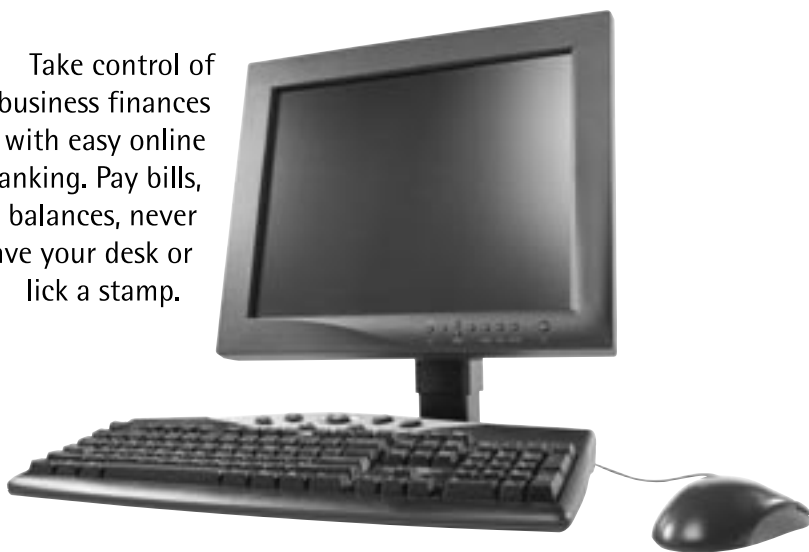
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International Academy of Design & Technology students, from left, J.V. Sarmiento, Patricia Samaniego and Cincha Dalieux, work on one of their fashion projects.

While there are other ways to learn gross anatomy, research has shown that preserved cadaver dissection is still the most reliable way to train new and practicing physicians, their assistants and nurses. Cadavers are also used to teach surgical techniques.

Cadavers, though, can be difficult to obtain. There is a shortage of people who donate their bodies to science, despite the scores of people that a body can help. The Generations Anatomical Gift Program at the Medical Education and Research Institute of Nevada will oversee the ethical procurement of cadavers for use in the training of local and visiting physicians.

Occupying 18,000 square feet inside of Touro University and scheduled to open in late March, MERIN was founded on the principle that advances in medical knowledge will improve patient care.

MERIN will invite specialists from all over the world to learn a variety of the most innovative surgical techniques available.

Dr. Crovetti emphasizes that the national perception about Southern Nevada health care is wrong.

"There are already great surgeons and medicine being practiced in Henderson," he said. "The Mayo Clinic and Scripps became famous by conducting research at their facilities. We plan to bring this same level of national prominence to Southern Nevada through the programs that will be offered at MERIN."

Added Dr. Sexter, "We've made a sizeable investment here, and we plan to impact the entire health care community."

Touro University-Nevada is in nego-

tiations to expand its medical education to include occupational therapy (projected start date of this fall), nursing, speech therapy, pharmacy and physical therapy.

To meet the requirements of the state and other accrediting bodies, a gradual expansion of degree offerings and campuses seems to be the rule for private colleges.

Henderson's new International Academy of Design & Technology is a sister school to Las Vegas' successful Le Cordon Bleu School of Culinary Arts. Both are owned by the Career Education Corporation (CEC), which has dozens of campuses across the globe. There are already 300 students enrolled at IADT, which started classes last fall, and another 110 are projected to start by the end of this month.

IADT offers associate of arts and bachelors of fine arts degrees in fashion and interior design, as well as visual communications. Most undergraduates are working toward their B.F.A.s.

"The demand for fashion and interior design in this area is crazy," said IADT president Jason Smith. "Although we anticipated that a large number of our graduates would work on or near the Strip, we get calls from small businesses every day asking us for student interns. Some have worked on projects at the Fashion Show Mall. Others already have corporate and interior design references on their resume because we can offer a lot of talent at lower prices than the established firms."

Although the artistry shows when you walk through the halls of IADT, there is also a heavy emphasis on learning about the businesses associated with these profes-

sions. On display in the lobby are student-designed ball gowns and sundresses, shoes and ensembles – complete with marketing plans.

The CEC places a heavy emphasis on job placement for its students. So, the school gives its budding artists many opportunities to apply their skills commercially. Interior design undergraduates were just awarded a \$10,000 budget to design their own resource room at the school. Eventually, Smith wants to turn the rear portion of the student store into a consignment shop, which would be student-run and hawk the collections of IADT's fashion design majors. There are already two student-designed Las Vegas T-shirts on sale there.

The Institute of Design & Technology offers an accelerated course of study, allowing students to complete their bachelor's degree in three years, or their associate of arts degree in 18 months. Because the Career Education Corporation has campuses around the world, six-week study abroad opportunities are available in London and Paris. School spirit is already showing, as flyers for fund-raisers are posted in the library and some classrooms.

Although raising money to study abroad is often associated with the "traditional student," who ranges in age from about 17 to 23, another of Henderson's newcomers, National University (NU), targets the adult learner, career changer and graduate degree seeker. With more than 27,000 active students enrolled at its California learning centers, National University is the second

largest private university in that state.

Scheduled to open its 11,000 square-foot campus in May, National University will offer five undergraduate business programs, as well as a criminal justice specialty. On-site graduate degree programs include a master's of business administration, a master's of public administration and a master's of organizational living. By late summer or early fall, NU should also be offering several different master's programs with licensure for career switchers who decide to teach. National also offers nearly 40 degree programs online.

"One of the things I most admire about Dr. Jerry Lee, our chancellor's vision for National University, is that he has structured it to become, truly, a model for a 21st century university," said Dr. Charlotte Bentley, vice president of NU's campus.

Health care professionals, fashion, and interior and graphic designers are now being trained at Henderson's newest private universities. Teachers, nurses and business administrators will be the focus of such schools as National and Regis Universities and Nevada State College. From automotive repair to the nurse's program, the venerable Community College of Southern Nevada's Henderson campus finds its classes filled to capacity.

Economic development research shows that for every 10 primary jobs created in a public service-related "target industry" (such as health care, teaching, design and others are for Henderson), six secondary jobs are created.

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## Henderson Executive Airport undergoing \$27 million expansion

By Lisa McQuerrey/  
Contributing writer

When Clark County purchased Henderson's Sky Harbor Airport in 1996, it was intended to serve as a "reliever" airport for McCarran International Airport.

The role of the renamed Henderson Executive Airport, as defined by the Federal Aviation Administration, was to help ease congestion at McCarran by accommodating smaller aircraft, such as single, twin-engine and corporate aircraft up to 75,000 pounds. While the facility continues to play that role, the growth of Henderson's business sector, paired with McCarran's increasingly heavy air traffic, is prompting a number of expansion efforts during the next 18 months.

"Many businesses that come into the community have corporate aircraft, and having an airport in close proximity is a very strong selling point for the community," airport manager Tom Donaldson said. "We're now trying to build incentives for small aircraft owners and corporate pilots."

"Our intent," added newly named assistant director of general aviation Cecil Johnson, "is for corporate customers to come to Henderson."

In 1996, Henderson Executive Airport was seeing approximately 70,000 operations — or take-off and landings — each year. In 2003, that number grew to just under 90,000. Efforts to upgrade and expand the facility have been ongoing for the past several years. In 1998, construction of city water and sewer lines was completed to modernize the facility's infrastructure. Soon after, a new aircraft parking ramp, wash ramp and above-ground fuel storage facility were added. The airport is

home to 140 "based" aircraft, a Grand Canyon tour company and two flight schools.

During the last year and a half, a number of major new projects have been launched, all with the intent of expanding the facility to meet increasing demands and create a niche of its own for corporate travelers.

In March 2003, a 6,500-foot-long runway was commissioned and made available for use. The project made the facility capable of accommodating the vast majority of aircraft in the general aviation and corporate fleet. In October 2003, a slightly shorter, parallel runway was added, giving the airport more flexibility in managing the increasing level of airport operations. In February 2004, two new shade hangars with 37 parking positions were built and construction was completed on infrastructure necessary to support 95 new enclosed hangars, which are expected to be available by the second quarter of 2005.

According to Donaldson, the airport launched two distinct projects in September 2004.

Clark & Sullivan was awarded the \$21 million terminal construction project by Clark County in November 2004. The 24,000 square foot two-story building will include administrative offices and pilot amenities, including a "snooze room," flight planning area, a restaurant and lounge and locker room facilities. Other "perks" being established will include crew cars for ground transportation, competitive price structures and other "first class services" that are attractive to corporate pilots. The county project also includes a stand-alone air traffic control tower and 18



The Henderson executive Airport has grown from 70,000 take-off and landings in 1996 to nearly 90,000 in 2003.

SAM MORRIS/IBLV STAFF





This artist's rendering of the Henderson Executive Airport shows some of the work that will be completed in the \$21 million expansion of the terminal. A two-story, 24,000-square-foot building is planned.

acres of ramp just east of the terminal. Completion of the tower is anticipated by December 2005 with the ramp and tower coming online in early and mid-2006, respectively.

The facility's second project, hangar development, is a privately funded project being handled by APCO Construction with a price tag of \$7.5 million. The new hangars are anticipated to be ready for use in the fall of 2005 and will allow the facility to nearly double the number

of aircraft it can accommodate.

In addition to the terminal, ramp, tower and hangar projects, Donaldson said the Clark County Commission has given the airport permission to negotiate a lease agreement with Ribero & Co. for two different commercial aviation corporate centers south of the new terminal. It's anticipated that development of support facilities, such as maintenance, avionics shops and sales offices could be underway by the first or second

quarter of 2006.

While airport expansion efforts will no doubt be a benefit to the flying community and to the city's expanding business base, Donaldson said Henderson Executive Airport is taking great care to work closely with its neighbors to ensure expansion is done in as "neighbor-friendly" a way as possible. While McCarran has experienced growing pains prompted by some residential and business complaints about increasing noise levels, Donaldson

said Henderson is working closely with development officials in an effort to avoid those issues as much as possible.

"Henderson will be a premier airport," said Johnson, noting that the creation of his position as assistant director of general aviation signals the high priority being placed on the facility. "And Henderson's business community will receive a positive benefit from this expansion."



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# Scott Drake revved up about move to Southern Nevada

By Danielle Birkin/  
Contributing writer

Scott Drake successfully parlayed a lifelong affinity for Ford Mustangs into a lucrative livelihood.

As president of Scott Drake Enterprises, a leading manufacturer of reproduction parts for Mustangs, Drake oversees a 27-year-old wholesale operation that serves the worldwide automotive aftermarket industry.

"I've never really had a real job," joked Drake, who can attribute his company's genesis to his high school drafting teacher, who by coincidence owned a 1965 Mustang coupe. "I asked him if I could install the trunk weather strip, because he had the kind of car I needed to test-fit, and he was so kind as to say 'yes.'"

Upon completing the installation, Drake tested the integrity of the seal with a few buckets of water. The seal held, and he was in business.

From there, he and his girlfriend and now wife, Suzanne, began cutting rubber pieces for trunks at her mother's house, selling them to automotive stores in their hometown of Canoga Park, Calif.

Recognizing a largely untapped

market, Drake passionately pursued the business, which now manufactures and supplies some 7,500 parts to approximately 650 automotive operations across the world, including companies

square-foot custom-built plant in Henderson.

To that end, the city of Henderson is recognizing Scott Drake Enterprises with an Economic Development Award

said Jeff Leake, economic development officer for the city of Henderson's Economic Development Division, who noted that the company's workforce is likely to have a positive effect on the

local economy. "So in addition to manufacturing and production, it will bring more attractive jobs such as administration, marketing and research. Employees of Scott Drake will get their paychecks and go out and spend money at grocery stores and restaurants and at The Galleria (mall) and on other goods and services."

Scott Drake Enterprises was among eight businesses to relocate to Henderson from California in 2004, Leake said, in keeping with an escalating trend.

"Certainly in California the cost of doing business is much higher so it causes companies to take a look at where they are. As they grow and expand, they take a look at other communities that might be

more inviting and that's where Nevada and Henderson stand out."

According to Leake, 20 companies relocated to Henderson last year, creating 726 jobs, occupying more than



Scott Drake Enterprises is relocating its corporate headquarters to Henderson.

in Australia, Great Britain and The Netherlands, as well as a trio of shops here in Southern Nevada. Now, Scott Drake Enterprises is relocating its corporate headquarters into an 86,000-

square-foot custom-built plant in Henderson.

"The interesting thing about Scott Drake is that as opposed to a branch office, this business is opening its corporate headquarters in Henderson,"



An 86,000-square-foot custom-built plant is in the works.



Scott Drake Enterprises is one of 20 new businesses to come to Henderson.

637,000 square feet of space and resulting in an economic impact of \$173.5 million.

The new Scott Drake Enterprises corporate headquarters, located on Cassia Way, will open this month with about 60 employees, Drake said, including 20 staffers who relocated from the company's former Oxnard, Calif., headquarters, which will close its doors permanently when the last moving truck is loaded and headed for Clark County.

"We're weeks away from completion on the building, which is two acres under one roof," Drake said, adding that the plant sits on a 4.7-acre parcel. "By the end of 2005, we will have 100 employees, so we need to hire about 40 or 50 people in production, purchasing, manufacturing, assembly and shipping and receiving."

While Scott Drake's arrival in Southern Nevada will undoubtedly have a positive effect on the local community, it will also benefit the company's clients in the valley, including Mustang Depot, a retail parts distributor located on Patrick Lane and Eastern Avenue.

"We do a considerable percentage of business with them but it will get even more so as they get here because of the reduction of shipping costs," said Jay Jacquemoud, president of the six-year-old operation, which has been doing business with Scott Drake since opening. "They are going to allow us to become much more competitive for our walk-in customers as well as for people who use our Internet site. Once they arrive we will be much more aggressive on local marketing because we will have access to a full inventory we don't have to procure. It's almost like we'd be stupid not to use them."

So what specifically drove Drake to relocate the company, which also has a small facility in Georgia?

The sky-rocketing price of workers' compensation in California, for starters, he said, coupled with the prohibitive cost of liability insurance.

"Nevada is a less litigious state, and we feel that long-term it's also a very attractive move for our business," he said. "Also the real estate value — we get more for our money in Nevada. Gosh, we have 2 two acres under one roof in Henderson — we never could have afforded that in California. We're also very excited about being part of the community. There are so many neat things to do and see and no income tax. Our employees love that."

Joan Capponcelli, CEO of Scott Drake Enterprises, attributes the company's prolonged success to measured, controlled growth.

"Being in business this long, we've had our fair share of growing pains, but we've always run the business very conservatively, like people did back in the 1930s or '40s where they kept their debt to a minimum," said Capponcelli, who

has been with the company for more than 13 years. "We've tried not to have a lot of outstanding invoices and we try to own everything. We pay cash for our entire inventory and don't have lines of credit or bank loans. We just run an extremely tight ship, and when the economy has a down side we weather the storm much easier."

Also critical to the company's success is employee trust and eliciting — and then implementing — their suggestions.

"Who best to help guide us?" Drake said. "They really do contribute

to the growth of the company and the efficiencies. Many people fall into the trap where they don't listen to their employees, but here it's really management by committee in some respects."

Indeed, according to Capponcelli, "There's nothing in this company that any single person is too good to participate in, whether it be unloading a truck, helping with the shipping department or getting involved with the inventory."

Scott Drake Enterprises is also an approved licensee of Ford Motor Co., which Drake said was another coup, as Ford refers customers to his business

and markets it as well.

Although Mustang parts comprise about 75 percent of the business, Drake said the company also sells parts for Broncos, Falcons and GMs, and is pursuing more opportunities in those markets.

But Mustangs remain nearest and dearest to his heart.

"The Mustang has kind of developed into America's favorite fun car ... the status car to have," he said. "It was my favorite high school car, and I used to cruise Van Nuys Boulevard like all the kids did."

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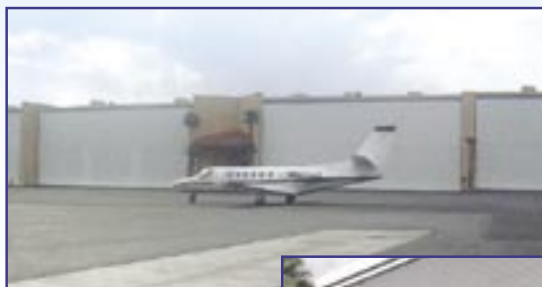
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# Henderson business relocation and expansion efforts top \$200 million

By Lisa McQuerrey/  
Contributing writer

Henderson's economy continues to thrive with the addition of 21 new businesses in 2004. The new companies will occupy nearly 877,000 square feet of space, bring in more than 1,225 new jobs and pump an estimated \$173.5 million into the local economy.

Besides the new business development, 10 existing Henderson businesses expanded operations during 2004. Expansion efforts have created nearly 500 additional jobs and taken up close to 173,000 square feet of space, generating additional estimated city revenue of more than \$26 million.

"We're part of a dynamic valley," said City of Henderson Economic Development Manager Bob Cooper. "That's part of what's driving our success. Most people have heard about Las Vegas' growth, and to a great effect, we benefit from that name recognition when they (relocating businesses) check out the area.

"Businesses want a robust economy and a good quality of life," Cooper said. "They want low crime, good schools and a good parks system. If they're here and they pursue looking at Henderson, we do really well."

Cooper also attributed Henderson's success in attracting relocating businesses to the city's hands-on approach to Economic Development Division. The economic development department targets business categories they feel are currently underrepresented in the market and look for ways to present a win-win scenario.

"We do our homework on the front end so we can articulate the benefits," explained Cooper, who gives credit to the approximately 300 business volunteers who staff city task forces and economic development committees. "We look at what's a good fit for the community. What do we offer them and what can they offer us? We try to understand issues that could impact relocating businesses."

Cooper said the city is working to attract administrative and back-office companies, those with an interest in relocating their regional or corporate headquarters. Manufacturing and distribution operations are also being targeted, as Southern Nevada offers exceptionally cost-effective transportation options, with trucks bringing goods into the area and potentially leaving empty.

Medical and education-related businesses, including private-sector colleges, are also a top priority of the department. Cooper pointed out the increasing need for educators and medical professionals



*"Businesses want a robust economy and a good quality of life. They want low crime, good schools and a good parks system. If they're here and they pursue looking at Henderson, we do really well."*

– Bob Cooper

in the valley, and said by encouraging the growth of these fields, Henderson is both providing an opportunity for businesses to thrive with little competition while also filling a void of services needed by valley residents.

"As we grow, hospitals serve as anchor tenants in medical complexes, which is why we're going after clinics, institutes and medical-related fields and industries," Cooper said.

Touro University College of Medicine opened its Henderson campus in August 2004 with an inaugural class of 114 students. The International Academy of Design & Technology is another private college with a 50,000-square foot Henderson campus. The college offers associate and bachelor's degree

# Studio aims to transform Valley into music mecca

By Damon Hodge/  
Staff Writer

Music has always been part of Las Vegas' allure. The Rat Pack and Lena Horne have given way to Celine Dion and Elton John. Newbie superstars like Britney Spears and Usher Raymond draw thousands while generational holdovers like Gladys Knight and Wayne Newton still pack 'em in nightly.

One theme unites nearly all the artists: The music they perform here is made elsewhere.

Tom Parham, owner of Odds On Recording Studios, hopes to change this tune.

Slated to open in June 2006, Odds On's 35,000 square-foot recording studio, located at 14 Sunset Way in the Green Valley Business Park, will offer a smorgasbord of services. That includes: multi-track recording, HDCD digital mastering, compact disc replication, CDR short runs, digalog cassette duplication, web design, and graphic design and printing services. Already operational is a 50,000-square-foot CD/DVD manufacturing facility that presses 80,000 items daily.

"Our client base has come to rely on us and is constantly driving us to expand the scope of our services," Parham

said. Past clients include R&B singer TQ, garage-punk band Sublime, rapper Ice-T, Backstreet Boy Nick Carter and legendary crooners The Platters, as well as Disney, Mattel and Tony Robbins. "There aren't any world-class recording studios in Nevada and this is one of the biggest studios built in the last 15 years in the nation."

Parham envisions Odds On as a destination within a destination: Las Vegas magnetizes artists of all stripes, something Parham wants to replicate by providing a workspace rivaling offerings in traditional recording centers like New York, Los Angeles and Nashville.

"People will block out lots of time to do their projects here because Southern Nevada is a great place to do their projects — the weather is great and the location is great — and because we have a great facility," said Parham, who opened a satellite office here in 1997 to satisfy local clientele. He has plans for additional growth. "Henderson offers privacy. We're close to the action (of the Strip) but also removed from it. There are a lot of entertainment people already out here."

And you won't need a single on the



Tom Parham, owner of Odds On Recording Studios, partners Dana Parham and Wally Simmons and designer Neil Grant.

Billboard charts to use the facility. Independent and local acts are welcome. "Major labels often look for proven

acts," Parham said. "A lot of independent record labels have come to us to get their stuff out."

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**HENDERSON** continued from Page 24

programs. National University, one of California's largest and most successful private universities, has selected Henderson for its next expansion and academic campus. Slated to open an 11,000 square foot facility in Spring of 2005, National University will offer 48 graduate and undergraduate degree programs and 17 teacher credential programs.

Like many businesses moving to Southern Nevada, a large majority of companies relocating to Henderson are fleeing the restrictive, costly economic environment of California.

Pacer Stacktrain, a transportation logistics company, has plans to relocate

its corporate offices from Northern California to a 240,000 square foot Henderson facility. The Henderson location will employ more than 500 people.

Arroweye Solutions, a technology-based marketing solutions company, relocated its corporate headquarters from Santa Barbara, Calif. to a 7,000-square-foot Henderson facility. The company plans to nearly triple its employee base from 12 to 32 during 2005.

Cooper said some companies, especially those that considered a move for some time and finally made the jump, are experiencing a bit of sticker shock from the recent spike in local real estate prices, but most say Southern Nevada is still a bargain compared to California.

Machine Tool Direct, Inc., a full service machine tool company from Southern California, recently opened an 8,000-square-foot Henderson plant. Company sales executive Rob Sharpe said it was money that attracted the company to Henderson. "We were in California, which was very expensive," said Sharpe. "Housing, taxes – everything was expensive."

Sharpe said while some attention was given to Southern Nevada's rising real estate prices, he noted it's "still a little better than California, and there's no state income tax. We got in at a good time."

Henderson is proving to be attractive not only to new business ventures,

but to existing ones as well. Ten established Henderson companies, including Ford Credit Co., Yellowpages.com and Steinberg Diagnostic Medical Imaging, expanded operations during 2004.

WRG Design, Inc., a multi-disciplinary land development consulting firm headquartered in Portland, set up shop in Henderson's Seven Hills area six years ago and invested nearly \$3 million in capital expenditures in 2004. Since 1998 the company has expanded its facility from 3,600 to 15,000 square feet. Vice president of Las Vegas operations J. Stuart Hitchen said the company has found Henderson to be a very development-friendly jurisdiction, from the mayor's office on down through the community services and economic development departments.

"The city greets developers with open arms and is helpful in moving them through the process," Hitchen said. "The city's business leaders are very progressive. The development community recognizes that and finds it appealing. The infrastructure is well planned and the area is ripe for growth. They've done it right and we think there's no better place on the planet."

Besides doing its homework and taking a proactive approach to encouraging business expansion to Henderson, the city's Economic Development Division takes a real hands-on approach to recruitment, making the decision to move to Henderson an easy one.

"A business always has challenges when they're relocating," Cooper said. "They're moving part or all of their operations and at the same time, they still need to keep that business running. It's a lot of work, so we offer to take part of that burden off them. It's a total customer service package. We serve as their staff, and it's a huge relief to them. We help them find the best schools for their kids, assist them in finding housing, sub-suppliers – we help them the entire way and it makes them really comfortable. In fact, they're surprised we do it."

So why choose Henderson over big sister Las Vegas? As the saying goes, image is everything, and about 20 percent of relocating companies admit they're playing the name game, choosing a Henderson address over a Las Vegas one. Even though Southern Nevada is touted worldwide for its thriving economic and business environment, some companies still face disapproval from stockholders and board members who can't wrap their arms around the idea of being headquartered in the Entertainment Capital of the World.

While gaming will always be inextricably linked to Nevada, Cooper said growth in other areas of business is growing quite steadily. "Hospitality and gaming will always be visible," explained Cooper, noting that when a new casino opens its doors and hires thousands of people, it makes headlines, but small businesses that add 20 employees here, 40 here and 100 here, eventually add up to big numbers.

"Economic diversification is hap-

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