

# IN BUSINESS Las Vegas

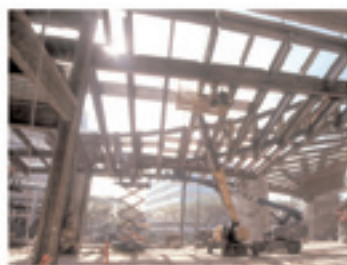
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**SPECIAL PUBLICATIONS ADMIN.** Terry Martin  
**STAFF WRITER** Allen Grant  
**CONTRIBUTING WRITER** Deborah Roush

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## CONTACTS:

City of Henderson Economic Development Division  
 City Hall  
 P.O. Box 95050  
 Henderson, NV 89009  
[www.hendersonmeansbusiness.com](http://www.hendersonmeansbusiness.com)  
[COHEcon@cityofhenderson.com](mailto:COHEcon@cityofhenderson.com)

Bob Cooper  
 Economic Development Manager  
 (702) 267-1654

Jeff Leake  
 Economic Development Officer  
 (702) 267-1655

Maiqui Hertzog  
 Administrative Assistant  
 (702) 267-1650



Henderson City Hall, located on Water Street, houses the city's economic development division. PHOTO BY ALLEN GRANT / IBLV SPECIAL PUBLICATIONS

# City of Henderson-HDA partnership continues to attract businesses, jobs

SPECIAL TO IN BUSINESS LAS VEGAS

It's no longer a surprise to residents of Southern Nevada that Henderson has stood the test of time and proven itself as one of the most

desirable places to live in the Southwest. What might be surprising to some, however, is on-going momentum in building a strong and viable business community.

The city's economy shows no signs of slowing down. As recently as December 2005, Yahoo's HotJobs.com reported that Henderson is poised for continued growth. It was listed among the nation's top 10 cities with rising job opportunity growth interest.

"Henderson has a lot to offer employees and businesses looking to move to or expand into Henderson, and they have a lot to offer us," said Bob Cooper, manager of the City of Henderson's Economic Development Division. "We are extremely business friendly at the City of Henderson. Our leadership understands that the development of our economy only enhances the quality of life for all of our residents."

Businesses see the opportunities in Henderson.

"We're very proud of the diverse businesses we're bringing into the area, as well as the job opportunities we're providing for residents as a result of these new businesses," Cooper said. "Bringing medical, industrial, financial and educational industries to Henderson continues to strengthen the community."

The economic development division works closely with businesses considering relocation or expansion projects to Henderson and provides the services free of charge. The di-

vision introduces businesses to employment and training providers, community leaders and business contacts; identifies potential incentive programs, site/community tours; provides economic or demographic information; conducts confidential real estate searches and facilitates meetings with regulatory agencies.

"Although we're able to serve as a one-stop shop for interested businesses, a large portion of the economic development division's success comes from our community partners," Cooper said. "Taxes and incentives generate legitimate interest from many

businesses, but it's the community and organizations like the Henderson Development Association that help close the deal."

The Henderson Development Association (HDA), a division of the Henderson Chamber of Commerce, works closely with the city's economic development division to develop and expand the primary job base of the Henderson area through a variety of programs and services it offers.

"Henderson's Economic Development Division and the Henderson Development Association fit hand-in-glove to bring businesses to the Henderson community," said Laird Noble Sanders, who serves as the HDA's president and is a local business owner. "The proactive business mentality and working partnership that the city and the community have together is a key reason we've been so successful in recruiting businesses to Henderson. You don't often find these types of relationships elsewhere."

The partnership still continues to prove successful.

In 2005, the HDA and the economic development division partnered on several initiatives to enhance the benefits of Henderson's growing economy to the community.

The two organizations developed and hosted focus groups and business roundtables for industries including medical, manufacturing and higher education institutions, to address and resolve individual industry needs to match the economic opportunities Henderson offers. The HDA and city also coordinated the inaugural public EdExpo, a higher education expo that featured Henderson's 13 private colleges and universities.

On-going initiatives have also grown in popularity among the local business community. For the past six years, the HDA and the city, through its One-on-One business visitation program, have met with hundreds of local businesses and assisted them in their growth plans. HDA volunteers, city staff and councilmen visit a handful of businesses on a weekly basis, making the program a success.

The recent achievements of the city and HDA's initiatives, as well as the relocation, expansion and dedication of public and private sector individuals were recently recognized during the city's seventh annual Economic Development Awards program, which was hosted at the Ritz-Carlton, Lake Las Vegas.

"The awards program is visible proof of this dynamic collaboration and its success in continuing to diversify our community," Cooper said. "We're looking forward to pursuing new levels of growth in 2006, which we hope will generate tremendous benefits for the entire community."



Bob Cooper



# Rankings, surveys make Southern Nevada, Henderson a magnet for businesses

SPECIAL TO IN BUSINESS LAS VEGAS

If the business climate in Southern Nevada were a movie, it would be considered critically acclaimed.

They may not be the Golden Globe or Academy Awards, but report after report is recognizing the Las Vegas Valley — including the city of Henderson — as one of the top places for businesses to operate.

In a 2005 survey of 458 chief executive officers from across the country — conducted by the publisher of *Chief Executive* magazine — ranked Nevada as the second-friendliest state in which to do business. In contrast, Nevada's bordering state, California, ranked as the worst state, just behind New York, Massachusetts and Washington, D.C.

"Obviously, reports and surveys can be subjective from issue to issue," said Bob Cooper, manager of the Economic Development Division of the City of Henderson, the second-largest city in the state behind Las Vegas. "However, time after time Nevada, the Las Vegas metropolitan area and Henderson are being ranked as top places in which to do business. After a while, you see a trend and understand that this definitely is an attractive place for a business to relocate or to be established."

The trend is easy to see.

The Tax Foundation ranked Nevada among the top 10 states with the most business-friendly tax systems at the beginning of 2003.

In March 2004, *Inc.* magazine ranked the

Las Vegas metropolitan area as one of the best locations for doing business. "The area is creating jobs in high-end sectors and even manufacturing, in large part because of an exodus from more expensive locales on the Western Seaboard," explained the magazine.

In November 2004, the Milken Institute Best Performing Cities Index ranked Las Vegas as the second best metropolitan area in the United States based upon its economic performance and populations and ability to create, as well as keep, the greatest number of jobs in the nation. According to the report, the top-ranked planned cities were those with low costs, growing populations, and reliable and stable sectors such as health care and government.

The "2004 Kosmont-Rose Cost of Doing Business Survey" rated Henderson as a "Low Cost City," analyzing six types of taxes including business license levies, property tax, sales tax and utility taxes in 314 cities nationwide.

All of the findings from these reports and surveys were made tangible earlier this month as the Henderson Development Association, in conjunction with the City of Henderson, honored more than 30 new and expanding companies in the city.

One of the companies recognized was Southwest Steel.

"I have been impressed with the help and assistance from Henderson's Economic De-

velopment Division in arranging meetings and helping get our plans and permits approved on what I feel was an expedited basis," said Tom Collins, vice president of Southwest Steel.

"Every time I called a representative and asked for 'help' he was quick to put me in touch with the 'right' people and took a personal interest in getting 'hitches' resolved," he said. "The division and the City of Henderson truly want to help businesses get established and re-located and they don't just 'talk the talk'... they get results."

During the past six years, the Henderson Economic Development Division has been instrumental in recruiting 102 non-hospitality, non-retail firms to Henderson that have created more than 6,500 jobs, while occupying nearly four million-square-feet of space. The economic impact of these efforts is estimated at more than \$478 million.

Henderson will continue to grow as more raving reviews come in about the area's business climate.

The Boyd Co., a New Jersey-based location consulting firm, rated the Las Vegas area as one of the least expensive cities for business. The study was based on a technical company employing 125 workers and occupying 35,000-square-feet of Class A office space in 30 metropolitan areas in the U.S.

"In our view, Las Vegas is well-positioned," said The Boyd Co. president John Boyd in De-

cember 2004. "Executives stand to save a lot of money with the lack of personal income tax. They also have the ability to buy more house for less money compared with what they would get in Connecticut, Chicago or Orange County (Calif.)."

And finally, the "Small Business Survival Index 2004" — published by The Small Business and Entrepreneurship Council — ranked Nevada as one of the most entrepreneur-friendly states in the nation. The index tied together 23 major government-imposed or government-related costs impacting small business and entrepreneurs across a broad spectrum of industries and types of business.

All in all, the community — including its lawmakers — is committed to making Henderson a place to do business.

"Companies across the nation are quickly realizing how beneficial doing business in Southern Nevada is," said State Sen. Warren Hardy, whose district includes much of the city of Henderson. "As lawmakers, it's crucial that we understand the importance of a thriving economy to the entire community, and work to protect and grow that economy. At the end of the day, a diversified economy is the key to maintaining the high quality of life we enjoy in Southern Nevada."



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# NEW BUSINESSES

Ten companies are being recognized in the "New Business" category. These businesses occupy more than 370,000 square feet of space and are projected to employ approximately 955 people within their first year of operation. The economic impact generated by these firms is estimated at more than \$53.8 million.

## **A/P Digital Studios** [www.digitalstudios.com](http://www.digitalstudios.com)

From its 5,000-square-foot facility, A/P Digital Studios provides commercial digital photography services to the growing business community. The company, which expanded in 2005 to Henderson from High Point, N.C., is positioned to quickly become one of Southern Nevada's leading photography companies. That's most notably due to the opening of World Market Center and the spin-off business resulting from the center's West coast customers in need of digital services.

## **Desert Capital REIT, Inc.** [www.desertcapitalreit.com](http://www.desertcapitalreit.com)

Desert Capital REIT is a Henderson-based real estate investment trust that invests in loans to owners and developers of real estate properties. The company, formed in 2003, relocated its headquarter offices, as well as its subsidiaries and affiliates, to Henderson to continue its growth.

## **Electrograph Systems, Inc.** [www.electrograph.com](http://www.electrograph.com)

For more than 20 years, Electrograph has served as the largest distributor of plasma

displays in the U.S. offering the latest display technology products, from plasmas to peripherals. Its Henderson location serves as a regional distribution center.

## **Hydrogen Solar** [www.hydrogensolar.com](http://www.hydrogensolar.com)

Hydrogen Solar is a private commercial company with a portfolio of renewable hydrogen technologies and intellectual property aimed at the new hydrogen economy. Hydrogen Solar, based out of the United Kingdom, owns the worldwide exclusive rights to the Tandem Cell, which converts light and water directly into hydrogen. Locally, the company opened its 2,000-square-foot office in Henderson as part of its U.S. expansion efforts.

## **Quality Candy Company, Inc.** [www.qcandy.com](http://www.qcandy.com)

Originally based in Julian, Calif., Quality Candy's Henderson location serves as the company's new headquarters and distribution center. Nationally recognized in its industry, Quality Candy is one of the leading manufacturers of food service candy, and is also the manufacturer and marketer of the nationally recognized King Leo Candy and Gilliam Candy.

## **Sierra Nevada College** [www.sierranevada.edu](http://www.sierranevada.edu)

Sierra Nevada College's new 5,000-square-foot Henderson campus serves as one of Southern Nevada's premier private colleges offering masters programs and certification in teacher education.

## **Zappos.com, Inc.** [www.zappos.com](http://www.zappos.com)

Zappos.com is quickly becoming the world's foremost online retailers. Since its inception more than six years ago in San Francisco, the company has grown into a nearly 300-person operation providing 24/7 online sales and distribution services for its more than 90,000 shoe styles its sells, along with other related retail items.

## **VadaTech** [www.vadatech.com](http://www.vadatech.com)

VadaTech, headquartered in Henderson, provides custom, embedded computer manufacturing services to companies worldwide. The company, which also provides start-to-finish hardware and software development services, is constructing a new 70,000-square-foot

facility where it anticipates employing nearly 100 staff.

## **American Scientific Institute** [www.asischools.com](http://www.asischools.com)

Established in 2002, American Scientific Institute provides high-tech and allied health education programs. The new 4,650-square-foot Henderson campus will serve to meet the needs of individuals seeking training in high-demand fields.

## **FedEx Ground** [www.fedex.com](http://www.fedex.com)

With more than 500 distribution hubs and local facilities throughout the U.S. and Canada, FedEx Ground serves as the small package ground delivery unit of FedEx Corporation. Locally, the company completed a new 130,000-square-foot distribution center, which employs more than 240 people in Henderson and expects to add another 40 employees in 2006.

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# Many companies benefit from Henderson headquarters

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**W**hen the median home price hit \$1,000,000 in Santa Barbara, Calif., Brian Huse and his partners figured it was time to look elsewhere for their company to house its headquarters.

Today, Arroweye Solutions has found a home in Henderson.

"We're a small company and we are very sensitive to our employees' needs," said Huse, who moved his company from Santa Barbara to Henderson in 2004. "We came to Henderson because this is where our people wanted to live."

However, Arroweye Solutions was forced to leave California for several other reasons — mainly, an unfriendly climate for its type of business.

Arroweye Solutions is a leader in one-off printing, specializing in printing plastic gift cards and greeting cards. Because of a particular law on the California books pertaining to store valued gift cards, Arroweye Solutions was being hit with an excessive amount of taxes.

"We went to the state of California and said there is a tax law that is just killing us. And we asked them, 'Can you give us a break?'" Huse said. "Basically, we were told no. So, we just moved the whole company."

After looking into cities in Florida, Ohio and Texas, Nevada — specifically Henderson — became the clear-cut choice for Arroweye Solutions' headquarters (its sales office is based in Chicago) because of lower taxes, a lower cost of living and better employment opportunities.

In fact, Huse and his team worked with the state to help set up a deferment of sales tax for its large hardware purchases over a number of years. Bob Cooper and Jeff Leake of the City of Henderson's Economic Development Division, according to Huse, facilitated much of this.

"Bob and Jeff were instrumental in getting that set up," said Huse about the deferment program. "They helped walk us through it. Henderson, in particular, went out of their way to work with us to make it appetizing to come here."

Cooper, the manager of the economic development division for the City of Henderson, said his division is eager to work with companies such as Arroweye Solutions.

"Henderson has a lot to offer businesses and these businesses have a lot to offer us," Cooper said. "We are extremely business friendly at the City of Henderson because our leadership understands that the development of our economy only enhances the quality of life for all of our residents."

Henderson's business-friendly atmosphere has been noticed nationally. The 2004 Kosmont-Rose Cost of Doing Business Survey rated Henderson as a "Low Cost City," analyzing six types of taxes including business license levies, property tax, sales tax and utility taxes in 314 cities

nationwide.

That is the reason Toyota Financial Savings Bank — owned by Toyota Motor Corporation — opened its doors last August in Henderson after being approved by the FDIC and the state of Nevada.

"We chose Henderson because of its favorable business climate, its close proximity to the airport and the favorable tax rates — both personal and business — for Nevada," said Ray Specht, president and chief executive officer of Toyota Financial Savings Bank, which offers banking products to Toyota and Lexus customers nationwide.

It's not too surprising that an international powerhouse company such as Toyota would single out Henderson as a place to grow a new business.

Henderson made a name for itself in the 1990s as being the fastest-growing city in the nation. In fact, Henderson — known for its master-planned communities and high quality of living — has been at the front of Nevada's growth spurt, growing from just 60,000 people in 1990 to currently over 240,000. That population would make Henderson the 14th largest city in the state of California — larger than such cities as Irvine, Glendale and San Bernardino.

Like Arroweye Solutions, Specht and his team at Toyota Financial Saving Bank do a lot of business traveling. Henderson's convenient location makes the city an attractive location for the headquarters of a business doing work nationally.

With McCarran International Airport providing frequent and inexpensive flights throughout the world, travel to and from Southern Nevada is made easy for people headquartered here — and their clients.

This has been a pleasant surprise for Nancy Munoz of Specialty Vehicles.

After 21 years of running her company in Huntington Beach, Calif., Munoz decided a move to Henderson in 2003 would benefit her company.

Specialty Vehicles is a distributor of people-moving transportation vehicles — such as trolleys, trams, mini-trams and buses — to organizations all over the world. Each vehicle is designed and built to meet the customer's needs and exact specifications. The company also offers used vehicles, customer support, parts, warranty claims, retrofitting and refurbishment.

"Our customers thought it was great that we were making the move," Munoz said. "Everyone wants to come to Vegas. I have seen more of them since we have moved than I saw in the first 20 years of doing business."

According to Munoz, customers from as far away as the Caribbean, Singapore and China have come to visit her since Specialty Vehicles relocated to Henderson. "We have a joke around the office on Fridays and Mondays. We are always trying to guess who is going to drop by because they were in town," Munoz said. "It's great to see them in person. The most important thing



Arroweye Solutions specializes in printing plastic gift cards and greeting cards.



Specialty Vehicles is a distributor of people-moving transportation vehicles. PHOTOS BY ALLEN GRANT / IBLV SPECIAL PUBLICATIONS

in business is having that one-on-one relationship with our customers."

Joking aside, Henderson has been a perfect fit for Specialty Vehicles.

"All of these little things help," Munoz said. "It's been a very good move for our company."

According to Munoz, the move to Nevada has significantly decreased her costs, particularly on insurance. In California, product and general liability insurance ran in excess of \$100,000 for the company while in Nevada the cost is \$38,000. She also added that the company enjoyed a substantial savings in worker's compensation payments. "All of those savings go to the bottom-line," Munoz said.

That's not the only benefit the 10-employee company has received. According to Munoz, Specialty Vehicles now owns its Henderson location — a 15,000-square-foot facility — for half of the monthly payment the company was paying for rent in Huntington Beach in a building that needed constant maintenance.

Prior to making the move to Henderson, Munoz and her team did quite a bit of research on locations throughout Arizona and Nevada. The advantages of being a Nevada-based corporation made the company's

leaders focus purely on Nevada and, ultimately, Henderson.

Munoz added that the City of Henderson's commitment to assisting businesses in relocating is welcomed by those businesses looking for a new home.

"It's been a good experience working with the City of Henderson," Munoz said. "They've been very proactive in helping us to be successful and you can tell they are truly concerned about our needs."

Since the move, Munoz said other benefits have become evident.

"Another added bonus was that all the employees could not own houses in Southern California because of the high costs," said Munoz, who said all but one employee made the move with the company to Southern Nevada. "Now, all of our employees own their own houses. Also, because there is no state income tax in Nevada, it was like all of our employees received raises."

Specialty Vehicles has benefited from the addition of contracts from local businesses and organizations, such as Nevada Business Bus Lines and the University of Nevada, Las Vegas. "The market was saturated in California, so we didn't bother to go after the work," Munoz said. "In Nevada, it's an added value."



Silver State Mortgage is the largest, locally owned and operated mortgage bank in Nevada. PHOTO BY ALLEN GRANT / IBLV SPECIAL PUBLICATIONS



# EXPANDING BUSINESSES

Eleven companies in Henderson are being recognized for creating approximately 264 jobs through their local expansions in 2005. These companies occupied nearly 79,000 additional square feet of space in Henderson during the past year. The economic impact generated by these firms is estimated at over \$13.4 million.

## **Mellon Financial Corporation** [www.mellonprivatewealth.com](http://www.mellonprivatewealth.com)

As one of the world's leading providers of financial services, Mellon's entry into the Southern Nevada market is a sign that the Las Vegas financial market is ready for the big time. Most recently, Mellon's local office, which expanded by 3,400 square feet into a 7,800-square-foot office space, added additional senior financial experts and support personnel in 2005. The local office has also grown in assets under management by 40 percent since opening its office in Henderson in October 2004.

## **Cartmill Rogers Construction**

Founded in 2001, the Cartmill Rogers team brings more than 25 years of construction experience to Southern Nevada. The company, which specializes in tenant improvements, concrete tilt up, office, warehouse and commercial construction, recently expanded by 2,200 square feet into a 4,000-square-foot office facility with more than 21 employees.

## **RIM Solutions, Inc.** [www.rimsolutions.com](http://www.rimsolutions.com)

RIM Solutions provides records and information management services — for physical and electronic documents — to businesses through its web-based document/data management system. Headquartered in Henderson, the company recently expanded its office and warehouse facility

to more than 11,400 square feet and more than doubled its number of employees.

## **Silver State Mortgage** [www.ssm.com](http://www.ssm.com)

Silver State Mortgage has grown to become the largest, locally owned and operated mortgage bank in Nevada. Since its inception, the company has doubled in size each year for the past five years and ranks among the top 200 mortgage banks in the nation. The company added more than 50 staff members in 2005 and expanded its facility by an additional 13,000 square feet.

## **DUCO Technologies, Inc.** [www.ducotech.com](http://www.ducotech.com)

Since 1987, DUCO Technologies has provided lights and sound services and products to the retail display/advertising industry. Recent growth from its contract manufacturing division has allowed the company to double its sales in the last two years, as well as increase support staff. DUCO's new office in Henderson serves as the company's headquarters.

## **Toyota Financial Savings Bank** [www.toyotafinancial.com](http://www.toyotafinancial.com)

Toyota Financial Savings Bank is a leading provider of automotive financial services to Toyota customers and dealers throughout the U.S. Toyota Financial Savings Bank continues to grow and added

seven staff members in 2005.

## **TWC Construction** [www.twcconstruction.com](http://www.twcconstruction.com)

Headquartered in Henderson since its inception in 1997, TWC Construction has become a major player in the commercial contracting industry in Southern Nevada. The company has relocated its corporate headquarters several times due to growth and recently expanded its office by 50 percent by expanding its location to a 12,000-square-foot facility to accommodate its 44-person staff.

## **University of Southern Nevada** [www.usn.edu](http://www.usn.edu)

The University of Southern Nevada is a private, nonprofit, higher education institution, which offers a doctoral studies program in pharmacy, as well as an MBA program. Most recently, the university expanded its campus from its 30,000 square feet facility to its permanent location, consisting of a 100,000-square-foot building, with more than 65 full-time faculty and staff members.

## **Touro University — Nevada** [www.tu.edu](http://www.tu.edu)

Touro University — Nevada is a private higher education institution that offers degree programs in osteopathic medicine, nursing, and most recently,

education. The university added another 76 staff members in 2005 and built a 34,000-square-foot addition to accommodate their schools of nursing, occupational therapy and education.

## **STING Surveillance** [www.stingsystems.com](http://www.stingsystems.com)

STING Surveillance is the premier provider of surveillance systems, camera and accessories customized to meet the specific and unique needs of each individual client. Since its inception in 2003, STING Surveillance has experienced rapid growth and has plans for nationwide expansion by 2006. In the past year, the company has added 25 employees and acquired an additional 8,900 square feet of space.

## **Graham Packaging** [www.grahampackaging.com](http://www.grahampackaging.com)

Graham Packaging, based in York, Pa., is a worldwide leader in the design, manufacture and sale of technology-based, customized blow-molded plastic containers for the branded food and beverage, household, specialty container and automotive lubricants markets. Graham's Henderson plant expanded production capacity and added dozens of new jobs in 2005.

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## Henderson Events Plaza expects to draw tourists, residents to Water Street District

By Deborah Roush, Contributing writer

**T**housands of firefighters will race up a five-story tower wearing 50 pounds of gear and carrying a 42-pound hose. They'll drive a 160-pound steel beam five feet with a mallet and they'll drag a 175-pound dummy to safety.

The firefighters will be competing against each other for bragging rights in an exciting professional competition that, for the first time, will be held in Henderson in November.

The annual Firefighter Combat Challenge championship will move to Henderson this year because the first outdoor events plaza in Nevada — designed to

be state-of-the-art — is set to be completed there in May. The city of Las Vegas has hosted the event four times, and it has been held in multiple cities across the country in its 15-year history.

The Henderson Events Plaza encompasses 2.7 acres with 60,000 square feet of programmable event space with multiple shade canopies. It is adjacent to City Hall and the Henderson Convention Center and connected to the Henderson Events Amphitheater. The Plaza is being funded by an \$8

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million Recreational Facility Capital Improvement Grant awarded by the Las Vegas Convention and Visitors Authority and is expected to generate more than \$20 million annually in non-gaming revenue.

The Plaza already has seven large-scale events scheduled including the annual ArtFest of Henderson, Henderson's Terrible 400 Desert Race and the Nevada Silverman Full Distance Triathlon, according to Andrea Primo, director of sales and marketing for the Henderson Convention Center and Visitors Bureau.

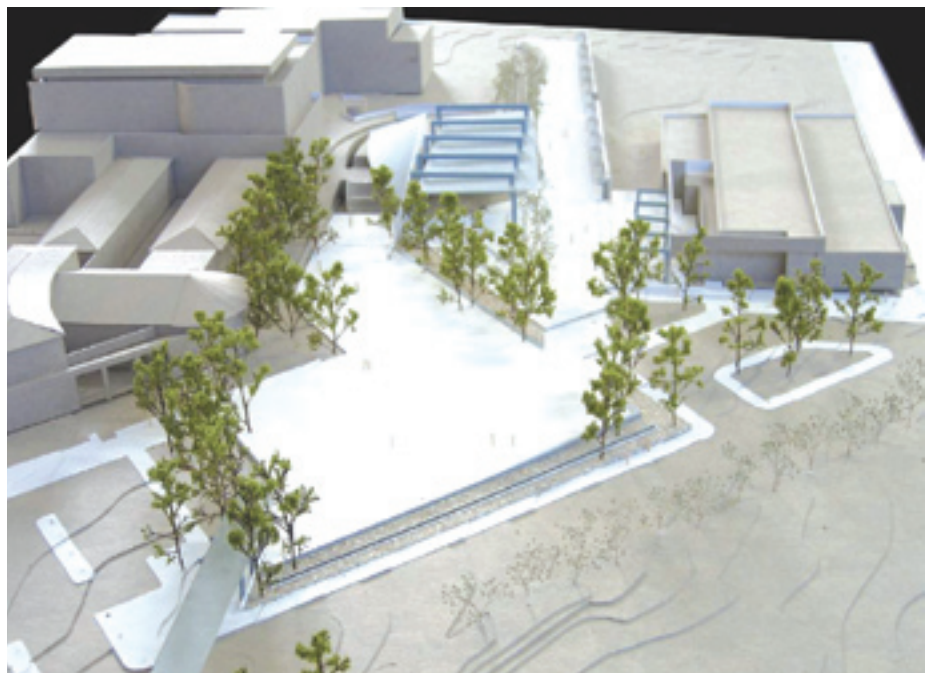
"We're looking for events that have community appeal. We want to drive the

for the city's Redevelopment Agency as a program coordinator, is charged with helping bring new business to the Water Street District. This effort she said began in 1995 when Henderson's downtown was zoned a redevelopment area.

"I have seen this city evolve since I was little. When I was a



Paul Davis



The Henderson Events Plaza, shown in renderings above and at the bottom of the opposite page, will be a boon to Henderson's economy. Part of the downtown redevelopment includes the Water Street South project (top on opposite page) and the Pinnacle building (middle on opposite page).

tourists, but want events for residents to enjoy at the same time," Primo said.

The Fire-fighter Combat Challenge championship — a high-energy, physical event where 3,000 to 4,000 firefighters compete in a race of strength and endurance — will be cheered on by thousands of spectators and typically broadcast on ESPN.

Paul Davis, the event's president and chief planner, said he was attracted to the amenities the Plaza is expected to provide that will make hosting his event easier.

"The venue will be one of a kind. It's a wonderful departure from parking lots with striped stall markers," Davis said from his office in Maryland.

"Many of the things they are doing I find to be very foresighted in the thought process. They're going to have power so we don't have to run our own generators. There will be an Internet backbone so, for the first time, we can do video streaming from this location.

"It will have lighting so one of our events might be telecast at nighttime," he added. In addition, Primo said the Plaza would offer full-service restroom facilities and a 400-car parking garage.

While those responsible for the city's tourism efforts, like Primo, are enthusiastic about what the plaza will mean for new business, her counterparts in the redevelopment office are equally happy.

Michelle Romero, who grew up in Henderson and since 1999 has worked

teenager, I used to come down and go to the movies or go for a hamburger. When the downtown suffered like other cities and began to decline when everything moved into the suburbs, those options were no longer there. For me, it's exciting to see it come back up," she said.

And coming up it is.

According to Romero, growth began in the Water Street District in earnest about two years ago. Projects totaling \$500 million are underway right now, she added.

"Some of it is newly finished, some of it is under construction and some of it is just on the discussion table somewhere," Romero said.

Within the last month, grand openings have been held at the 40,000-square-foot Water Street South Building, which has retail and residential space, and at the 45,000-square-foot Pinnacle building, which offers retail on the first floor, office space on the second floor and residential on the third floor, she added. In December, ground was broken on the Meridian, another three-story, mixed-use project.

The Clark County Credit Union, a partner in the project, was the first Water Street South tenant to move in. Other tenants include the Nevada State College and It's A Grind coffee house.

Romero credits this frenzy of activity on years of planning and behind-the-scenes work.



Rob Brisendine

"For the first seven years, a lot of things we did people couldn't see; we were putting (assistance) programs into place," she said.

Little by little, she asserts, developers began to take notice of the businesses that were moving back downtown — the jeweler who sells handmade wares, the florists and the boutiques.

"They have just built on each other," Romero explained.

A "huge bonus" is the 60,000 to 70,000 people who visit downtown Henderson for special events and see firsthand how the area is changing. "Henderson is already home to many great events and that's going to grow with the addition of the Plaza," she added.

To reinvigorate the Water Street District, Romero said the Redevelopment Agency is encouraging buildings with outdoor dining.

"We want it to be more pedestrian friendly," she said. "We're also targeting market-rate housing; specialty and

convenience retail like gift shops and unique clothing stores; and arts and culture.

"When we have the Plaza, we'll try to include some type of public art. Also, it will be the home for musical and performing arts. That's where what we do in Redevelopment ties into the Plaza very strongly," she said.

"We always (connect) events with our businesses. We want businesses to participate and for the energy to spill out on the street," Romero added.

For Robert Brisendine, director of convention services and operations for Henderson, work is busy and that's how he likes it.

"We are all very excited about the Plaza and the prosperity it will provide to downtown Henderson. The future of the Henderson Events Plaza and downtown Henderson's Water Street District will certainly be bright," he predicted.

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## REDEVELOPMENT AWARDS

### Impact Award

#### John Simmons & Ron Hall Water Street South

Partners John Simmons and Ron Hall, both long-time Henderson residents, have been staunch supporters of downtown Henderson's Water Street District. The duo recently stepped up to the plate and developed the \$6.1 million Water Street South project at the corner of Water Street and Basic Road. Opened in November 2005, the two-story, 30,400-square-foot Water Street South project is the first of its kind for Downtown Henderson and is home to It's A Grind Coffee, Clark County Credit Union, Nevada State College and the Henderson Parks & Recreation Safekey division. Simmons and Hall's vision to revitalize the Water Street District was instrumental in their decision to build the project.

#### Roy Phillips Lake Mead Business Center

Lake Mead Business Center has long been a successful business park on Lake Mead Parkway in the Water Street District. In 2005, owner Roy Phillips partnered with the Redevelopment Agency to completely renovate the façade of the original business park and began construction on Phase II, which significantly increased the size of the center. The result is an attractive new complex that will provide office and medical space leading into the Water Street District. Phillips' efforts have helped to revitalize and beautify downtown Henderson.

### Outstanding Partner

#### Judy Henkens Asset Realty

For the past five years, Judy Henkens has worked to build and promote the Water Street District business community. Henkens served for five years as the Downtown Henderson Business Association's president, worked with the Henderson Chamber of Commerce to organize the "Cruise of Water Street" business mixer, and is actively involved in events throughout Water Street District. Henkens volunteers her time while

still growing her own business to double its original size. She plans to expand to a new, larger location along Water Street. Because of her knowledge of the Water Street District business scene, potential business owners are regularly referred to Henkens for leasing availability information or for recommendations on the benefits of relocating to downtown Henderson.

#### Michael & May Holland Gold Casters Jewelry

Michael and May Holland can be described as visionaries. More than 20 years ago, they saw the potential for a thriving downtown Henderson and opened Gold Casters Jewelry on Water Street. Since its inception, the company has moved twice — growing larger with each move. The new store, located at 34 Water Street, boasts a modern-themed facade with large display windows and spacious interiors. The Hollands also participated in the Redevelopment Agency's facade improvement program to make their dreams of a new store realized. The new location has proven successful and the Hollands are already planning another expansion.

### New Development

#### Vicki Pullen The Pinnacle

With determination, Vicki Pullen took a basic idea to fruition with a project called The Pinnacle. Located at the corner of Water Street and Atlantic Avenue, The Pinnacle is a \$3.2 million, three-story, mixed-use development, which features a Cynnamon Styx Bakery on the first floor and executive office suites on the upper floors. Pullen also organized an all-woman professional team to design, build, and lease the new development, which is a prime example of the modern architectural theme selected for the Water Street District. Pullen's enthusiasm and promotion of the Water Street District and the Redevelopment Agency has helped fuel nearly \$200 million in development projects that are in various stages of planning for downtown Henderson.

## 2005 PRIVATE/PUBLIC SECTOR AWARDS

### Private Sector Award

Each year since 1999, the City of Henderson Economic Development Division and the Henderson Development Association single out public officials and private sector individuals for their contributions to the city's economic development and diversification efforts.

#### Michael Crovetti Jr., DO Medical Education & Research Institute

Not only is Southern Nevada's health care community evolving into a premier medical region in the southwest part of the nation, but with the establishment of the Henderson-based Medical Education & Research Institute of Nevada (MERIN), the area's positive medical reputation is beginning to grow worldwide and is having a great impact on Henderson's economy.

At the helm of MERIN's success is Dr. Michael Crovetti, who founded the independent and not-for-profit organization. Dr. Crovetti, best known as an internationally renowned orthopedic surgeon, dedicated himself to improving the quality of health care by providing a state-of-the-art facility for advanced surgical training and the testing of innovative surgical procedures and new equipment. The facility is the only center of its kind in Nevada and the largest in the Western United States.

Thousands of surgeons from across the nation and around the world have traveled to the Henderson institute to learn new surgical procedures and test innovative surgical instruments and techniques. Ultimately, these lessons resulted in improved health care delivery, less invasive operations, improved surgical outcomes, shorter patient recovery time and the reduction of post-surgical infection. Based upon staffing, resources and management, MERIN is projected to hold classes 120 days during 2006.



### 2005 O'Callaghan Public Sector Award

Named in honor of former Nevada Governor and Las Vegas Sun Executive Editor Mike O'Callaghan and his wife, Carolyn, the annual "O'Callaghan Public Sector" award recognizes the top individual public-sector contribution to the community.

#### Ron Patterson Manager, Development Services, City of Henderson

The Henderson Development Services Center (DSC) is the city's centralized, one-stop business location to handle all development services needs for builders, developers and property owners. The DSC is unique in that it is not a department, but a team comprised of members from the following city departments: Building and Fire Safety, City Clerk's Office, Community Development, DSC Administrative Office, Information Technology, Public Works, and Utility Services. As manager of the DSC, Ron Patterson serves as the DSC team's quarterback. He has led the team to provide indispensable customer service, with winning results to community businesses.

The DSC has spent the last year transforming its services to better meet the needs of its customers. The team established review and inspection targets and maintained a 99.4 percent on-time rate for its services throughout 2005, improved on-line services and runs its operation in an efficient, business-like manner. In development, time is critical and makes a significant impact on delivering projects within budget and on-schedule.

Patterson helped spearhead the city's efforts to provide predictable and reliable services as a cornerstone of the DSC's operations. Besides being awarded the 2005 O'Callaghan Public Sector award, Patterson is also recognized for his assistance to Henderson's Economic Development Division. Patterson has been proactive in identifying opportunities to work with businesses and deliver permits in a timely manner as they relocate or expand in the City of Henderson. The economic development division received regular feedback throughout the past year commending the work of Patterson and his team behind the scenes within the DSC.



### PUBLIC SECTOR PAST WINNERS

**2004**  
Debra Solt  
Community College of Southern Nevada

**2003**  
Ken Koshira  
New Development Engineer,  
City of Henderson

**2002**  
Kathleen Frosini,  
Director, Career and Technical Education  
Clark County School District

**2001**  
Joan G. Kerschner  
Director  
Henderson District Public Libraries

Ron Meek  
Provost, Henderson Campus  
Community College of Southern Nevada

**2000**  
Tracy Foutz  
Principal Master Planner  
City of Henderson

**1999**  
Michael Bouse  
Director, Building & Safety  
City of Henderson

### PRIVATE SECTOR PAST WINNERS

**2004**  
Dr. Harry Rosenberg  
University of Southern Nevada

**2003**  
Chris Vito  
Former CEO  
HealthSouth Rehabilitation Hospital

**2002**  
Leslie M. Dunn  
Managing General Partner  
Dunn Companies Partnership

**2001**  
Rod Davis  
President & CEO  
St. Rose Dominican Hospitals

Phillip C. Peckman  
COO, The Greenspun Corp.

**2000**  
Tim Snow  
President, Thomas & Mack Company

**1999**  
Frank McRae  
Executive Manager,  
Nevada Power Company



# COMMERCIAL AND INDUSTRIAL PROJECTS

Nine commercial and industrial developers are being recognized for their new developments in 2005. These projects provide more than 1.06 million square feet of office and industrial space in the Henderson market.

## Henderson Commerce Center IV

**Developer:** Harsch Investment Properties  
**Architect:** VLMK Consulting Engineers  
**General Contractor:** TWC Construction  
**Leasing Contact:** Alma Llerenas (362-1400), Harsch Investment Properties

Located at Warm Springs Road and East-gate Road, the Henderson Commerce Center IV is a master-planned business park situated on 41.82 acres. Phase I, consisting of eight buildings totaling 360,132 square feet of flex/office, light distribution and distribution space was completed in 2005.

## The Corporate Center at Sunpac

**Developer:** Delta Development, LLC  
**Architect:** Lee & Sakahara Architects  
**General Contractor:** JD Construction  
**Leasing Contact:** Stephen Spelman (739-6222), Lee & Associates

Located at Sunset Road and Haren Drive, the Corporate Center at Sunpac is an industrial business park with space consisting of four buildings totaling 48,676 square feet of flex/office space and mezzanine area.

## Saddleback Gibson Business Park

**Developer:** Saddleback Associates  
**Architect:** Architects Orange  
**General Contractor:** Jeff Lackey Construction  
**Leasing Contact:** Dan Doherty & Patti Dillon (735-5700), Colliers International

Located at Gibson Road and Mary Crest Road, Saddleback Gibson Business Park is a 12-building, 62,000-square-foot light industrial business park with buildings ranging in size from 4,020 to 8,315 square feet.

## Green Valley Corporate Center South

**Developer:** American Nevada Company  
**Architect:** JMA Architectural Studios  
**General Contractor:** Martin-Harris Construction Company  
**Leasing Contact:** Brad Peterson & Jayne Cayton (369-4800), CB Richard Ellis

The Green Valley Corporate Center South is part of a 85-acre master-planned office park located on Paseo Verde Parkway just off I-215 and St. Rose Parkway. The center offers Class B single story and two story office buildings. 2475 Village View Drive at Corporate Center South consists of approximately 44,062 rentable square feet.

## Pecos I & II Professional Plaza

**Developer:** Huffman Builders West  
**Architect:** Rutar  
**General Contractor:** SIMAC  
**Leasing Contact:** Ryan Gould (341-8809), Huffman Builders West

Located at Pecos Road and Windmill Road, near the Sundance Medical Center, the Pecos I & II Professional Plaza provides more than 35,000 square feet of medical, professional and office condo space to businesses.

## Seven Hills Medical Center II

**Developer:** Frey Development  
**Architect:** Gerald Garapich, AIA  
**General Contractor:** FSHP Builders  
**Leasing Contact:** Brian Bennet (735-5700), Colliers International

Located adjacent to St. Rose Dominican Hospital's Sienna campus on Horizon Ridge Parkway and Jeffreys Road, the Seven Hills Medical Center II consists of three buildings offering 51,020 square feet of leasable class "A" medical space.

## Eastern Hills Center

**Developer:** Ammus Corporation  
**Architect:** Fleetwood B. Joiner & Associates  
**General Contractor:** TWC Construction  
**Leasing Contact:** CB Richard Ellis (369-4800)

Located at Eastern Avenue and Sunridge Heights Parkway, the Eastern Hills Center offers businesses nearly 200,000 square feet of office and retail space situated on 17.5 acres. The project is valued in excess of \$40 million.

## Sansone Pecos I-215 Office

**Developer:** Sansone Companies  
**Architect:** Greg Moore  
**General Contractor:** Bentar Development  
**Leasing Contact:** Stacy Scheer (914-9500), Sansone Companies

Adjacent to I-215 South and Pecos Road, the Sansone Pecos I-215 Office provides more than 240,000 square feet of leasable medical and professional office space. The project consists of 46 one-story buildings and provides covered parking to leasing businesses.

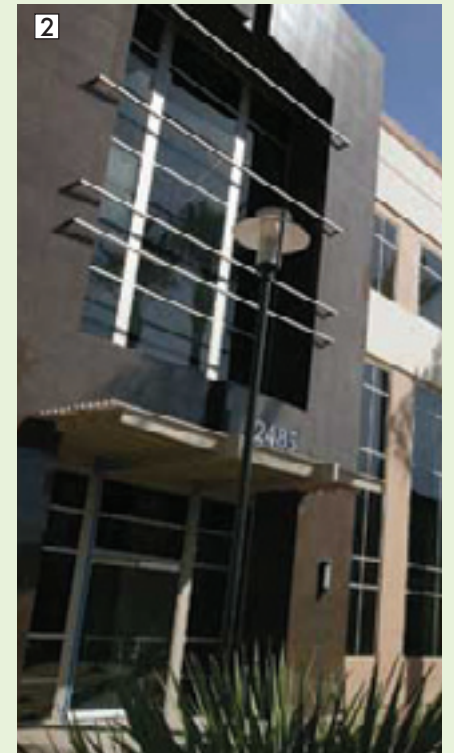
## Quail Parkway Center

**Developer:** The Ribeiro Companies  
**Architect:** The Ribeiro Companies  
**General Contractor:** Johnny Ribeiro Builder, LLC  
**Leasing Contact:** Dan Laliberte (798-1133), The Ribeiro Companies

Located on Sunridge Heights Parkway between St. Rose Hospital's Sienna Campus and the neighborhood of Seven Hills, Quail Parkway Center offers businesses more than 22,420 square feet professional office space.



1. The Corporate Center at Sunpac; 2. Green Valley Corporate Center South; 3. Henderson Commerce Center IV; 4. Pecos Professional Plaza; 5. Sansone Pecos I-215 Office.





# ECONOMIC DEVELOPMENT PARTNERS

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President  
Lake Mead Boat Storage

**BEN BROWN**  
Vice President  
American Pacific Corp.

**TERRY GRAVES**  
Past President  
Graves Company

**PETER ATKINSON**  
Black Mountain Community Bank

**DIANNA FYKE**  
Sprint

**CHRISTIAN HAASE**  
Burnett Haase Construction

**JOHN HOLMAN**  
Southwest Gas Corp

**KATHY JUMPER**  
Colonial Bank

**CHRISTOPHER LARSEN**  
Dekker/Perich/Sabatini

**KAREN MARSHALL**  
Roel Construction

**COUNCILMAN ANDY HAFEN**  
City of Henderson

**BOB COOPER**  
City of Henderson

**TERRI SHERIDAN**  
Nevada Development Authority

**LONNIE ROY**  
Broadbent & Associates, Inc

**RICK STATER**  
Kerr-McGee Chemical, LLC

**ALICE MARTZ**  
Henderson Chamber of Commerce

### Collaborative Partnerships

The Henderson Economic Development Division has been actively building strategic partnerships to support its diversification efforts. Public and private partners play important and direct roles in business recruitment, local business expansion/retention and small business start-up programs. Examples of these collaborative partnerships include:

- **Economic Development Divisions' Real Estate Advisory Group**

This group organized to support and assist solely with real estate related issues of relocating or expanding businesses.

- **Economic Development Divisions' Resource Partners**

This group is organized to support and assist with all aspects of the city's economic development programs and services, with the exception of real estate. Services include provision of labor market information and identification of training programs, university and community college extension programs, visitor's information, taxes/incentives, and other similar issues.

- **City of Henderson's Development Red Team**

An internal group of city development staff that is involved in all aspects of development entitlements and permitting. The team provides technical assistance and coordination to expedite building plans for economic development projects.

- **Henderson Development Association**

This group is a key partner in the city's economic development programs. The HDA represents leaders from various community businesses and supports economic development efforts. It identifies local business issues and helps to resolve them in a business-friendly environment.

- **Southern Nevada Medical Industry Coalition**

The regional group organizes and prioritizes the delivery of government services to the local medical and health care industry. The group works together to strengthen formal networks of business, government and education by targeting public investments, developing work force programs, and prioritizing and supporting legislative issues.

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## Mellon Financial grows its local division Company expands Henderson Private Wealth segment

By Allen Grant, Special Publications writer

If you have a million dollars in assets burning a hole in your pocket, individual investment opportunities are aplenty.

However, if you're interested in wealth longevity beyond your lifetime and for future family generations, then a wealth management specialist should be on your speed dial.

According to Doug Fries, Nevada's regional president for Mellon Financial Corporation's Private Wealth Management Group, Southern Nevada only has a few qualified firms specializing in "big picture" wealth management.

"We're not going to double your money in 60 days," said Fries, whose company's Henderson offices are located in The District, near I-215 and Green Valley Parkway. "We deal with wealth management, which is different than money management. We look at the whole picture of wealth, not just one investment option. We can act as a trustee, and help clients through the process of transitioning wealth."

Based in Pittsburgh, Mellon Financial Corporation is a global financial services company — with more than a 135 years of experience — handling a variety of clients including institutions, corporations and high net-worth individuals. The company provides many services including institutional asset management, mutual fund assistance, private wealth management and asset servicing, along with human resources and treasury services.

Mellon originally operated as a venture capital firm with commercial lending and credit card services. Along the way, the firm helped jumpstart several companies including U.S. Steel and Heinz. Eventually, the compa-

ny established a traditional trust department and migrated into wealth management.

Today, Mellon Financial has approximately \$4 trillion in assets under management, administration or custody, along with \$4.5 billion in annual sales.

Headquartered in Boston, Mellon Financial's wealth management arm — Private Wealth Management Group — has been opening offices and acquiring opportunities around the country including New York, Washington D.C., Atlanta, Florida, San Francisco, Los Angeles, Seattle and Denver.

"We have relationships with clients in every state including Hawaii and Alaska and clients in Europe," Fries said.

Company executives viewed Henderson as a natural fit for expansion.



Doug Fries

"Henderson was a wonderful growth opportunity for us," Fries said. "Southern Nevada has all the make up of what we're looking for ... and several wealthy individuals live here or are moving here. Wealth (in this area) is growing at a quick pace."

Mellon's entry into the Las Vegas financial market came through a September 2004 acquisition of Henderson-based Paragon Asset Management — a professional investment advisory firm. Since then, the company moved into The District, where it has doubled its office-space square footage.

The Private Wealth Management Group specializes in meeting the complex, financial challenges of individuals and families with \$1 million or more in investment assets. Through a combination of best practices, the group assists clients with managing sizable retirement assets, buying or selling a business, transfer-

ring wealth to future generations, exercising corporate stock options and integrating philanthropic and investment goals.

"From Henderson, we can reach into Arizona and northern Nevada," said Fries, a nine-year Mellon employee who manages all portfolio management and new business development activities within the Nevada region. "Vegas is also a wonderful draw for us in assisting in entertaining our clients who happen to be in town."

Handling more than 130 client relationships, Fries' group manages wealth collectively totaling about \$850 million. That's up from 100 relationships and nearly \$550 million in October 2004, according to company figures. In addition, individual clients of Henderson's Private Wealth Management Group have, on average, about \$3 million in liquid dollars and a net worth of roughly \$5 million.

Fries said he expects wealthy individuals to consider more options regarding the transitioning of wealth to future generations.

"We're here to help," he said. "There's only a small universe of companies doing what we're doing with a long-term record of performance."

Fries, whose office has nine employees, said he wants to double the size of his Henderson firm in 2006. Along with Mellon Private Wealth's superior service, Fries said the company's ability to retain its clients shows Mellon's commitment and success rate.

"We already handle nearly \$850 million in wealth, but we want to grow," he said. "My goal for this office is to double its size."

How does Mellon Private Wealth expect to garner more clients? Simple, noted Fries. "We listen and give them exactly what they want," he said. "We tell them what is obtainable, and make it our job to keep them wealthy."

## SNMIC creates Southern Nevada Regional Health Information Organization

SPECIAL TO IN BUSINESS LAS VEGAS

The Southern Nevada Medical Industry Coalition (SNMIC) has established a new task force committee that is charged with creating the Southern Nevada Regional Health Information Organization. The task force will address the growing need for a universal information exchange system within Southern Nevada.

Although Regional Health Information Organizations (RHIO) are forming nationwide, local volunteers say the idea of creating a secured electronic charting system — accessible by any professional medical center through the U.S. — is still in its infancy.

The system would allow healthcare entities access to patient information, which would be securely stored in the local community but electronically accessible to those involved with providing individ-

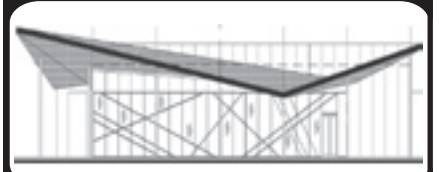
uals care in that community. According to Ross Newman, chairman for Southern Nevada RHIO and CEO of Innovative Health Research, working with local hospitals and medical centers to create the system will have benefits two-fold.

Newman said the committee expects the transition to be a 10-year process. The Southern Nevada RHIO is currently working with the Clark County Health District and Health Sight in applying for a \$75,000 local grant to help put the organization's plan into action on the local level. Southern Nevada RHIO is also seeking input from private sector entities at this time.

Task force volunteers include: Ross Newman, Innovative Health Research; Bob Cooper, City of Henderson; Lawrence Sands, Clark County Health District; Jim Osti, Clark County Health


District; Patricia Rowley, Clark County Health District; Jerry Reeves, Culinary Union; Ernie Barela, Fremont Medical Centers; Bill Berliner, Health Insight; Bobby Gladd, Health Insight; Scott Williams, Health Insight-Utah; Anna Baker, Health Insight-Utah; Tom Leggett, Lab-Corp; Mark Howard, Mountain View Hospital; Dava Gerald, Nevada Cancer Institute; David Ballard, Quest Diagnostics; Larry Howard, Sierra Health; Bob Schaich, Sierra Health; Maryann Ricardo Wolf, The Ricardo Group; Janice Miller, U.S. Senator Reid Office; Rennee Coffman, University of Southern Nevada; Fred Harmon, Human Resources Solutions; Marcus Conklin, Nevada Assembly Democrat; and Joe Heck, Nevada Senate Republican.

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# Medical professionals, educators, researchers flock to Henderson

SPECIAL TO IN BUSINESS LAS VEGAS

**C**hris Vito knows a thing or two about taking advantage of the opportunities available in Henderson for medical professionals.

Vito was recruited out of California in 2001 to open the HealthSouth Rehabilitation Hospital in Henderson — one of the fastest-growing cities in the nation during the past decade and a half. Success was not far behind for Vito and HealthSouth due to the high demand for healthcare providers in the growing Southern Nevada market.

“If you are a physician that is not established in your medical practice, come to Southern Nevada,” said Vito, who is now president/CEO of the Southern Nevada Rehabilitation Hospital. “You can start a practice or join an existing practice and be very, very busy. The opportunity is unbelievable.”

In fact, the opportunity is almost unprecedented and, because of that, Southern Nevada is now emerging as a major medical region.

In the past five years alone, five hospitals have opened to serve the booming Las Vegas Valley population, which is nearing 1.6 million. One of those hospitals is the Siena Campus of St. Rose Dominican Hospitals in Henderson. St. Rose — which is a member of Catholic Healthcare West (CHW), the largest Catholic health care organization in the West — will also open one of two hospitals scheduled to open in the valley within the next two years.

The Siena Campus — as well as the HealthSouth Rehabilitation Hospital — is located in the area known as Mediplex Henderson, one of the ideal locations in Henderson for physicians and medical service providers to be located. Centrally located between two major freeways and connected to the entire Las Vegas Valley by the I-215 Beltway, the area includes more than 400,000 square feet of office space for sale or lease. With St. Rose’s Siena Campus anchoring the new Mediplex, the area is fast-becoming the place to be for medical providers in the area.

“St. Rose’s development can in part be attributed to the phenomenal growth of Southern Nevada,” said Rod Davis, president of CHW’s Nevada market area and St. Rose



Dominican Hospitals. “Southern Nevada is home to some of the fastest-growing cities in the nation. This creates a dynamic, ever-changing environment that promotes business growth.”

Having hospitals filled at 90 percent capacity is almost a given, according to Vito, thus, calling for the need for more beds and more healthcare professionals. This means potential for professionals in the industry.

“You have a chance to go on your own here and do very well in a short amount of time,” Vito said. “Or, many of the medical groups are looking for other physicians to join them and help them out. Many of the groups are stretched thin.”

Public support is also behind physicians in the state. In November, Nevada voters passed an initiative that limits attorney’s fees in actions against providers of health care based upon professional negligence. The amendment limits non-economic damages to \$350,000, eliminating joint and several liability of a provider of health care based upon professional negligence and revising the statute of limitations for the filing of actions.

“It gives physicians faith that insurance premiums are not going to scare physicians

away,” Vito said about the passing of the ballot initiative. “Because health care physicians have won that, it made the Southern Nevada market even more attractive.”

The phenomenal growth in Clark County shows no signs of slowing down. The population has risen almost 60 percent in the past eight years (from 1,040,000 to an estimated 1,641,000) and is expected to continue to grow at nearly six times the United States rate, with an expected 2.7 million to call Southern Nevada home by 2018.

Seeing this growth, Henderson has made a concerted effort to not only increase its quantity of health care providers, but to ensure that high quality healthcare providers will serve its population base now and into the future. At the same time, visionary people and organizations are taking advantage of what Henderson and all of Southern Nevada has to offer.

In 2003, Touro University Osteopathic School of Medicine opened its doors in Henderson and accepted its first class of 78 students — out of 1,000 applicants from around the nation. By this year, according to school officials, 125 students will be accepted annually.

Michael Harter, vice president of Touro University-Nevada, said educating physicians in Southern Nevada — and developing residency programs — means the physicians are more likely to stay in the area.

“Historically, the place where a physician does a residency is the place where he or she stays to practice,” Harter said. “We want to keep medical students in Nevada to serve their residencies because we know we will keep a good portion of them in the valley.”

It’s not only physicians who can benefit from the healthy climate for the medical industry in Nevada. Touro University also offers a physician assistant program that addresses the shortage of such professionals in the growing community.

“Southern Nevada is growing exponentially, which creates opportunities for medical

professionals that are probably greater than any in the U.S.,” Harter said. “On a baseline level, there is absolutely no difficulty in getting a job when you finish training in the southern part of the state.”

Top research institutions are also solidifying Southern Nevada as a major medical region.

Dr. Michael Croveti is the founder of the Medical Education & Research Institute of Nevada, which is based on the Henderson campus of Touro University. The Institute brings together physicians from around the world to teach new surgical techniques and the use of new instruments on cadavers.

Croveti said it wouldn’t be long before Southern Nevada is seen as not just a place that has ample opportunity because of its growth, but also a place that is highly respected in the medical field because of highly trained specialists and cutting-edge medical research.

“There is a new standard of healthcare in Southern Nevada and we need to tell the world about it,” Croveti said. “We have a great medical community and a great living community to support that.”

Medical professionals said the affordable cost of living in the valley, easy commutes and access to world class entertainment, shopping and dining make the Las Vegas Valley an attractive place to relocate.

“My wife and I always tell people how great it is to live here,” Croveti said. “You look at the masses of people who have moved here over the last several years — it’s a great trend. If you are in the medical field and you are still young, this is a great opportunity for you to grow. It’s great not only for business, but for its quality of living.”

The quality of life is the reason so many people are moving to Henderson and the surrounding areas. It’s also a primary reason for the large amount of success stories in the area, such as the University of Southern Nevada, which opened Nevada’s first school of pharmacy four years ago.



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# Companies reap benefits from city's evolution into a strong medical region

SPECIAL TO IN BUSINESS LAS VEGAS

**T**he evolution of Southern Nevada into an emerging major medical region is helping to assure the continued growth of the area's economy for years to come.

In the past five years alone, five hospitals have opened to serve the booming Las Vegas Valley population — rapidly approaching 1.6 million people — and two more hospitals are scheduled to open in the valley within the next two years.

It's not only doctors, nurses and other trained healthcare providers who are reaping the benefits from the area's growth. Companies focusing on pharmaceutical, research, software, administration and other medical-related product/support services are finding Southern Nevada is the place to be to succeed in business.

Susan Chandler is the vice president of Lexon Medical, a national physicians billing company based in Henderson. With clients as far away as New York, Wyoming and Washington, she said Henderson's location is a perfect fit for her business.

"We're very efficient and convenient for our clients," said Chandler, referring to the easy travel to Southern Nevada via Las Vegas' McCarran International Airport. "It's very affordable for our clients to come in and there are a lot of things for them to do here when they are here and not working."

"I like Henderson because it's a great growing community," said Chandler, who also lives in Nevada's second-largest city. "You can ride your bike to work down bike paths. There aren't many places where you can do that."

Chandler said the quality of life factor is crucial for business leaders.

"Environment and convenience is everything," she said. "No matter where you are in the valley, it is easy to get to (our offices in Henderson). I tell people — clients and physicians — if you want to come to this town, it is the best place to live and work."

Sharon Allen, the director of business development for TWC Construction, has found working with the city staff and elected officials of the City of Henderson makes doing business in the city easy as well.

"We enjoy our relationship with everyone in the city," Allen said. "They understand the needs of business and they bend over backwards to help us."

And TWC Construction has been busy. The company is the construction arm of YourVitamins, one of the leading vitamin manufacturers and suppliers in the world.

Despite a decline in the vitamin industry after a decade of spectacular growth, Henderson-based YourVitamins continues to see a rapidly escalating demand for its products. In fact, YourVitamins — best known for its owner Andrew Lessman and his success on the Home Shopping Network — grew so rapidly that less than four years after moving into its 125,000-square-foot headquarters building in Henderson in 2000, the company effectively doubled its size with a 125,000-square-foot



The University of Southern Nevada opened the state's first school of pharmacy in 2002. It recently established a nursing program. PHOTOS BY ALLEN GRANT / IBLV SPECIAL PUBLICATIONS

expansion adjacent to its existing facilities.

At the front of that expansion was TWC Construction, which is also building the new Southern Nevada Dolisos plant. Dolisos America Inc. is the U.S. division of the manufacturing giant Dolisos Laboratoires, a French homeopathic subsidiary of the Pierre Fabre Group, a French pharmaceutical conglomerate specializing in plant-based medicines.

"What we are finding is the growth of Henderson and Las Vegas as a medical region is opening up so many opportunities for businesses in so many different areas," said Bob Cooper, manager of the City of Henderson's Economic Development Division.

So much so that in 2003, Cooper helped lead the charge to establish the Southern Nevada Medical Industry Coalition, which is designed to have a collective voice that ensures improved access and delivery of quality health care in Southern Nevada ([www.snmic.com](http://www.snmic.com))

More than 200 volunteers have since joined the coalition — from doctors and educators to insurance professionals and non-profit leaders — making it one of the rising organizations of its kind in the valley.

"The success of the coalition is twofold," Cooper said. "Number one, people want to take care of people. We are a rapidly growing community and we are working hard and smart to provide cutting-edge health care for our residents. Our volunteers truly have the future of the community in focus as we are working together to build Southern Nevada into a major medical region."

"Number two is opportunity. We know our evolution into a major medical region is positively impacting our economy and it will for a long-time to come. It assures good quality jobs in the medical industry itself and the opportunity to support the industry in such fields as manufacturing, construction and support services. At the end of the

day, everyone benefits — our businesses and, most important, our residents."

Residents have also benefited from the emergence of institutions providing medical education in Henderson.

In 2003, Touro University Osteopathic

School of Medicine expanded into Nevada with a Henderson campus. Michael Harter, vice president of Touro University-Nevada, said educating physicians in Southern Nevada — and developing residency programs — means the physicians are more likely to stay in the area.

The University of Southern Nevada, which opened Nevada's first school of pharmacy in 2002, accepted 125 students out of 1,200 applicants for its most recent pharmacy program and also established a nursing program earlier this year to serve the growing demand in the valley.

"Virtually every corner has a new drugstore on it and each one of them needs a pharmacist," said Dr. Harry Rosenberg, founder of USN. "The growth is incredible and there is opportunity because of that growth."

Cooper said such institutions would have positive long-term effects on the community.

"What these schools do is allow us to continue to build our workforce strengths and create opportunities for collaboration with businesses conducting medical, biomedical and pharmaceutical research and development," he said.

And that's good news for those businesses already here — and those on their way.

## Henderson Chamber of Commerce launches Internship Program

*Program bridges education and industry*

**HENDERSON, NEV.** — The Henderson Chamber of Commerce recently launched its Internship Program. The program, which is a free service to Chamber members, is designed to bridge industry with educational resources and provide a match of internship opportunities customized to meet business needs.

The Chamber is currently working with over a dozen universities and colleges in the area to bring together businesses seeking interns and schools that have internship programs for their students.

Colleges and universities participating in the program include: CCSD, Career Education Institute, CCSN Henderson Campus, DeVry University, ITT Technical Institute, International Academy of Design & Technology,

Las Vegas College-Henderson Campus, Nevada State College, Regis University, Touro University-Nevada, The Art Institute of Las Vegas & The Culinary Institute of Las Vegas, University of Phoenix-Las Vegas Campus, University of Southern Nevada, Nevada College of Pharmacy, UNLV, and National University Nevada.

For more information on the Internship Program and how to participate in 2006, contact the Henderson Chamber of Commerce at (702) 565-8951.



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# Private schools find success in booming Henderson market

## Higher education providers pour in to serve fast-growing community

SPECIAL TO IN BUSINESS LAS VEGAS

**W**hen there is an explosion of higher education institutions moving into a community, you can bet local business leaders are smiling all the way to the bank.

Within the past five years, eight higher education institutions opened campuses in Henderson — there are now 13 throughout the city — and the schools are reaping the benefits of the untapped market.

In addition to the area's unprecedented growth and the subsequent demand for nurses and teachers, the schools are benefiting because of the Las Vegas Valley's maturing economy — which is calling for more highly-trained technical employees and professionals every year.

Five new hospitals have opened to serve the booming Southern Nevada population. At the start of the 2003-04 school year, three new high schools opened in the valley — and more are on the way.

It's a sign the Southern Nevada economy is no longer solely reliant upon the hospitality industry. The private schools establishing themselves in Henderson are the first to take advantage.

"Along with low property tax rates and a friendly business environment, access to higher education will assure a high quality of life in Henderson and offer enormous opportunities to its citizens," said Dr. Jerry Lee, chancellor of the National University System, which recently expanded to Henderson. "Almost one in three of Henderson's citizens has some college education but has yet to earn a college degree. National University can put those degrees within reach for a large percentage of Henderson's adult population."

During the past five years, the City of Henderson's Economic Development Division has aggressively targeted post secondary education providers.

"It's simple business," said Bob Cooper, manager of the division. "A lack of competition and a great demand usually equals

profits. It's a wide open opportunity for people who have some vision."

Both private and public education providers are working to serve the need in Henderson.

In 2001, Nevada State College — the newest member of the Nevada System of Higher Education — was founded as a comprehensive liberal arts college offering baccalaureate degrees in 24 programs with an emphasis in education and nursing. The college, which is located on a 560-acre site in Henderson, was developed to help allow the University of Nevada, Las Vegas focus on evolving into a premier research institution.

"Nevada State College plays a crucial role in the state's higher educational system," said Henderson Mayor Jim Gibson, a key figure in helping the school become

**"Educational institutions contribute to a community's skilled workforce and the professionals essential for successful and sustained growth."**

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

a reality. "It serves as a medium between the research-focused universities as well as the state's respected community college system. Because of its emphasis on developing teachers and nurses, Nevada State has had an immediate impact on our community and will continue to have a positive impact for many years to come."

Gibson said the emergence of Henderson as a hub for higher educational providers



Dr. Harry Rosenberg, president of the University of Southern Nevada, has been a key player in the development of post-secondary education opportunities in Henderson.

— both private and public — is good for both residents and the economy.

"If you want to continue your education or if you want an employee to continue his or her education, chances are a quality institution in Henderson offers that class or degree," Gibson said. "We value education in Henderson and we are proud to be the new home to so many quality higher education providers."

The higher education providers are happy to be here.

"We felt that Henderson was much more the type of a community that was more conducive to an educational institution," said Dr. Harry Rosenberg, president of the University of Southern Nevada.

Not only did Rosenberg feel that — he experienced it. In 2002, he founded the Nevada College of Pharmacy, the first pharmacy school in the state of Nevada. After enjoying immediate success, Rosenberg saw the potential Henderson offered. The school has since changed its name to the University of Southern Nevada and now offers programs in such areas as nursing, physician assistants and an MBA.

Other schools serving Henderson businesses and employees include: Commu-

nity College of Southern Nevada (CCSN), Career Education Institute, DeVry University, ITT Technical Institute, International Academy of Design and Technology, Las Vegas College, Regis University, The Art Institute of Las Vegas, Touro University College of Osteopathic Medicine and the University of Phoenix.

The leaders of these institutes understand how important a role they play in the success of the Henderson economy and its businesses.

"Education plays a key role in broadening opportunities, increasing wealth, expanding community involvement and attracting business," Dr. Lee said. "Educational institutions contribute to a community's skilled workforce and the development of a core of qualified professional essential for successful and sustained growth."

It's this partnership — between the business community and the education community — that ensures Henderson economic success now and in decades to come.

That's something Henderson business leaders are banking on.

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## Economic development professionals make relocating to Henderson easy for businesses

SPECIAL TO IN BUSINESS LAS VEGAS

**S**o how does a city in Southern Nevada grow from less than 25,000 residents in 1980 to a projected 240,000 residents by the end of 2005? It starts with a lot of vision and the implementation of solid plans.

Visions and plans are something Bob Cooper and his staff know a lot about. Cooper is the manager of the economic development division of the City of Henderson — the once-upon-a-time sleepy Southern Nevada town that is now the second-largest city in the state of Nevada and fast becoming a business bo-

nanza in the southwest United States.

With Henderson's population expected to more than double again within the next two decades, Cooper and his team are making dreams happen daily for business leaders across the country who want to take advantage of what Henderson and the rest of the Las Vegas Valley has to offer.

"Many people look at Henderson as a modern day boomtown," said Cooper, who has more than 30 years experience in economic development, specializing in business recruitment, local expansions and retention,

and business creation strategies. "Our job is to help business leaders take advantage of the opportunities this market is and will be providing for years to come."

That process starts by sharing information with those businesses who are interested in expanding or relocating to Henderson.

"The sharing of information between the company and our office is the most crucial step in this process," Cooper said. "The more upfront a business is with us about what they are looking for and what their expectations are, the better we can serve them and give them information that will help them make their decision on whether they want to do business in Henderson."

Because of this, confidentiality is a must.

"The people who are working with us need to know we can be trusted," said Jeff Leake, economic development officer for Henderson. "Ultimately, relocating a company affects many people's lives and it is not something that should be made public until the company believes it is the right time. We respect this and adamantly guard these discussions."

Working closely with economic development professionals is a must for businesses considering relocating or expanding to any new area, according to Cooper. Because of the risk involved in such a move for a company, an economic development professional from an area will be able to provide the business leaders with an accurate understanding of the respective area's business climate and resources, its political climate and the possible incentive programs. The relationship will also improve the company's chances of short and long-term success in the new location.

Tom Collins is the vice president of Southwest Steel, which recently relocated to Henderson. He said working with the staff in Henderson benefited the company.

"I have been impressed with the help and assistance from Henderson's Economic Development Division in arranging meetings and helping get our plans and permits approved on what I feel was an expedited basis," Collins said. "Every time I called a representative and asked for 'help' he was quick to put me in touch with the 'right' people and took a personal interest in getting 'hitches' resolved.

"The division and the City of Henderson

truly want to help businesses get established and relocated and they don't just 'talk the talk'... they get results."

The support for businesses does not stop once they are settled in Henderson. Programs such as industry roundtables with city leaders and industry focus groups — in partnership with the Henderson Chamber of Commerce and Henderson Development Association — help the economic development division bring insight and continual opportunity for area businesses.

Another popular program is the Henderson One-on-One Business Visitation Program, which has been specifically developed to open communication lines between the city and local businesses. Local businesses are selected for an on-site interview at the local business owner or manager's facility. The visit team generally consists of at least one member of the economic development staff, a member of the Henderson Development Association and a city councilman.

"It's a powerful thing to have these people come visit you at your office and ask for your feedback on what they can do to benefit your business," said Pete Atkinson, president of Henderson's Black Mountain Community Bank and a member of the Henderson Development Association's board of trustees. "It's proactive and that is what Henderson is known for being — proactive with its businesses."

That's impressive for the growing Southern Nevada city, whose population would make it the 14th largest city in the state of California — larger than such cities at Irvine, Glendale and San Bernardino.

"Our economic development division is a first-class operation," said Henderson City Councilman Steve Kirk. "We have business leaders tell us all the time what a joy it was to work with our staff and that they are looking forward to a solid working relationship with the city. That is when you know you are doing something right."

According to Cooper, it's about a little bit more than just business.

"The highest form of community service is to provide jobs for other people," Cooper said.

Businesses from across the country are benefiting — in Henderson.



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