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2007

BUSINESS PROFILES

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Changing Perceptions & Perpetuating True Wealth

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WHAT IS “TRUE WEALTH”?



Changing Perceptions & Perpetuating True Wealth

While most advisors and consultants are trained to focus only on the financial aspects of your life objectives, the team at Perpetual Wealth, Inc., teaches our clients to practice the concepts outlined by the Brower Quadrant. The Quadrant Living Experience™ emphasizes the importance of maximizing four different types of assets.

Optimize Assets

Core (Essential)

- Family
- Health
- Well-being/Spirituality
- Friends
- Heritage
- Character
- Unique Ability/Talents
- Habits
- Your Future (Time)

Experience (Wisdom)

- Knowledge
- Experiences (Good & Bad)
- Education
- Methods
- Ideas
- Traditions
- Alliances
- Skills

The Family Empowered Bank™

Financial (Things)

- House
- Cash
- Other Real Estate
- Stocks, Bonds

Contribution

- Charitable contributions of Core, Experience and Financial Assets through your Family Foundation



You can see that your financial assets comprise only a fraction of what it takes to attain true wealth. We help you structure your financial assets so that they will subsequently empower your family members for generations to come. This frees you to focus on managing and optimizing the most important assets on your family's balance sheet.

WE ARE GOING TO...

- Teach you how to create wealth and keep it.
- Reduce your tax liability.
- Teach you successful ways to manage business and personal funds.
- Protect your assets and estate.
- Comprehensively review current assets and optimize future gains.
- Minimize uncertainty and maximize predictable retirement income.
- Give direction, increase confidence and maximize capability.

AND MOST IMPORTANTLY...

- Give you the tools the rich have been using to perpetuate wealth for more than 150 years!

THE OUTCOMES...

We will help you to develop a structure for managing and optimizing your true wealth. Your financial assets will subsequently be accessible to your family members for generations to come.

The outcomes of identifying your greatest true wealth assets are:

CLARITY

Clarity about where you are going in life leads to greater energy, which in turn, brings greater results.

BALANCE

When you have balance in all quadrants, you maximize potential, allowing you to achieve more in less time.

FOCUS

Clarity and balance allow you to focus on activities that achieve the greatest results. This leads to accuracy – or achieving more with less effort.

CONFIDENCE

Increased confidence attracts greater relationships, opportunities and experiences. It allows you to be a leader.

Our Mission is to share our unique vision of the future, commitment to integrity and empowering portfolio of services by daring to visualize a world outside of the box. Through constantly expanding its elite network of trusted professionals, Perpetual Wealth has positioned itself as one of the nation's leading advisory firms. Our commitment to changing perceptions and perpetuating true wealth inspires greater clarity, balance, focus and confidence for our clients.

Call us today to discuss the concepts of the Quadrant Living Experience™ and how we can help you achieve the greatest results.

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Dear In Business Las Vegas readers



You've just opened our first edition of "Business Profiles."

You'll notice right away it's a different approach from any of the other business-related publications we've produced. Instead of our writers telling a story, we've asked local businesses to tell their own story in this publication – in their own words.

This approach to content is called an "advertorial." Now, advertorials are not new to newspapers or the rest of the world: the word actually first appeared in Webster's Dictionary back in 1961. Their value is derived from the fact that they give companies the opportunity to tout their own achievements, and in their own words.

Each company represented here was invited to showcase

anything – from a new product or procedure to the signing of a new client. In many stories, companies chose to spotlight their mercurial growth or the philosophy that helped them attain that growth.

The value of advertorials comes from their "pure" delivery of a company's message through something other than a display advertisement. You will find varying degrees of promotional content.

We hope you enjoy the profiles, and more importantly, that you find them informative and useful.

We also want to thank our sponsors of this first-time publication, for partnering with us on a project we've never done before, but will certainly do again.

Rob Langrell

Editor of Special Publications

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- Wired / Wireless / Secure Network Specialists
- Certified Professionals
- Integrated Voice and Data Networks
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- Real People - Not Machines

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FROM OUR SPONSORS



Since 1999, Builder's Capital, Inc. has played an integral role in the development and growth of Southern Nevada. With decades of lending experience among our staff, we have intimate knowledge of the Las Vegas Valley real estate market. And while changes in the stock market have produced staggering highs and lows, our trust deed investments have provided consistent returns to our growing pool of investors.

At Builder's Capital, we focus on the southwest United States region and provide excellent opportunities for developers and private investors alike. With offices in Las Vegas and Phoenix, we specialize in funding land and development projects that require the reliability and timeliness of our service.

With that, we offer our investors short-term investment opportunities that pay higher rates of return than traditional deposit accounts, backed by real property in the nation's fastest-growing economies.

Builder's Capital, Inc. is proud to have played a role in eight years of development in the Las Vegas Valley. Our focus in the southwest has allowed our investors to participate in the growth and expansion of Southern Nevada and the greater Phoenix area. As these economies continue to grow, we look forward to continuing to shape the landscape of the southwest, and to providing sound investment opportunities.

Steve Brockman

*President
Builder's Capital Inc.*



The Bank of North Las Vegas prides itself on serving the local community and restoring the traditional values of service and quality that the banking industry was built on. As we celebrate our two-year anniversary, we are working hard to be the "bank of choice," blending state-of-the-art technology with superior service customers should expect from their neighborhood bank.

We aren't just a community bank, we are bank OF the community, designed with the community in mind. We are truly connected and deeply rooted in North Las Vegas with executives who possess decades of local banking experience in the Las Vegas market. The minute you enter the Bank of North Las Vegas, you will see, feel and taste the difference. From the turn of the century "vintage style" banking attire worn by our customer service associates, to the BNLV Café which serves free Otis Spunkmeyer™ cookies and Starbucks™ coffee, along with free hi-speed wireless Internet access, I promise your banking experience will be different from any other you've ever had.

We are proud to be a signature sponsor of this inaugural issue of the Annual Business Profiles magazine. And, as a sponsor, we hope to provide you with a detailed look into the many businesses that support the entire Las Vegas Valley, making it a better place to live, work and play.

James R. York

*President/CEO
Bank of North Las Vegas*





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FROM OUR SPONSORS



Burke & Associates is proud to be a sponsor of In Business' inaugural annual Business Profiles. In 1984, our founder, Tim Burke, set out to build a contracting firm that would truly exceed his client's expectations. Since then, we have seen a lot of change in this great city and have been responsible for some of it. We have built, modernized, expanded and renovated buildings that have made Las Vegas famous, and are currently constructing buildings and facilities that will make it even better.

Our project experience and capabilities include everything you would expect from 23 years in the industry, constructing hotel/casinos, retail centers, industrial and office complexes. What you might not expect is the way in which these projects are completed, using an integrated operations model that enables all disciplines of a construction project to come together seamlessly and efficiently. It's just one of the many ways we streamline operations. As a result, we have received many honors and have earned a solid reputation. We work and live here as well, so we have a personal stake in every project we accept. At Burke and Associates, that's something we take very seriously.

The strength of our organization is reflected in our employees. We know there are general contractors that can provide a complete range of services, but it takes a different kind of company to deliver. Our reputation has been built, literally, by the people who work here. Our "associates" are the heart of this organization and they take pride in every project we work on. They share our corporate vision by providing a leadership role throughout the development and construction community, largely through their commitment to various business organizations. This is done by not just belonging to industry organizations such as NAIOP, the AGC, Women In Construction and Vistage, but by active participation and leadership. As a result, our people continually make contributions not only to our own organization, but also to the entire Las Vegas Valley.

Burke and Associates feels a corporate responsibility to the community where generations of families will continue to live and grow. We are proud of our affiliation with the USGBC and have fully embraced green building technologies and sustainable development, which continues to be reflected in the work we do, and through our on staff LEED® accredited professionals. With every project accepted, we are making a personal investment in its success and we are willing to stake our reputation on it. Burke and Associates is not here to build its portfolio, but rather to continually provide our customers with superior service, dedication, and attention to detail that we have provided on every project since our inception.

Our company has grown to what it is today because of one thing: we always deliver on a promise. No red tape. No run-around. No surprises. You can be sure that the same people who made our company great will be working to make your project great. We have completed hundreds of projects of all sizes, type and magnitude. In the process, we have surpassed the expectations of a very satisfied client base. Our professionalism, precision and performance are unmatched in this industry, and we sincerely invite you to contact any one of our clients so you can hear it from the people who know us best.

Kevin E. Burke
President and CEO
Burke & Associates



Since 1974, Jolley Urga Wirth Woodbury & Standish has provided superior legal counsel and representation to many local businesses and individuals in Nevada. We are proud to hold the distinction as one of the city's oldest law firms and our clients have come to expect the highest degree of service with the utmost degree of diligence and care.

Our firm's practice areas are broad and comprehensive, offering legal services in the areas of civil and business litigation, commercial and real estate transactions, construction, licensing, trusts, wills, probate, family law, transportation, banking/finance, personal injury, bankruptcy, foreclosure trustee representation, administrative law and gaming.

The rich history of our firm is intertwined with the many changes and events Las Vegas has experienced over the decades. We pride ourselves on standing shoulder to shoulder with our clients as we all move forward in time.

Jolley Urga Wirth Woodbury & Standish

Jolley Urga Wirth
Woodbury & Standish

WHAT DOES **GOING GREEN** REALLY MEAN?



At **CASHMAN EQUIPMENT COMPANY**, going green is their commitment not only to the future of the company, but also to the community and the environment. To **BURKE & ASSOCIATES**, going green means pioneering low-impact construction that preserves the delicate ecosystem, understanding client visions, and protecting our natural resources. For **SH ARCHITECTURE**, going green involves creating meaningful design solutions that respect our desert habitat and invoke a shared passion with their clients.

GOING GREEN IS THE FOUNDATION OF A SUSTAINABLE TEAM.



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FROM OUR SPONSORS

Stallion Mountain Country Club is a rich and exciting part of Las Vegas golf history. Set amidst stunning Sunrise Mountain, Stallion Mountain Country Club has become one of Las Vegas' premier golf clubs. Originally designed by PGA professional Jim Colbert and Jeff Braur, Stallion Mountain has played host to the PGA Tour as well as the Frank Sinatra Celebrity Golf Classic and the Golf Channel's "Big Break".

Stallion Mountain Country Club is managed by Evergreen Alliance Golf Limited, EAGL, and is a guard gated private club. EAGL is headquartered in Dallas, TX and is quickly becoming the premier golf course management company in the country. EAGL currently manages over 50 golf courses from Philadelphia to Los Angeles and we are expanding our portfolio every single day. Our mission is to create a lasting memory and quality golf experience for all of our guests and members and this enthusiasm towards creating a great experience is echoed throughout Stallion Mountain Country Club.

Stallion Mountain Country Club features 7,351 yards of finely manicured championship golf. The clubhouse is absolutely gorgeous and offers over 8,000 square feet of meeting and banquet space. With so much to offer and with affordable corporate membership packages designed for any size company, Stallion Mountain Country Club is ultimate value for anyone looking to take their business to the next level.

In closing, I would like to say that we are very proud to be a sponsor of In Business Las Vegas' Annual Business Profiles, and I personally invite you to experience what Stallion Mountain Country Club can do for you and your business.

Warmest Regards,

Rob Akers

Managing Director

Stallion Mountain Country Club



STALLION MOUNTAIN
COUNTRY CLUB

As Datanamics celebrates its 30th anniversary, we reflect on the culture and values that have made us a great success. Our people have truly made the difference. They work together to deliver the best possible business services to our clients. In addition, they maintain their commitment to the highest ethical business standards.

We are an employee-owned company. Every network is designed, installed and supported by an owner of the company. This ensures our clients receive a level of service and professionalism far beyond that which others can deliver, and that every employee is as committed to our clients' success as they are to their own.

We are grateful for the confidence our clients place in us. Many of our business partners have been with us since the beginning as we grew and changed together as the technology progressed and their business needs evolved. Today, we have hundreds of satisfied customers, while remaining small enough to provide our culture of personalized service. And, we are diversified and powerful enough to fulfill the needs of the Fortune 500. We are excited about the future.

In the early days, the potential for networking computers for greater efficiency and productivity was obvious. With the integration of voice to the data network, many more dreams can now be realized. Technology has enabled better business solutions. As costs go down, smaller businesses can make use of new technology applications and realize the cost benefits and productivity increases to better compete in their markets.

More than 30 years ago, we made a decision to locate in Las Vegas because of the valley's vast potential. We are proud to say that decision has served us well during the years as this truly is a great place to live and work, with fabulous access to air service, affordable living, and an educated, service-oriented and expanding workforce. Being in the Las Vegas Valley has afforded us the opportunity to grow from a small local network company to a national and international service provider capable of delivering integrated solutions to businesses large and small.

Our staff of certified professionals remains committed to world-class customer service, and providing the best possible business solutions to our clients.

We are proud to be a sponsor of the In Business Las Vegas annual Business Profiles and to be a part of the growing Las Vegas Valley community.

Terry McGowan

President

Datanamics Inc.

 **Datanamics**
Non-Stop Networks



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delivering the difference

FROM OUR SPONSORS



At IIS Benefits, we are committed to providing our clients proven solutions with measurable results. While we provide a full array of all employee benefit options, we are recognized as one of the leading brokers providing consumer-driven health care plans west of the Rockies. We didn't achieve this recognition by chance, but through rigorous education and an unwavering commitment to excellence. When we approach a prospective client, we don't just show up with a proposal reflecting the current premium increase, we bring a strategy for long-term cost savings.

I am extremely proud of the technology we have developed at IIS Benefits. When we do COBRA, Flex, HSA and HRA administration for a client, we can see how having the latest technology available in the market place positively impacts the HR department's workload. We also listen to what our clients want and work closely with them to develop solutions to their needs. In doing so, we create systems that streamline many functions relating to the administration of employee benefit programs.

Education has always been and will remain our top priority. Consumer-driven health plans can be a replacement of a traditional HMO/PPO plan, or an additional option in a current program. Either way, it takes a broker with experience as well as one dedicated to educating the employer and employee on how they work. IIS Benefits has that expertise and dedication and we will continue to provide it to companies of all sizes in the Las Vegas Valley.

Gregg Dennis
President and CEO
IIS Benefits



IIS Benefits



Fielden & Partners is proud to sponsor the first annual Business Profiles.

Fielden & Partners has been practicing space planning and interior design in the valley for more than 20 years and while we are pleased to welcome new clients, our large list of repeat clients allows us to enjoy the great success we have today.

Our motto has always been: "No client is too small," and it is for this reason that we can help with any design request, small or big. We are as happy to assist with a new office paint color as with a complete office makeover. Fielden & Partners prides itself on listening to the client.

We realize that your space and office is the greatest business-marketing tool and it is for this reason we take pride in taking every opportunity to help companies establish their own brand. The entire staff at Fielden & Partners would be honored if you choose our firm for your next interior design project.

We have always lived by the philosophy "Do it right, do it right the first time, do it right the first time the right way." We look forward to the opportunity to work with you all on your space planning and interior design needs and we wish everyone a very successful future.

Laura Jane Spina
President and CEO
Fielden & Partners



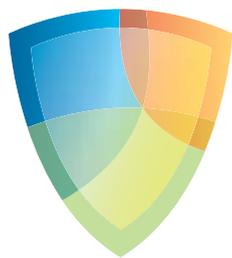
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Space Planning and Interior Design



*THIS IS NOT A STRATEGY WE RECOMMEND WHEN
LOOKING TO PROVIDE AFFORDABLE HEALTH CARE
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For over 10 years IIS Benefits has been at the forefront of the employee benefits industry. Whether you are looking for an HMO or PPO plan or a Consumer Driven High Deductible plan with an HSA or HRA component, IIS can develop a long-term strategy that is right for you.

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529 College Plans • Executive Deferred Compensation • Key Personnel Insurance

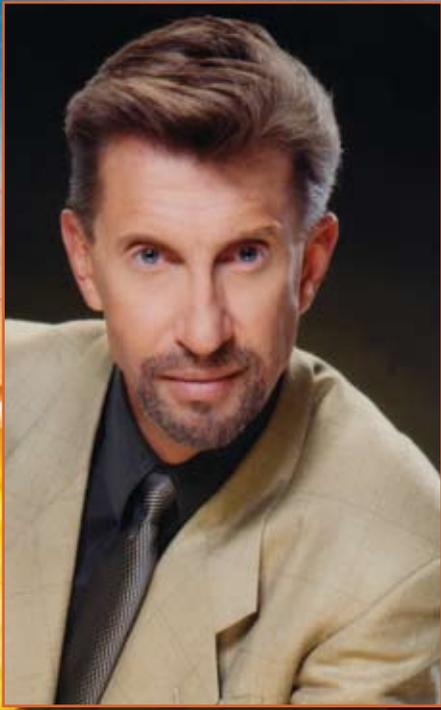


IIS Benefits

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FROM OUR SPONSORS



Ed Vance & Associates is proud to be a sponsor of the 2007 annual Business Profiles and we congratulate the companies featured in this year's publication. It is energizing to watch businesses evolve and prosper amid the dynamic changes, needs and challenges that come with our area's unprecedented growth. EV&A is pleased to be a part of this development, as a prominent architecture firm whose signature trait is our ability to listen to our clients for results that render distinctive designs, refined style and sustainability.

EV&A is a full-service commercial architectural and interior design firm that leads the industry with its strong reputation for innovation and creativity, along with long-term relationships with clients, consultants, general contractors and employees. We take a cross-disciplinary approach that enables us to focus on best use of space, design and concepts that are driven by our client's vision, taste and budget. Our designs are timeless and functional.

Founded in November 2006, EV&A is currently staffed with 25 professionals whose combined talents form the best-of-the-best architecture and interior design with offices that employ state-of-the-art equipment, software and resources. The entire team is led by a principle that speaks to our steadfast commitment to our customers and business partners, and is the basis of our firm's mission statement — "To be our client's trusted advisor."

The businesses featured in this publication have distinguished themselves for excellence in their respective fields to bring unparalleled expertise and service to our community. EV&A celebrates with you for being recognized in the 2007 annual Business Profiles.

Edward A. Vance, AIA, NCARB

President and CEO

Ed Vance & Associates



During my career as a financial strategist, I have been blessed to be mentored by several industry transformers who have helped me realize that we live in a world where large numbers of people are faced with three serious dangers: confusion, isolation, and powerlessness.

During the 1990s, our country celebrated many victories in the stock market. After the 9/11 tragedy, however, many people chose to invest in real estate in order to avoid the volatility and uncertainty of Wall Street. During this time, Las Vegas witnessed record-breaking appreciation in property values and celebrated their small fortunes.

Recently, however, our market has softened due to record numbers of properties for sale and/or vacant. Since 2006, the foreclosure rate has more than quadrupled, millions of dollars in home equity has vanished, and more than 100 mortgage lenders have gone out of business.

These are just a few examples of how the financial world in which we live is so complex and unpredictable. These are the same reasons why our firm is so committed to finding new and innovative financial solutions for our clients, separating us from traditional strategies that are not addressing today's changing market.

At Perpetual Wealth Inc., we utilize investment strategies that either out perform or simply enhance our clients' existing portfolios. We replace feelings of confusion, isolation, and powerlessness, with the empowerment of clarity, direction, and confidence.

We invite you to join the increasing number of clients who are enjoying a predictable, tax-free retirement plan. When you call us at (702) 889-6000 to schedule your free, no obligation consultation and analysis, you will finally be on the path to Perpetual Wealth.

As a token of our appreciation, all of our readers who schedule a consultation will receive a free starter kit to becoming a millionaire (\$129.00 value).

Sincerely,

Geoffrey W. Myers

President

Perpetual Wealth





I love her. All 16,000 lbs of her.

They say money can't buy love. They say it can't buy happiness. But it can buy a fleet of wheel loaders, and maybe wheel loaders make you happy. At Bank of Nevada, we specialize in making money work harder for you. Because when you put a lot of love into your business, you deserve to get a lot more back.

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FOR THE **LOVE** OF MONEY



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ROEL CONSTRUCTION



Siena Community Center

ROEL: 90 years of abiding by core values

Wayne Hickey's rise to CEO of ROEL Construction is unique. Understanding all aspects of the business, Hickey worked his way into the corner office. In 1993, ROEL brought him on board as a vice president to oversee expansion plans for its client, Qualcomm. Through the years, ROEL has built out more than 6 million square feet of ground-up and tenant improvement work, including a building in Las Vegas, for the technology giant.

Hickey, now 50, worked his way up from the ground floor, starting at the age of 18. Because of his journey, he refers to himself as a unique breed of CEO (old school value meets new technology), one not commonly found at most large companies today.

"Most of our guys are coming out of school as engineers or business majors. I think there's one other guy here who was a field guy. ... It was a little bit of strategy and timing," Hickey said with a chuckle.

But ROEL's 90-year reputation for expertly handling everything from small tenant improvements to \$170

million projects is no laughing matter. Hickey and his colleagues take the company's ideals, which are printed on the back of their business cards, seriously. A flip of the card reads: Client satisfaction, integrity, teamwork, family traditions, quality, enthusiasm, professionalism, safety, community service and honest profit.

"That's how we operate," Hickey said. "We make decisions based on these ideals. We listen to our clients, provide services they need and try to surpass expectations. ... People and companies are only as good as their word," he continued. "Our reputation speaks for itself, but it's important to live up to that reputation."

Founded in 1917 in remote Fargo, N.D., for more than 60 years, ROEL Construction Co. was primarily a public works contractor. In 1959 however, founder Tom Roel's son, Paul, branched out and decided to move the company to San Diego. But it was Steve Roel, Paul's son, who in the mid-80s, started shifting ROEL's business strategy to focus on private sector work. ROEL took that strategy with it when opening its Las Vegas operations in 1993, and it paid off.

The company has done work for large developers like Del Webb, gaming giant Boyd Gaming and host of other small and large entities. Today, roughly 95 percent of ROEL's work comes from referrals, said Hickey.

"It's a whole different mindset today," he added. "The way we see it, we're hired to solve problems. We bring solutions to the table. I always talk about what we can do, not what can't be done."

When Hickey started at ROEL, company-wide revenues were about \$30 million. Today, they exceed \$300 million. The Las Vegas operation alone does more than \$30 million a year in business. But with more growth on the horizon, Hickey still wants to pay attention to things like customer service, integrity, and accountability.

Hickey said he has no timeline for growing the company and the size of its jobs.

"Simply stated, we just want to be the best contractor we can be. The largest job we did in 2000 was \$40 million. Then, we got a \$120 million job and now a \$170 million project. We'll see a half-billion dollar project some day, but there's no time line for it," he added.

"We're a much more sophisticated contractor today," said Hickey. "But it's important for us not to be seen simply as a big contractor. We like to think of ourselves as a small contractor with the ability to do big jobs." 🌟



Wayne Hickey



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GATSKI COMMERCIAL REAL ESTATE SERVICES



Gatski Commercial finds winning formula with personal touch, value-added services

Frank Gatski has to pinch himself sometimes when he walks into his office.

The president of Gatski Commercial Real Estate Services openly admits to being a little surprised by the huge success he has seen in the valley's property management arena. In less than a decade, Gatski Commercial has grown from one client with a few buildings to having more than 4 million square feet under management today. In the past six months alone his company has added a million square feet to its portfolio.

Born in Greece, Gatski came to Las Vegas in the late 1970s, when his father was transferred to Nellis Air Force Base. The younger Gatski admits to not liking the valley much at first. "Everywhere I lived prior to coming here was near water. This was very different," he said.

But through the years the real estate bug bit Gatski, and he bit back cutting his teeth in real estate on the property management and leasing side, working for local contractor, J.A. Tiberti. But he always knew he wanted to get into commercial real estate. His opportunity came in the late 1980s. But his initial foray in the field

was less than auspicious, he admits. "I made \$8,000 in 1988. ... When you're starting a commercial real estate career, it's extremely tough," he said.

But his luck took a major turn for the better when he was hired by Equus Management Corporation in 1993 to run the company's in-house management office. Over the years, people began associating the Gatski name with quality, integrity and great customer service.

"A lot of people were knocking on the door and asking if I could manage their properties," he said, while explaining that the property management division within Equus was established strictly for Equus properties. Gatski eventually purchased Equus' in 1999, and his employer became his one and only client.

"They've gotten better service from me than they could have ever gotten," he said of the move. "I really owe them a lot. They really gave me a great opportunity."

One of Gatski's keys to success has been the "value-added services" his company offers, like landscaping, maintenance, carpet cleaning, emergency service, mold remediation, among others. Gatski likes to keep the

services in-house, instead of contracting them out. He is also in the process of creating a general contracting division for tenant improvements.

"Like many of our other value-added services, it [tenant improvement requests] is one of those things that people are always asking us to do for them. ... When it's busy in this town, it's hard to find a contractor for a small job like that," Gatski said. "If it's something we can add to help our clients, we'll do it."

Committed to learning how to be a good leader while growing his company, Gatski recently brought in business consultants and a seasoned financial consultant to give insight into how he can grow the company while still giving great customer service. He still meets every client in person, something he hopes to continue in the future. He also asserts that his company's growth only creates opportunities to better itself.

"When we get bigger it gives us the resources to put together the best team to serve our clients. ... We just keep getting better," he added. 🌟

JOLLEY URGA WIRTH WOODBURY & STANDISH



Reliability. Experience. Integrity.

The law firm of Jolley Urga Wirth Woodbury & Standish is committed to providing innovative and efficient legal counsel and representation to all of its clients. The firm is widely known for its long-standing experience and dedication to delivering quality legal service with integrity and professionalism.

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Jolley Urga Wirth Woodbury & Standish is a full service civil law practice with offices in Las Vegas and Boulder City. We provide innovative service to our clients, by taking the time to understand their business and personal needs.

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As our clients' demand for legal services continues to change, Jolley Urga Wirth Woodbury & Standish welcomes the challenge. As the success of our firm relies heavily on the attorneys that practice with our firm, we strive to recruit and retain top-notch personnel who hold impressive scholastic backgrounds, strong work ethic and understand the legal environment in which they practice.

Believing Las Vegas to be an exciting and expanding marketplace for legal services and wishing to keep talented attorneys here, Jolley Urga Wirth Woodbury & Standish is a strong supporter of the William S. Boyd School of Law.

Jolley Urga Wirth Woodbury & Standish continually invests in our attorneys and staff by providing them with the necessary technological tools, training and resources to better service our clients.

As the future will tell, the firm shows no signs of slowing down, and we will stand shoulder to shoulder with our clients as we all move forward in time. ●

At A Glance

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Jolley Urga Wirth
Woodbury & Standish

COX BUSINESS SERVICES



Cox Business Services: Leading provider of communications solutions

Cox Business Services (CBS), the business-to-business division of Cox Communications, is the leading provider of advanced video, voice and data services to the Southern Nevada business community. Cox Communications is a Fortune 500 company as well as the third largest cable broadband communications provider in the nation. And while CBS is national in scope and on track to reach \$1 billion in revenue by 2010, the B2B division is also very much a local company meeting local needs.

"In Southern Nevada, Cox provides high-paying jobs to over 1,200 employees of which nearly 200 belong to CBS," said David Blau, vice president and general manager of the company's Henderson-based regional operations. "They all live and work here, and that's good for the local economy. That's one of our key differentiators. We're local; many others are not. When you call us for support, you speak to a Southern Nevadan."

CBS is a full-service, facilities-based provider of communications solutions. It focuses on small to medium-sized businesses but also lists big companies among its clientele including 16 of the world's largest 20 hotels.

Operating in the same footprint as 22 Cox multi-service broadband systems in 18 states, CBS lists 180,000 business customers in industries ranging from healthcare and hospitality to government. In the local education sector, CBS created a fiber-based wide area

network solution that linked 308 schools within the Clark County School District.

Product bundling makes sense

One of the key competitive advantages at CBS is the ability to bundle its products, a concept Cox introduced into the marketplace 10 years ago with virtually every telecom provider now imitating the practice. By bundling multiple products, CBS provides services that may otherwise prove more expensive when purchased separately from individual providers.

"It just makes more sense to get all telecom needs from one provider," notes Blau. "You get multiple services from one company on one bill and deal with only one account representative. Plus, you get 24/7 technical support from trained professionals. And then there are the savings you'll achieve by getting all your telecom needs in one package from CBS."

The popularity of bundling can be seen by the numbers: in Cox's legacy voice markets, over 55 percent of new data customers also subscribe to Cox Digital Telephone.

Tailored solutions, trusted provider

Blau notes that while some businesses look for simple, everyday answers to their telecom needs, others opt for and may require a more tailored approach. "CBS provides the full range of business-grade products that fit every

solution," says Blau. "Our products and services can start small and scale to virtually any size. Our solutions grow with your business."

As an example, Blau indicated that CBS can provide a broadband connection ranging from 768 Kbps up to 10.0 Mbps using its hybrid fiber coaxial network, or offer speeds above 10 Gbps using fiber optics. In another example, Blau pointed out that Cox Digital Telephone would be the correct choice for a single line to a home office as well as the fitting solution for the heavy call volumes experienced by a major hotel-resort exceeding 5,000 guest rooms.

And it's not just CBS and its customers that have good things to say about the telecom company. J.D. Power and Associates awarded CBS its highest ratings two years in a row for "performance and reliability" in its annual Business Telecom Data Services Study. In 2006, CBS's first year in the study, the business services provider was ranked highest in customer satisfaction with small/midsize businesses.

"That builds confidence in a company and is an example of how we're the most trusted provider of communication and entertainment services in America," Blau said.

With market share on the rise, bundle packages that achieve savings as well as J.D. Power and Associates awards for customer satisfaction, CBS is the leading provider of communications solutions. To learn more about Cox Business Services visit coxbusiness.com or to speak to a sales representative call 939-1146. ●



IIS Benefits is the pacesetter in consumer-driven health care for Las Vegas

Finding the right employee health and overall benefits plan is a difficult issue for any business. Some offerings may seem too expensive, while others inadequate; the idea of not offering benefits at all makes it virtually impossible to retain qualified staff.

But Las Vegas-based IIS Benefits has some answers for businesses struggling with escalating health care costs. They assist employers in finding the best overall employee-benefits package and work closely with business owners and executives to ensure the benefits not only suit employees, but also serve the bottom line.

Formed as Investment Insurance Services by Gregg Dennis in 1997, today the company is simply known as IIS Benefits. The firm offers a full array of benefit options.

Increasing cost pressure

Despite moderation in medical price increases, managing the rising cost of health care benefits was the biggest challenge businesses faced in 2006.

While shifting costs via plan design changes has become standard practice for many employers, increased employee contributions alone cannot stem rising health care costs. In response, employers have begun incorporating consumer-driven health plans into their portfolios. Employers realize that the practice of shifting costs to employees is not something they can continue to do indefinitely.

Consumer-driven health plans go mainstream

In September 2004, the number of businesses with a group health plan that offered a consumer-driven

health plan with a health savings account (HSA) made up only 21% of the market. In January 2006, that number increased to 58% and continues to grow.

Armed with these statistics, companies such as American Express, Whole Foods, Clorox Corporation, John Deere and Harrah's Entertainment have all moved, or are moving out of, traditional HMO/PPO plans, whether fully funded or self-funded, into consumer-driven health plans with an HSA or health reimbursement account (HRA) component. "Employers now realize they can no longer ignore the benefit to the employee by not offering them an HSA or the savings to the company's bottom line by cutting premiums and managing claims," says Gregg Dennis, president of IIS Benefits.

Not all brokers are created equal

Any qualified broker can bring their client a consumer-driven health plan design from an insurance carrier. However, not all brokers can administer the plans and generate the reports necessary to track how every dollar is spent on health care services.

"Without access to this data, an employer will never be able to see how they are benefiting from a high deductible plan and what their realized annual savings are," says Dennis Montellano, COO of IIS Benefits. "Imagine a team of executives trying to determine the company's financial direction without the appropriate data. That's how critical having access to the reports IIS Benefits generates for its clients is. Having measurable results translates into an informed decision-making strategy, and that results in measurable cost savings."

Third party administrator (TPA) is critical to consumer-driven plan success

What employers don't know and what most brokers don't tell them is that a third party administrator (TPA) is critical to the successful implementation and ongoing management of a consumer-driven health plan.

IIS Benefits is one of only approximately 6 brokers in the state of Nevada that own and operate their own TPA. Because they own their own TPA, IIS Benefits can generate the reports that support the 30% to 50% savings they project their clients will realize annually on health care costs. The University of Nevada School of Medicine has been a client of IIS Benefits since 2002. "When the CFO was presented with all the data our TPA was able to extrapolate from the adjudication of their claims, he could see where every dollar was being spent on providing health care to his employees and their dependants, and he was able to tie all this data to their realized savings of over \$500,000 to date," said Gregg Dennis.

Commitment to service

When IIS Benefits approaches a company asking for the opportunity to earn their business, they go in with a strategy for long-term success, not just a proposal for cost savings. They understand they can't just show up for an hour at enrollment meetings and hope the employee understands how their benefits plan works. "We begin the education process as much as a year in advance of open enrollment," says Dennis. It is this commitment to education and high-touch service that sets IIS Benefits apart from their competition.

For more information, contact Leslie Caprow at (702) 257-3825, ext. 106. ●

A MULTIFACETED PLANNING
ARCHITECTURE, & URBAN DESIGN FIRM

RAFI

“We utilize the uniqueness of a client’s business or activity to stimulate creative, functional projects which are efficient, on schedule and within budget; are enjoyable to utilize, economical to maintain and operate, we have an extended life span and contribute to the physical quality of the built environment.”

-Dr. Robert A. Fielden, A.D., NCARB, FAIA

RAFI is a multifaceted planning, architecture, and urban design firm with three studios, with its primary office in Las Vegas, Nevada. The firm specializes in providing comprehensive client services for advanced planning, real estate evaluations, programming, site planning and the design of long-range master planned facilities, places and towns.

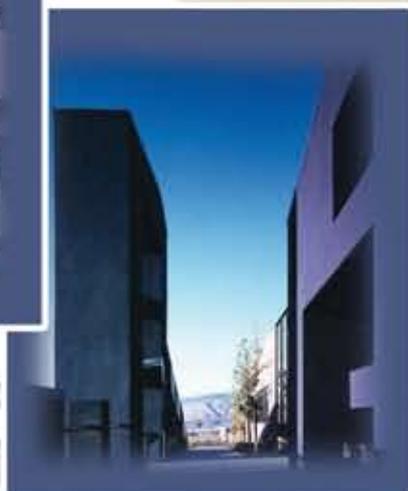
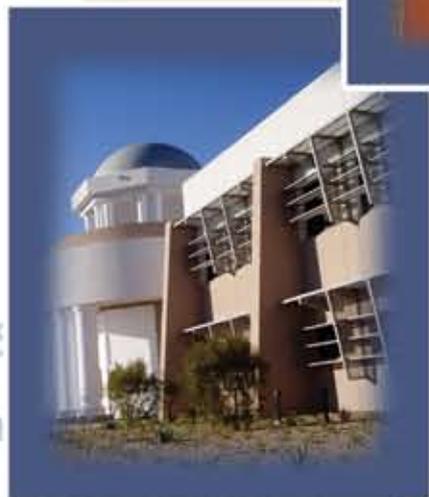
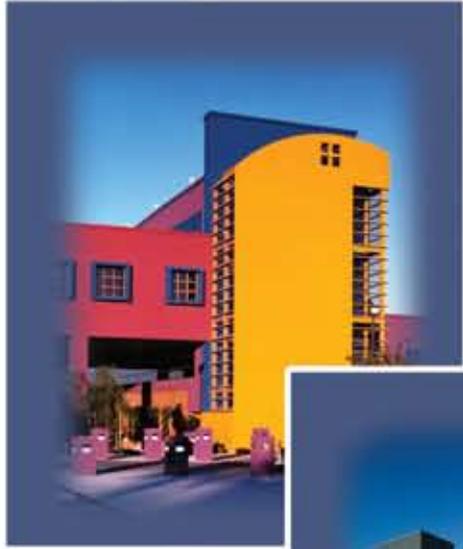
RAFI services address a broad range of private sector, city, county and state agencies’ needs to issues associated with research, planning, historic preservation, potential development, and redevelopment programs. Including:

- Master Planning
- Land Assessment/Location Analysis
- Capital Improvement
- Redevelopment/Revitalization
- Marketing and Feasibility
- Pre-Design and Design Assistance
- Post-construction and Start-up Assistance

Plus, services to address the range of clients’ needs in terms of urban design including:

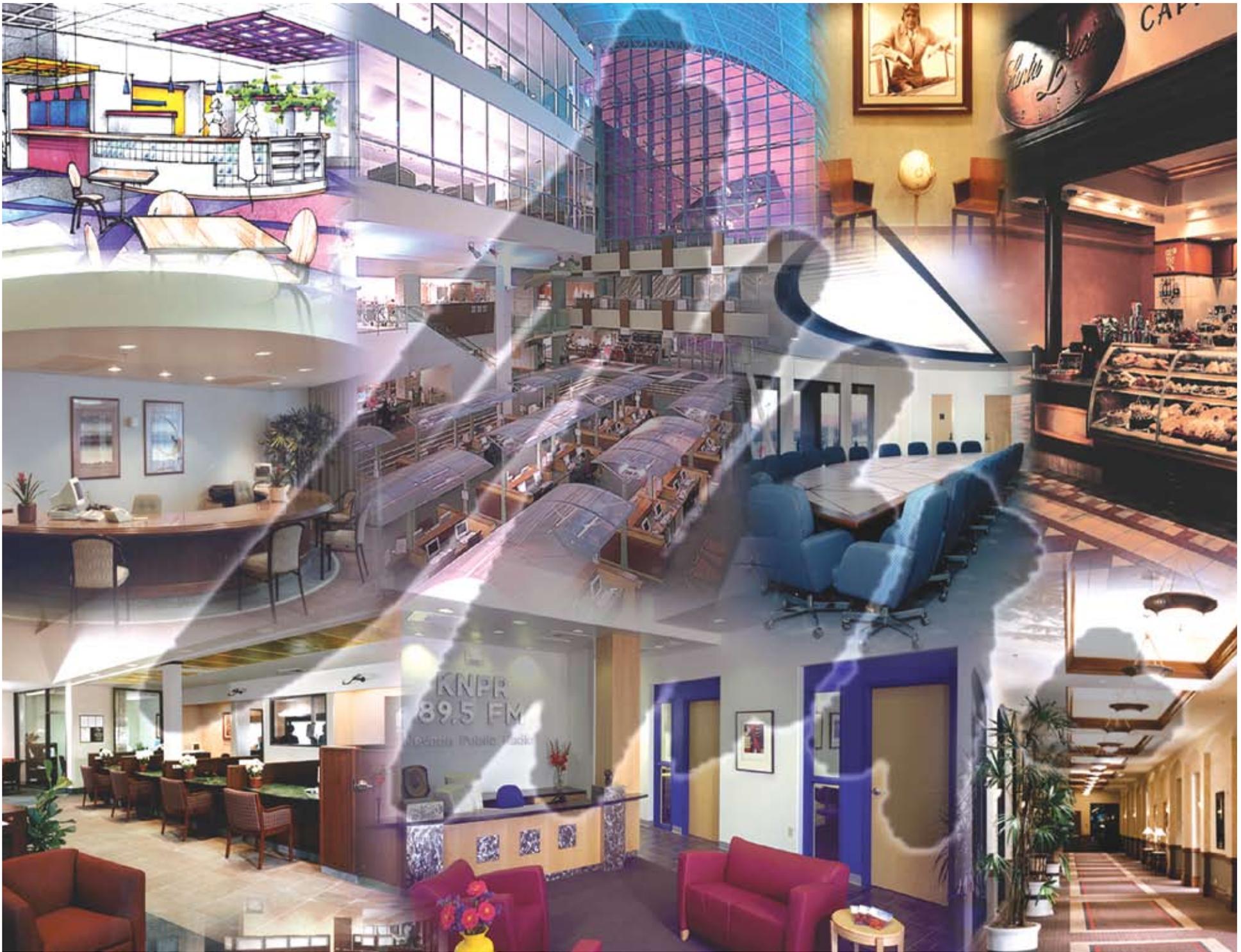
- All aspects of Urban function Analysis
- Urban Frame and materials Analysis
- Quality Evaluations and Aesthetics Development

RAFI continues to focus on using planning and design to increase the client’s investment through advancing the quality of life for facility users, and the community-at-large, by creating environmentally conscience building and construction sustainable within our region.



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FIELDEN & PARTNERS



Fielden & Partners delivers design excellence

For more than 30 years, Fielden & Partners, a well-respected Las Vegas space planning and interior design firm, has been recognized for excellence in planning and design assistance. Collaborating with regional architects, the firm has earned its reputation for the highest level of service — working with and listening to clients to uncover their needs, and in turn, creating design solutions flexible enough to function well in both the near and long term. While designing innovative spaces, F & P keeps in mind end user requirements. Their mantra is “Cutting edge solutions that address creative working environments.” Words they live by.

Fielden & Partners understands the tremendous growth the city of Las Vegas has experienced over the past 20 years. With rapid development comes immense pressure to design and update facilities that will keep pace with the needs of the community. Interior designers must be facile and expedient in determining the best course of action for each new project. Responding to this challenge, Fielden & Partners has refined its space

planning process to take into account individual user requirements as well as facility inter-relationships. Space is of a premium and by utilizing these planning methods, F & P is able to save clients valuable time and money.

Fielden & Partners’ design services are directed to private and public sector clients and to architectural firms.

These services include:

- Space needs assessment studies
- Existing use efficiency evaluations
- Long range personnel projection studies
- Interior furniture, equipment and accessory inventories
- Tenant improvement programs
- Space planning
- Open office systems furniture design
- Interior design and custom furnishings
- Furniture specification
- Finish specification
- Signage design and specification
- Corporate identity programs

Fielden & Partners strives to design interiors that are stylistic, durable, within budget and integrated with the

concept and purpose of the facility.

They promise to:

- Listen to the client
- Evaluate the specific needs of the commissioned project
- Maintain clear and open channels of communication

From these basic principles, Fielden & Partners’ design experience is pressed into service to create functional as well as beautiful spaces — on schedule and within budget. ●



Fielden & Partners
Space Planning and Interior Design

UNIVERSITY OF NEVADA SCHOOL OF MEDICINE

Department of Surgery-Division of Bariatric Surgery



Success in battling obesity starts here

To address the growing public health problem of obesity, a Las Vegas surgeon has developed a comprehensive strategy aimed at reducing obesity at the state level. James N. Lau, M.D., recently completed a fellowship in minimally invasive surgery-bariatric surgery at the Stanford University School of Medicine.

He is now the chief surgeon for a new division of bariatric surgery at University Health Systems, the clinical practice of the University of Nevada School of Medicine.

Dr. Lau will oversee the only university-based weight loss clinic in Nevada, and residents will no longer have to seek this type of surgery outside the Silver State. Dr. Lau performs obesity-related surgeries, including the gastric-bypass and lap-band operations, using minimally invasive technology. He has also been trained to use the highly technical Da Vinci surgical robot system.

Obesity is typically defined in terms of a Body Mass Index (BMI), which is a measurement of body fat based on height and weight for adult men and women. Morbidly obese individuals typically have a BMI of 40 or greater. In addition, many obese patients also suffer from

co-morbid conditions such as hypertension. According to the Centers of Disease Control and Prevention, about 66 percent of all adults in the United States are overweight or obese. In 2006, a report released by the Trust for America's Health, indicated that Nevada is the 42nd heaviest state, and it ranks 30th for the rate of hypertension.

"The pathways that lead to morbid obesity are often diverse and complex," said Lau.

"A sedentary lifestyle and poor nutrition are identified as risk factors, however, the metabolic rate and family history must also be considered when evaluating a patient's overall health. And research suggests that psychological and/or social aspects may contribute to obesity for some individuals."

In response, Dr. Lau has developed a multi-disciplinary team, in conjunction with the University Medical Center (UMC), where he will perform the operations. He established a partnership with several departments including anesthesiology, radiology, and nutrition. Consultation with physicians in internal medicine, psychiatry, and cardiology is also sometimes required. In

an academic medical center, individuals benefit from a follow-up process, which monitors patients over time.

Prevention measures are also a part of Dr. Lau's overall plan. In November 2007, he will launch an innovative initiative called Healthy Options for Prevention and Education or HOPE, which will address childhood obesity. An advisory board consisting of leaders from various domains such as policy, health care, education, parks and recreation, and agencies that address chronic diseases, i.e., diabetes, will provide expertise regarding program activities. Businesses will also be invited to participate in this effort. For example, restaurants will help develop healthy menu options for both children and adults, and provide recommended nutritional guidelines. And structured exercise circuits will be created at parks, community centers, and athletic clubs to educate children about the link between caloric intake and exercise, and to promote optimum cardio-vascular health.

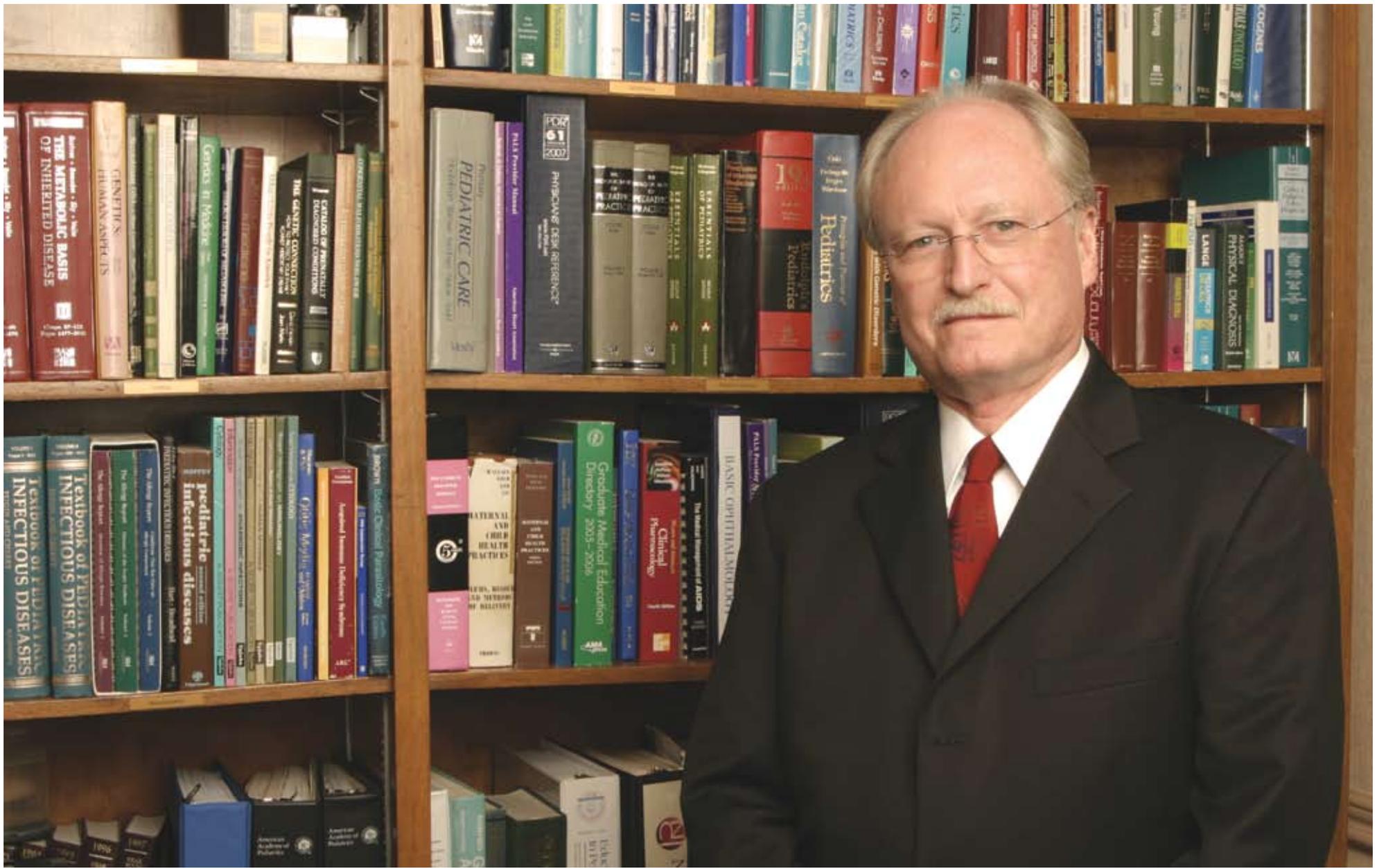
For obesity prevention efforts to be successful, a public-private partnership is essential. Dr. Lau envisions governmental agencies working collaboratively with private foundations and other philanthropic organizations, to share information and leverage resources, in support of his public education campaign to combat obesity in children and their families.

The conceptual framework for the new University Weight Loss Clinic, including the HOPE project, is consistent with the overall mission of the University of Nevada School of Medicine, which is directed towards medical programs that promote a healthier Nevada.

For more information, seminars are held from 5:00 p.m. to 7:00 p.m., on the fourth Wednesday of each month. Please call 702-671-5150 for a reservation. 🌟



UNIVERSITY OF NEVADA SCHOOL OF MEDICINE



Medical school takes aim at state's health care needs by keeping grads at home

Dr. John McDonald, dean of the University of Nevada School of Medicine, is amazed by the caliber of the school's graduates. "The students who train in Nevada end up in some of the most prestigious residency programs in the country," he said. "And in a class of 52 this year, 11 stayed in the state to perform residencies. Moreover, on average, roughly half will return to Nevada to practice."

On the surface, the numbers seem good. But McDonald only wishes more graduates would stay in Nevada. He also wishes there were more students to begin with in order to address the state's growing health care needs. Nevada has the smallest number of residency training positions in the country of all states with medical schools. Not only are the absolute numbers of residency training positions low (8 per 100,000 population while the national average is 35 per 100,000 population), we lack critical specialty and subspecialty training programs for our graduates. To create more residencies, the school needs additional faculty and more teaching and patient care space, McDonald said.

"We absolutely need more physicians. We're far below the national average and we have shortages across the board in health care. We cannot rely on importing physicians because other communities are facing the same shortages. In order to expand the physician

workforce, we have to work on the residency challenge. The other part of the equation is to increase the number of faculty."

Nevada ranks near the bottom, at 46th place, for the number of physicians practicing for every 100,000 residents and ranks last in the nation for the number of current medical students per 100,000 people, according to a report released in January 2006 by the Association of American Medical Colleges Center for Workforce Studies.

"There are more people who want to enter medical school than we have positions," McDonald said. "We have one of the smallest class sizes in the country."

But, progress has already begun. The school graduated 52 students this year. The class of 2011 now stands at 62 students. And, McDonald has high hopes for continued growth. He said the school's goal is to double in size by 2010. With a little help from the Nevada Legislature, the school is poised to do just that.

During this year's session, the Nevada Legislature approved the appropriation of \$90 million to the new health sciences system. However, the system must also secure another \$39 million in private donations in order to complete all the new buildings in Las Vegas and Reno.

"Some medical schools have been aggressive at growing their capacity," McDonald said. "Nevada is just

now starting to address the need. With funds from the legislature, we plan to open a new education building in Reno to double the size of our medical school class. But, completing this building will require an additional \$14 million of non-state funding to support the state appropriation."

McDonald said the school is not only helping to address the dearth of doctors in Nevada but also provides care for a majority of underserved patients in the state. The University of Nevada School of Medicine staffs the Clark County funded University Medical Center in Las Vegas, a facility well known for attending to the needs of lower income individuals and families.

The medical school also contributes the state's economy, McDonald explained. "We provide education, public service and research. In addition, the medical school serves as an economic engine. We take \$1 of tax money and create \$5 and all of these funds are recycled into high paying, high quality jobs and the purchase of supplies and services."

The bottom line is that the state is well served by the University of Nevada School of Medicine both on a humanitarian as well as an economic level. Support for the school benefits current as well as future Nevada residents. One day, Nevada will rank among the top states for health care. We hope that one day will be soon. 🌟

PLISE DEVELOPMENT & CONSTRUCTION



PLISE excels at office and mixed-use niche

Since 1994, PLISE Development & Construction has developed and constructed more than 2 million square feet of commercial real estate in the Las Vegas Valley. Company leaders say, however, they have even bigger plans with another 3 to 5 million square feet being brought to market in the next five years.

William Plise founded the company that principally develops and constructs a variety of Class A office and retail projects throughout the Las Vegas Valley, with a history of medical, light industrial and build-to-suit projects. In addition to general contracting and development functions, the company also provides services in construction management, leasing, property management, land-use and zoning entitlements and financing.

Reacting to market forces, the company began with a focus on industrial projects and has now evolved to Class A office, retail and mixed-use projects. "The company's roots are industrial and flex office," said Mitchell Stipp, the company's chief operating officer and general counsel. "But over the last several years, we've been focusing on Class A office projects. With that being said the company's focus is shifting to lifestyle retail centers as construction of City Crossing commences."

Designed and planned to be the company's crowning achievement is the mixed-use City Crossing project in

Henderson. City Crossing is located on 126 acres of land at Executive Airport Drive near the Henderson Executive Airport. The project was created with an urban, pedestrian-friendly design and blends 1 million square feet of Class A, high-rise office space, 400,000 square feet of boutique retail, 150,000 square feet of dining and entertainment offerings and 2,500 luxury residences.

The project also features two hotels that will serve the office components of the project and the Henderson Executive Airport. The project's first 30 acres are expected for completion by the third quarter of 2009, but the entire project is expected to take seven years to complete.

City Crossing evolved from the company's original plan to develop the area as an industrial project, Sage Mountain Commercial Center. Stipp said an industrial use for the land wouldn't complement the mass of residential development in the area, which includes the nearly 2,000-acre Inspirada master-planned community and other underserved upscale communities such as: Seven Hills, Anthem, Sun City and Southern Highlands. "With land use changes and development in the area going residential, it made it difficult to justify an industrial project," he said. "We would like to have built that project since there is a scarcity of industrial land, but to build industrial you have to keep in mind the adjacent land uses and what use is better for the area."

Since PLISE was founded, the company's portfolio has not only grown in the number and type of projects it is involved with, but also in the number of existing firms it has acquired and the number of start-up companies associated with it. Now under its umbrella, the firm has Chaparral Contracting, Talon Electric, Northwest Landscape, The Cracked Egg restaurants and Sin City Motor Works. PLISE and its affiliates are expected to gross about \$150 million in sales in 2007.

PLISE's development and construction operations have done well because the commercial real estate market has remained strong and PLISE develops award-winning product. The company excels at developing attractive, technologically advanced projects in desirable areas throughout the Las Vegas Valley.

Stipp said the company is poised for success because there is a demand for well-done Class A office projects. In addition to the Class A portion of City Crossing, the company is currently developing Rainbow Sunset Pavilion and Centennial Corporate Center.

"We don't think there are a lot of developers in Las Vegas doing Class A office," Stipp said. "It's a niche market that we've been successful in. The quality of our Class A office projects is high." 🌟

BURKE & ASSOCIATES, INC.



Burke & Associates Management Team: Sitting from left to right, Carol Cleveland-Thompson, Director of Corporate Services; Dimitri Mihaloliakos, Chief Estimator; Tony Dazzio, Senior Vice President; and Matt Boyd, Vice President Operations. Standing, Kevin Burke, President and CEO.

Burke & Associates: General contractor has longtime ties to Las Vegas Valley

Burke & Associates is one of the most respected general contractors in Las Vegas — but not for the reasons you might think.

While Burke & Associates is well known for its precision-built structures, it has also earned a sterling reputation for stepping up to the plate to help local, non-profit organizations. The company's leaders say they are dedicated to the city they are helping to build. "We work and live here so we have a personal stake in every project we accept," said company President Kevin Burke.

"We also believe our success requires us to give back to the community, and we're proud to be in a position to do just that." Through the years, the Nevada Cancer Institute, Boy Scouts of America and Communities in Schools are just a few of the nonprofits that have benefited from Burke & Associates' Las Vegas support.

But Burke & Associates is socially responsible on a professional level as well. Recently, the company added on-staff LEED® accredited professionals to plan and oversee construction of one of the largest anticipated LEED® (Leadership in Energy and Environmental Design) Gold certified projects in the state — the 53-acre, 290,000-square-foot, seven-building Cashman Equipment Corporate Headquarters in Henderson.

LEED® is the U.S. Green Building Council's rating

system that grades projects based on water conservation, energy efficiency, environmental quality and other factors. Burke is proud of their affiliation with the USGBC and the commitment they have made to sustainable development for generations to come. "Building such a large-scale project using sustainable features, including a geothermal heating and cooling system, is cutting-edge and we hope this will set the trend for other eco-friendly projects, both large and small," Burke said. Since 1984, the company has constructed some of the most recognizable structures in Las Vegas — several schools, countless restaurants, casinos, retail centers, warehouses and office buildings — you name it and Burke and Associates has been involved. Burke's upcoming projects include Cashman Equipment Company's new Corporate Headquarters, the brownstone-inspired Presidio Heights Condominium project and the 210,000-square-foot Pacific Business Center.

From the beginning, the key word for Burke and Associates has been quality, and it is quality workmanship that has earned Burke and Associates an array of awards including the coveted General Contracting Firm of the Year Award from the Southern Nevada Chapter of the National Association of Industrial and Office Properties (NAIOP). "This is Las Vegas, and there are hundreds of

general contractors that offer to provide a complete range of services," explained Senior Vice President Tony Dazzio. "It takes a different kind of company, however, to deliver those services within the context of specific requirements. Every job is different and every client is different. For our clients, this perspective makes us indispensable."

Dazzio also credits the company's success to the fact that Burke principals are involved in each step of every project. "It's part of our corporate philosophy," said Dazzio. "The people who made this company what it is today work on every project, and I think that is comforting to our clients. Being 'hands on' is something we enjoy," he added.

Vice President of Operations Matt Boyd attributes the company's outstanding end results with excellent planning. "You can visit any of the jobsites, or talk to any of our clients and that will confirm it," Boyd said. "We put systems into place that prevent problems and provide the framework for timely and efficient project completions," he said. "It's the natural result of a company-wide culture of absolute precision."

For more information please contact Tony Dazzio at (702) 367-1040. ●

SOUTHWESTUSA BANK



Fast-growing SouthwestUSA Bank caters to high-end clients through private banking

Chairman and chief executive officer of Las Vegas' private SouthwestUSA Bank, Patrick Wisman, knows his customers are special and treats them that way. And so does everybody else at his bank. That's because Wisman believes that people who have worked hard to achieve high-level financial success have earned the right to expect high-level financial service. SouthwestUSA Bank delivers that high-level service.

Founded in 2001, SouthwestUSA Bank is one of the first banks to offer the private banking experience to Southern Nevada, according to Wisman. "Our mission is to offer business owners, executives, professionals and high-net-worth individuals a diverse array of customized financial services tailored to help them succeed in every facet of their lives," said Wisman.

It starts with good listening skills. SouthwestUSA's bankers listen, really listen, to clients to make sure they understand their needs and meet them. "We realize that what we manage is our clients' future, and for that reason, we put their interests first. It is their vision rather than our products that drives us," Wisman explained.

Louis Gonzalez, vice president and Managing Director for SouthwestUSA Bank, said the bank currently has a growing list of clients and a staff of 36. "The way we look at it, we're a family and our clients are a friend of

the family," Gonzalez said. "When you become a client, the first step is to meet with your managing director to discuss goals. SouthwestUSA Bank calls this "private banking concierge service" and it allows the director to develop a strategy to help reach goals that could range from protecting and growing personal wealth to managing monies for their business," he added. Once a strategy is in place, clients can call their Managing Director who will discreetly handle all banking transactions in the comfort of their home or office. "Each client's needs are unique," Gonzalez explained. "That's why we customize."

For more routine requirements, SouthwestUSA Bank offers a messenger service and a remote capture to deposit checks. "It's designed for the busy individual, executive and business owner who wants to schedule convenient delivery or pickups daily or at designated times during the week," Gonzalez said. "We know our clients are busy people who want to devote their time to more important things than visiting a bank," he added.

But if they choose to visit the bank, they will be pleasantly surprised to find there are no teller lines. "Our customers are involved in large transactions. They are people who don't want to wait behind 10 people in line, nor should they," Gonzalez maintained. SouthwestUSA Bank's only teller is a banker behind a desk — someone who is qualified and ready to handle any banking need.

"Really, what we offer is an unprecedented level of customer service," said Gonzalez.

Since SouthwestUSA Bank opened and began offering exemplary banking services, other banks have tried to imitate by opening private banking departments. "We don't consider that competition, however," explained Gonzalez. "Private banking and unmatched service is what we do — it's all we do — and we do it remarkably well."

SouthwestUSA Bank also offers state-of-the-art Internet banking, a service that allows clients to do everything they need online, from viewing up-to-the-minute account balances in real time to transferring and tracking funds or viewing digital images of canceled checks.

SouthwestUSA Bank has two offices in the valley — one on Flamingo Road and Eastern Avenue, the other in Summerlin at the corner of Rampart Boulevard and Lake Mead Parkway. Gonzalez revealed there are plans to open an office in Henderson soon.

Contact a SouthwestUSA Bank client services representative by phone (Monday – Friday from 8 a.m. to 4 p.m.) For general client service inquiries, please call (702) 853-4700 or toll free (877) 905-1300. ●

BUILDER'S CAPITAL INC.



Builder's Capital bucks the trend, grows despite recent real estate downturn

Steve Brockman won't tell you he's not a little worried about the real estate market these days. But he isn't going to give up finding good lending situations with reputable southwest developers and builders.

While media outlets seek the next "sky is falling" real estate bubble headline, Brockman is quietly and consistently building his real estate trust deed investment business, Builder's Capital Inc.

Brockman formed Builder's Capital in 1997 to offer investment opportunities for clients by funding short-term loans to local builders and developers. Through the years, he has not strayed from his mission, and has mostly done commercial loans and land deals for developers eventually looking to build subdivisions. To date, he has made more than \$1 billion in loans to Nevada, Arizona and California developers, and his current portfolio holds \$350 million in trust deeds.

Investors in Builder's Capital's deeds of trust can expect returns from 12 to 14 percent and receive their interest payments in monthly distribution checks. Loan security lies in the property being held as collateral and the land alone is valued higher than the loan. Brockman also likes to keep loan servicing in-house, so that he can provide a high level of customer service and answer questions for

both developers and investors.

"By keeping our loan servicing in-house, we can answer investor questions quickly and accurately," he said while adding that the company also uses credit lines to fund loans quickly, which can provide cost savings to the developer in certain situations.

Brockman admits the image for deed of trust investing has been tarnished by mortgage brokers like USA Capital and Global Financial Express. Both of these companies were placed in receivership because of irregularities in accounting practices specifically related to their Mortgage Fund offerings. Both companies offered trust deed investments until the fund concept was introduced in 2000. The product quickly gained popularity because of perceived safety and liquidity. In these cases, management was eventually removed and replaced by a court-appointed trustee with thousands of investors still hoping for resolution. These funds quickly lost their appeal when investors were unable to liquidate at maturity and the value fell below par.

Brockman asserts that there are several ways Builder's Capital differs from companies such as USA Capital and Global Financial Express. "First, our investors invest in specific transactions which they review prior to investing, versus the mortgage fund concept where the mortgage

company directs investor money into transactions without the investor's approval of individual loans. Second, we do not take an ownership interest in our borrower's projects. All transactions are done as arm's-length transactions. Third, we limit our out-of-state lending to Arizona and California, neighboring states in which we have local contacts and the ability to visit the properties with minimal effort. Many of the USA Capital transactions were in markets that were completely unrelated to and geographically remote from Nevada."

For the future, Brockman sees Builder's Capital expanding in the Phoenix and Seattle markets. He is also forming a separate company to provide loan servicing to third parties, a service he has had requests for, but that requires unique licensing. In addition, Builder's Capital will continue to build relationships with solid developers.

Brockman also said the local real estate market is still strong on the commercial and multifamily development front, as well as on the Strip. He also said continued population and job growth are big pluses for real estate investing and the local economy in general.

"We believe our vibrant economy will continue long into the future, and that prudent real estate investing will continue to pay above-average returns to local investors," he added. ●

TWC CONSTRUCTION



Dedication to client service and professionalism — the bricks and mortar of TWC Construction's success

Since its inception in 1998, general contractor TWC Construction's success has catapulted the company to the ranks of the top ten commercial general contractors in Las Vegas. Matthew Ryba, Chief Executive Officer, attributes the firm's extraordinary growth to several factors, including the robust commercial real estate market in the Las Vegas Valley. He also said the company's location in Henderson, a city with a pro-business mindset, has been beneficial. A major factor is the tremendous support provided by the company's co-founder and owner, Andrew Lessman, Ryba's partner and an extremely successful entrepreneur and owner of ProCaps Laboratories, a vitamin manufacturer.

"Most importantly, what distinguishes us from our competition is our total dedication to client service and absolute professionalism," commented Ryba. "We have a saying around the office that we don't just build buildings, we build relationships. By working closely with our clients, we gain a strong understanding of their needs. This knowledge, backed by the dedication and professionalism of our team enables us to create real value.

"We measure our success by the satisfaction and success of our clients," he continued. "Our large percentage

of "repeat" clients is a testimonial to our efforts."

"Construction is a complicated process — we foster a team environment among all of the partners associated with the project and build solid, long-term relationships with our subcontractors and the numerous consultants, including the architects and engineers. We work together with the sole objective of meeting or exceeding our clients' goals. Additionally, our continuous implementation of cutting-edge technology and systems to manage the process keeps us on track by helping us focus on the details."

"Our strong growth is also due to the remarkable individuals on our staff. We are a firm believer in identifying the strongest performers and presenting them with the opportunity and training to achieve their personal career goals."

The company's willingness to take on challenging projects and their expert execution has also been rewarded with industry recognition. The National Association of Industrial and Office Properties, Southern Nevada chapter recently honored the company with a special Spotlight Award for environmental excellence. The award recognized the environmental impact of a rooftop solar array that TWC Construction built on the 200,000-square-foot facility it

shares with its sister company, vitamin maker and distributor ProCaps Laboratories. "We're socially conscious," Ryba said. "My partner, Andrew Lessman, is in tune with the environment and is doing the right thing as an entrepreneur by leading by example."

The ProCaps Laboratories/TWC Construction facility, which features office, warehouse and manufacturing uses isn't the only unique building constructed by the company. TWC Construction has also served as the general contractor on such exceptional projects as an FDA-certified pharmaceuticals building; an aviation flight training facility; a medical surgical center and a landmark downtown Las Vegas redevelopment project.

"We have breadth of experience," Ryba said. "We're not confined to a specialization niche. We can handle very technical, complicated projects as well as more conventional commercial ones, such as retail centers, office campuses and industrial parks." 🌟

TWC Construction
(702) 597-3444
431 Eastgate Road
Henderson, NV 89011

BANK OF NORTH LAS VEGAS



Bank of North Las Vegas serving as 'the community's bank of choice'

James York, of the Bank of North Las Vegas, remembers when the quality of customer service began to diminish in American life. "When we started having to pump our own gas, that's when it started," he said, adding that a similar thing happened in the banking industry.

"Everybody wants you to do your own banking online," he said. "Do it yourself, we'll take your money, but do it yourself." The whole banking industry has driven people to ATMs and the Internet. We're bringing customer service back to the neighborhood."

York, who is president and chief executive officer of the Bank of North Las Vegas, said the bank offers self-service options with state-of-the-art online banking and ATMs, but face-to-face banking is not forgotten.

"We have all those products and services, but if you want to come in and have a cup of coffee and have a conversation with us you can do that," York said. "We're bringing back traditional customer service."

A lobby host, who serves freshly-made Otis Spunkmeyer cookies and Starbucks coffee, is part of the Bank of North Las Vegas' all-inclusive approach

to customer service. The bank host not only serves refreshments, but greets customers and directs them to the appropriate areas of the bank.

The Bank of North Las Vegas' approach to customer service is working. After two years in operation, the bank has exceeded financial expectations with \$60 million in assets. The bank's financial growth has allowed it to build its new 6,000-square-foot facility at 6385 Simmons Street, which opened in July.

York said the new branch design is part of the bank's overall motif of old-time banking. It features a teller cage decorated with ornamental iron, an old vault and a hand-painted dome over the teller's cage.

"Our theme is vintage," he said. "You're going to walk in and say, 'I must have gone back in time. This is how banking should be.'"

The bank also offers customers modern technological conveniences to best serve their banking needs. They include an Internet café, with free high-speed wireless Internet access and flat screen televisions with satellite programming. Further, the bank is one of the valley's early adopters of drive-through teller service that offers

video conferencing technology and an envelope-free ATM machine that accepts cash deposits and scans and prints your deposit items on the back of a receipt.

"Our tagline is 'tradition with vision,'" he said. "We take what's best about banking in the past and marry that with what's best about banking in the future."

York said that while North Las Vegas' population has grown, city banking services haven't kept pace. Since 1996, the city's population has grown by 153 percent to 202,520 people, according to information provided by the U.S. Census Bureau and the city of North Las Vegas demographer's office. He added that the Bank of North Las Vegas plans to open two more branches in the next three years.

"It was underserved," he said. "We were the first bank chartered in North Las Vegas in 60 years."

The bank was founded for the community by local business leaders who have a stake in the community and understand the market, York said.

"We are proud to provide the community with a better choice in banking," York said. ●

MEET / THE WHITE HOUSE



MEET: Experience downtown's unique, newest meeting and event venue

About 15 years ago, Dan Maddux said corporate training facilities could be more accommodating and cost effective for the companies investing in space to train employees, hold annual meetings and seminars. As the executive director of the American Payroll Association, he convinced his leadership to go into the meeting business in San Antonio.

A few years ago, APA took a gamble on Las Vegas with The White House, a respected corporate training facility near the Las Vegas Convention Center that quickly established itself as a premier destination for corporate America. Now, Maddux thinks convention space can be better, and he's out to prove it in downtown Las Vegas.

The White House will soon become one of the most flexible convention spaces in the valley, when it changes its name to MEET, and moves to its new home this fall, a three-story 30,000-square-foot downtown Las Vegas building at the corner of Fourth Street and Bridger Avenue. APA purchased the building for \$8.75 million in 2005 and is in the process of a \$9 million tenant improvement that will bring unmatched flexibility for conventions, training, exhibitions and seminars.

Maddux refers to MEET as a "blank pallet" that allows clients to take over the space with their own theme, color scheme or brand. "Particularly in a place like a hotel, a client can spend a lot of money covering up the core space to achieve a blank pallet," said Maddux. "This space is designed as ultimate flex space."

Maddux highlights the importance of "connection points" found throughout MEET's floors, walls and ceilings that will offer clients access to electricity, data plug-ins as well as mounting devices for projectors or other display pieces. "This allows you to create a space within a space. It's a seamless move in. You can customize the space to look exactly as you need it without having to use resources to cover up things," Maddux added. "You don't have to sit here and try to figure out how to get a display in the center of the room or how to run cabling to it then cover the cable up."

The ease with which a company can customize its space doesn't stop with MEET's interior. The exterior can be easily and quickly shifted from MEET to an exhibitor's building. Not only will exhibitors be able to use their own signage or even signage wraps on the building, but MEET's exterior LCD lighting offers

color flexibility too. "When people come down Fourth Street, or from the Strip, this will make it so that they will have no problem finding you," Maddux added. "It's a great opportunity for a company to completely engulf its visitors in its brand."

In addition, MEET's parking structure can easily be converted to tent space with structural requirements pre-engineered. "When you set up a tent space and have to consider tear down as well, then you have to concern yourself with sand bags to hold down the tent and things like that. It gets more expensive. ... With this, we'll have connection points in place to put up a secure tent space quickly without the hassle," he added.

The White House's top-notch training facility will be housed on the third floor of MEET, complete with its retro-70s décor and an extra 2,000 square feet and amenities like a kitchen, refreshment bar and dining area. There will be two training rooms – one with 27 seats and another with 22. Maddux emphasized the importance of keeping the rooms small.

"We think 27 is kind of that sweet spot, where it's not getting too large," he added.

For more information, call (702) 735-1111. ●

PERPETUAL WEALTH, INC.



More than money, Perpetual Wealth redefines success beyond assets

To Geoffrey Myers, there's more to wealth than money. Myers is president of Perpetual Wealth Inc., a company that helps clients realize financial success as well as success in three other important areas of their lives. Myers said Perpetual Wealth stands out from other financial firms because it defines wealth beyond money. "The majority of trusted advisers in this country are focusing on the least important category of assets [financial]," Myers said. "That makes no sense."

Myers bases his approach to wealth building on The Brower Quadrant, devised by wealth coach Lee Brower, who was featured in "The Secret," a documentary-style, full-length movie that purports positive thinking has a profound impact on all aspects of life, including finances.

The quadrant divides assets into four areas. In addition to financial assets, The Brower Quadrant emphasizes core assets, which include family, health and spiritual well being; experience assets, which include education, experience and knowledge; and contribution assets which refer to charitable contributions of core, experience or financial assets. "Your core assets are more important than money," Myers said. "We want to help people perpetuate true wealth."

Myers not only follows Brower's teachings, he also is a protégé of financial strategist, Douglas R.

Andrew, best-selling author of the books "Missed Fortune 101" and "Last Chance Millionaire."

Myers said the company works very hard to help people determine the best way to grow their finances. To do that, the company assists clients in building wealth for retirement and in growing their liquid financial assets through savvy investment advice. "The key," Myers said, "is to create predictability in an unpredictable financial world." That advice includes strategies on how to successfully invest in vehicles such as investment grade insurance and real estate.

"We can increase their retirement income by as much as 50 percent or more without increasing their monthly budget," Myers assured.

The company also consults with professionals in other disciplines, such as certified public accountants and attorneys, in order to provide the most well rounded services to clients. Perpetual Wealth can also assist clients in starting and growing a business by working with its strategic partners.

"We will bring in as many advisors as needed in order to help our clients meet their dreams," he said. "We aren't the Jack-of-all-trades. We're always building our sphere of influence so we offer the best advice out there."

Once wealth has been built, Myers said it's important to find ways to pass it along through a system that maintains stewardship and accountability.

"We will help them establish, capture and transfer true wealth as it pertains to them," he said. "We'll help them perpetuate their wealth beyond the brittle third generation."

Ultimately, what Perpetual Wealth offers its clients by helping them build their assets are clarity, balance, focus and confidence in life.

"There are four things we give our clients in the process of Quadrant Living," Myers said. "We give clients greater clarity in where they're going. When you have greater clarity it makes it easier to see the road ahead. We build greater balance [among assets] because when you have that wobble in your life you can't move as fast. Then, once they have clarity and balance, now they can have a greater focus on the task ahead. Then comes perhaps the greatest outcome of all, confidence. In my opinion, there is no greater asset than a strong sense of confidence."

Myers said one of the most important differences between Perpetual Wealth and other advisory firms is its willingness to work in tandem with other advisers in order to provide the best outcome for the client.

To learn more, call (702) 889-6000 to request a FREE book or DVD. ●

ED VANCE & ASSOCIATES



Ed Vance & Associates 'sketching' its future

Ed Vance recalls the day he discovered it isn't the size of the firm that matters in architecture. It was the mid-'90s while attending the national conference of the American Institute of Architecture (AIA) in Pennsylvania.

A colleague, Jack DeBartelo, FAIA, who is no stranger to running large architecture firms, responded to Vance's visible enthusiasm about being a part of the valley's largest architecture firm, JMA, with some heartfelt cynicism.

DeBartelo had recently sold his firm and shared with Vance that, "I used to think it was really great to be the biggest, but now I'll dazzle you with what I can do with five people."

Needless to say, the words made an impression on Vance, who eight months ago stepped down as president of JMA, to start his own firm with his business partner and former wife Jonelle Vance.

The reason for leaving was obvious. Vance, a compulsive sketcher of ideas and possibilities, is a designer first and an executive second. "When you're helping to manage five offices with 200 people, there's not much time to do what you love, which for me, is to provide design solutions for our clients," Vance said. "Now, I'm personally involved with every project."

"We were simply interested in providing a high level of design with a personal touch," said Jonelle Vance.

Ed Vance & Associates, currently with a staff of 25, hit the ground running, taking on large projects such as the



\$220 million Moulin Rouge, the Las Vegas Convention Center expansion, Panorama 4, and World Market Center, to name a few.

"People have been amazed. My colleagues in the industry have commented on how quickly we've grown," said Vance. "To secure the clients we have for our size is something that takes decades to do."

Vance enjoys reconnecting with his art, his employees and clients. Meanwhile, he gets to watch his associates thrive and find their role in the company. "Everyone of these people are superstars," he added.

One such star is Design Director Johannes Flemington, 33, who worked with Vance at JMA. He said he believes that EV & A is more than an architecture firm.

"Our business is designing and creating places that have meaning. All of the people who work here are designers

and problem solvers who create engaging places that work for demanding clientele," said Flemington. "Our clients are results oriented who require their projects to succeed both aesthetically and financially."

Vance prides himself that every one of his employees understands the firm's mission of meeting with clients, learning their business and building an environment that enhances efficiency and makes our daily lives a little better.

Another star is Senior Associate and Project Manager Scott Carter, AIA. "Our designs have to have meaning and make sense on a multitude of levels; otherwise, we are just not doing our job."

Vance likes to view his company as a "trusted advisor" for his clients, which many now come to him with only raw land, but few ideas for it.

"It's really the highest level for an architect when a client comes to you and asks, 'I have this property. What should we do?' We have to ask ourselves, 'What's the highest and best use for the land?'"

While Ed Vance & Associates experiences meteoric growth, the architect prefers that his company not get too big.

"We plan to be 45 to 50 people in the near future," Vance said. "That's a nice size — small enough to maintain its culture, yet large enough to do some of the world's biggest projects."

For more information, contact Ed Vance & Associates at (702) 946-8195 or www.edvanceassociates.com. ●



Datanamics' Manager of Business Development Chris Conlee (left) welcomes High Class CEO Chris Williams to the Datanamics family.

Datanamics: 30-year leader in technology

When High Class Mortgage, an expanding mortgage broker based in Las Vegas, was looking to provide the latest in technology for its clients and loan officers, it turned to the leader in that industry — Datanamics.

For three decades, Datanamics — an independent networking firm that provides design, installation and support — has helped companies large and small with technology needs. High Class Mortgage, with offices under construction in seven states, teamed with Datanamics as a partner for its telephone and data requirements.

“We felt that their ethics as well as their attention to detail and advanced technological systems will easily give us a leg up on competition as well as give our loan officers and customers the ability to flawlessly execute transactions without a hitch,” said High Class Mortgage Chief Executive Officer Chris Williams. “And because of their reach, they can handle all of our offices throughout the United States. From idea to inception, Datanamics has supplied flawless installations and support,” he added.

A wide range of services

That commitment to excellence, combined with unsurpassed customer service, has more and more companies — from hospitality, law, real estate and financial services — looking to Datanamics for a variety of cost-effective, one-stop technology solutions. That’s also what’s made so many customers stick with Datanamics for the long haul. The company has countless customers who have been with them not for years, but decades.

Datanamics means non-stop networks. They design, implement and maintain local-area and enterprise-wide networks. The company’s professionals bring specialized

expertise in all aspects of networking — including strategic planning, network architectural design, engineering specifications, systems analysis, business process re-engineering, project management, vendor integration, and legacy system support. Companies with a need for both data and voice find Datanamics is the unsurpassed expert.

Chris Conlee, Datanamics’ manager of business development with 10 years of experience delivering complex technology and telecommunications solutions in the Las Vegas market, said “The integration of voice to the data network is exciting. Technology is providing for better business solutions. More small businesses today can take advantage of new technology applications and realize cost benefits and increases in productivity.”

24/7 support

In today’s business climate, local, qualified customer support is more important than ever and that’s just what Datanamics provides. “Our state-of-the-art, knowledge-based customer support center, based in Las Vegas, has full-time, highly trained networking specialists who are dedicated to providing help-desk and technical support 24-7,” Conlee assured. With its “Total Call Ownership” program, Datanamics is there when help is needed. They own the problem from inception through resolution and their specialists are phenomenal at resolving the simplest or most complicated issues remotely. They know what it takes to meet the needs of the most novice or most demanding user.

A leading lab

Datanamics Labs is the firm’s research and development division and monitors new and emerging technologies,

best practices and practical applications for its clients. Working in teams, Datanamics’ certified network engineers, systems analysts, and other specialists provide independent evaluations and testing of different vendors’ hardware, software and other related equipment. This unique service enables Datanamics to provide sound, objective and unbiased advice for clients and to develop the best networking solutions for each customer.

Putting people first

Datanamics not only values its customers, it values its highly skilled employees as well with an internal culture that fosters excellence. The Datanamics staff are company co-owners and when employees own the place they work, they put their best effort into everything they do. In fact, the average Datanamics employee has been with the company 10 years.

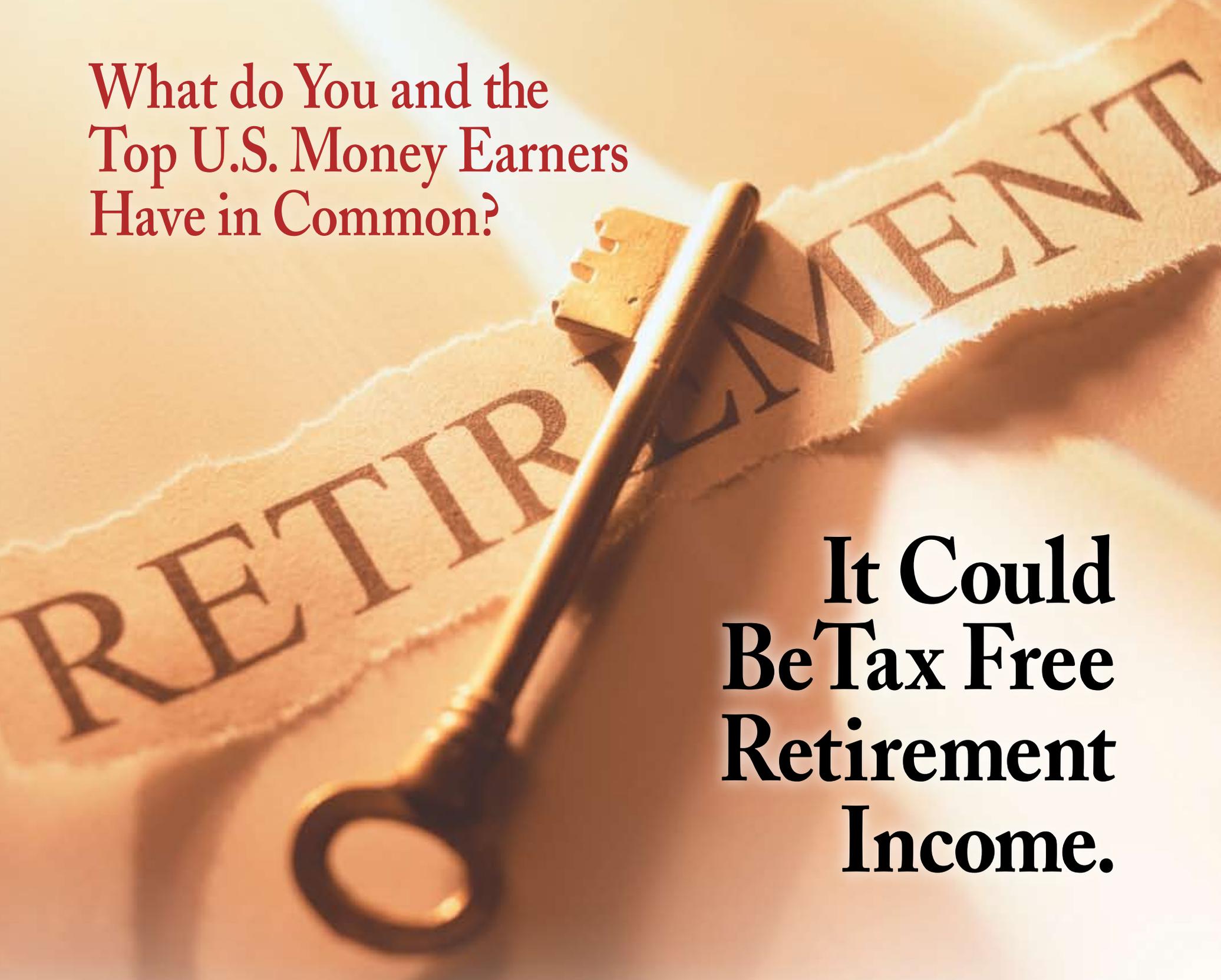
Looking toward the future

If you want to get the leaders of Datanamics talking, just mention the future. They have worked with national and regional clients, but they’re happiest when they’re helping at home. “Any size business will find cost effective solutions when they call us. Las Vegas now has a very well rounded business climate, and we’re here to serve with any networking, voice or data need,” Conlee said.

Datanamics, a leader in networking solutions, is located at 4045 S. Spencer Street, Suite B-38 Las Vegas, NV, 89119.

For more information contact Chris Conlee, manager-business development, at CConlee@DatanamicsInc.com or call him at (702) 697-2271. You can also visit the website at www.DatanamicsInc.com ●

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This is an interactive, web-based software system that uses algorithms to analyze your financial situation in order to determine the best distribution of your hard-earned money. This program works with any mortgage, including interest-only and negatively amortized loans. It is not, however, compatible with a reverse-mortgage.

Many don't believe in paying off the mortgage; others may be planning on moving soon. Regardless of any plan, having more equity and paying less interest is a wise strategy. The Money Merge Account provides rapid acceleration of equity in the home. This allows you to pull more money out to invest or have more money when the house is sold.

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*In order to qualify you MUST: (1) Be able to qualify for a home equity line of credit (HELOC). (2) Have a primary mortgage. (3) Have discretionary money. If you are getting more in debt have trouble managing your current bills, this program is not for you. Results will vary and are determined by individual financial situations. The information contained herein does not constitute an offer or a solicitation to lend or extend credit. Contact your United First Financial independent software agent for further details. Turn-Key Financial Group is an Independent Software Agent of United First Financial. Agent number 832525. ©Copyright 2007 Turn-Key Financial Group. All rights reserved.

HENDERSON CHAMBER OF COMMERCE



Henderson Chamber of Commerce takes your business success personally

At the Henderson Chamber of Commerce, business is taken personally. After all, businesses are made up of people and deals are done between, yes, people.

"Business is personal," said Alice Martz, chief executive officer of the organization. "We are big enough to be professional but small enough to be personal. Together, that makes us powerful for our members."

The Henderson Chamber has gone through major growth over the past decade and its leaders believe there is more to come. "Any time a city grows as fast as Henderson, the institutions of that community – such as the chamber of commerce – must evaluate themselves to make sure they understand their respective roles in the community," said Kirk V. Clausen, Wells Fargo's northern Nevada regional president and first vice president of the Henderson Chamber's board of directors. "I applaud the leadership of the chamber for the balance it has struck over the past decade. While the chamber continues to evolve and redefine its role as an advocate for businesses, the leadership understands how important its 'personal' aspect is to its members and it has not lost that – even with its growth."

In 1990, Henderson's population was just 60,000 people. Today, the population is near 260,000 meaning the Henderson Chamber now represents the second-largest city in the state of Nevada.

Throughout the nation, chambers have always evolved from an events and community-driven organization to a business services-focused organization as their

respective communities have grown. However, with the amazing growth Henderson enjoyed – it was the fastest-growing city in the nation in the 1990s – the Henderson Chamber was challenged to move through its evolution process quickly.

"Our growth had to be handled delicately," Martz said. "We knew we needed to redefine where much of our time and effort was going as we had to change the types of services and programs we offered our growing member base. However, what had to remain constant was the personal relationship our staff had with our members and our members had with one another. That personalization is such a key in helping our members succeed in their businesses."

New services and programs launched in the past decade include the popular Leadership Henderson program (a leadership training experience for members), development of the Henderson Business Resource Center (a business incubator) and a health insurance program for members.

Existing services were also enhanced. The chamber's political action committee – IMPAC – has become more active in the past decade and the chamber's efforts legislatively have also moved forward. Its revamped legislative committee and the addition of a lobbyist give its members a louder voice in Carson City and, earlier in 2007, over 20 representatives of the chamber visited Washington D.C. and discussed the pressing issues facing Southern Nevada businesses with some of the nation's top elected officials and federal staff members.

The chamber's leadership also identified economic development as one of its priorities and the Henderson Development Association (HDA) – a division of the Henderson Chamber of Commerce – has carried the torch. The HDA has become a force of its own in the community over the past decade working closely with the City of Henderson's Economic Development Division.

"Whenever we make decisions it always comes back to, 'How will this benefit our members?'" Martz said. "We are successful when our members are successful in their businesses. And, because we are so close to our members, we take their success personally and work hard for them. We may have gone through a lot of changes in the past decade, but that has not changed."

It's just the way business is done in Henderson.

"If you are going to do business in Nevada you want to be connected in Henderson," said David Dahan, chief executive officer of Orgill Singer and president of the Henderson Chamber's board of directors. "And there is no better way than being involved with the Henderson Chamber of Commerce. You can grow right along with us."

Take that as some personal advice.

For more information on the Henderson Chamber of Commerce or the Henderson Development Association, visit www.HendersonChamber.com or call 702-565-8951. ●

STALLION MOUNTAIN COUNTRY CLUB



Stallion Mountain Country Club takes theme and amenities to new levels

Designed by Jim Colbert and Jim Brauer, Stallion Mountain Country Club opened in 1990 and locals know it as one of the best values in golf. Today, after nearly two decades, the 18-hole, par 72-course Stallion Mountain, is in as impeccable shape as ever. In the past year, its new ownership group and management company have invested significant time and resources to make this quiet east-side gem even more alluring.

Stallion Mountain, a TIC (tenant in common) property, is owned by a group of 26 investors and run by Evergreen Alliance Golf Ltd. (EAGL), which manages 50 golf courses around the country and was recently ranked the number six Top Golf Course Management Company by Golf Course News and Top Golf Management Company of the Year by Boardroom Magazine.

Since coming on board as the club and course's management in March 2006, EAGL has overseen several hundreds of thousands of dollars in property improvements, said club general manager, Rob Akers. A remodeled clubhouse boasts new leather grouped seating, a revamped menu at its restaurant and bar, and added Western-themed touches to the building.

"You really wouldn't recognize this place if you had seen it before the restoration," laughed Akers. "When we first got here, we had the start of a great theme with

several bronze stallion statues. We have tried to take the whole theme element to the next level. ... Nothing was left untouched, from the letterhead to the scorecards and beyond."

EAGL also took Stallion Mountain's theme to the next level on the course as well. Saddle racks divide driving range stations; whiskey barrels serve as hole signage and horseshoes as tee markers. Player scorecards are also made with a simulated stamped leather look and feel.

But perhaps the most important aspect to Stallion Mountain's recent update is the condition of its golf course, added Akers. "We hear, daily, that the course is in the best condition it's been in years," Akers said. The course, which challenges scratch golfers and long-time players alike, boasts mature, plush fairways and tiered greens along with a gorgeous mountain backdrop. Water hazards have red-rock edges, and other Western or rustic touches abound. The course also boasts a great location, as it's a quick 15-minute commute east from the Strip.

Ray Korver, a three-year member, concurs. "This course is definitely in the best shape I've ever seen it and everyone notices how great it is. Plus, we like the way the staff goes out of its way to help," he said. "It's also a great value. Stallion Mountain definitely gives you the most bang for your buck."

Stallion Mountain also prides itself on having five, on-site PGA instructors and a completely renovated gift shop. In addition, it offers first-class meeting and banquet space that can seat as many as three hundred people.

And don't forget life events and celebrations. With the mountain as a backdrop, more and more couples are taking advantage of this beautiful site for weddings, wedding receptions, wedding anniversaries and renewing of the vows celebrations, as well as bar mitzvahs and birthdays. All are attentively catered to by its 100 club employees.

Akers says the Stallion Mountain experience really begins the second you walk into the clubhouse, with greeters helping players to their carts, customized signage for each player and an unmatched attention to detail for bar and restaurant patrons as well as banquet and wedding guests.

"To me, it's about atmosphere and the quality of service," said Akers. The whole experience should be top-notch and that's what we have at Stallion Mountain. 🌟

Stallion Mountain Country Club
5500 E. Flamingo Road
Las Vegas, NV 89122
Phone: 450-8077
Web site: www.stallionmountaincc.com



VEGAS

PAST | PRESENT | FUTURE



“Taking client visions and turning them into reality, while providing innovative solutions that really work for each individual client is a hallmark of the services we provide.”

Jeff Gerber
President & CEO

OUR HISTORY

Architectural and engineering firm, PGAL, LLC has embraced Las Vegas as home and made a significant impact on the City’s skyline. Pivotal to the growth and diversity we have experienced in Las Vegas is the ability to deliver quality design – explaining why our firm has had a significant impact since 1999. PGAL’s steady growth has paralleled the growth of the City itself. Beginning with medical office buildings for Longford Development and The Meadows, we have continued to expand services offered in this region. Our office in the heart of the central business district consolidates 15 professionals capable of providing architecture, master planning, interior design, engineering and management services for Commercial, Retail, Hospitality, High Density Residential, Parking Garages, Aviation, Education, Planning, Healthcare and Government clients.

OUR GROWTH

Just as Vegas has exploded into the public consciousness as an international burgeoning mega-city, PGAL has been busy behind the scenes designing major projects to propel this economic trend. The commitment we have made here is evident in the projects we choose to undertake and the way we do business. We don’t simply produce great architecture: we embrace the local spirit, perpetuate long-standing values and align ourselves with local leaders who share the same vision of keeping Las Vegas strong and vibrant.

OUR PRESENT

Currently PGAL has \$2 billion in projects representing over 20 million square feet. Our projects represent the best of aviation, education, medical, retail, municipal, commercial and residential. Key to our success is providing the client with a roadmap to realizing their unique vision. We provide alternatives in project delivery methods, partnering with local firms who also understand the importance of tailoring projects to individual clients. We understand what it takes to take a project from vision to reality. We are adept at integrating solutions that really work and we understand the complexities of designing, building and developing projects in our unique city. PGAL is proud to be a part of Las Vegas’ infrastructure, hospitality and residential development. We share in this growth and look forward to building Las Vegas in the future and to bringing architectural innovation to our Vegas projects.



OUR FUTURE

We are globally connected with a strong local presence. We understand Las Vegas and share a commitment to its future. We combine resources with nine PGAL offices nationwide, providing us with the most technologically advanced, highly skilled and creatively charged professionals the industry can offer. Quite simply, our future is Las Vegas!





Our clients include: University of Nevada, Las Vegas, McCarran International Airport, Boca Las Vegas Condominium Development Group, Streamline, LLC, and Venture Corporation. With such an array of clientele spanning a multitude of industries, we have become adept at delivering the services clients require, and proactively anticipating needs to keep our projects on schedule and on budget. Our growth and stability is a direct result of the way we treat our clients. Fueling this growth is the mammoth McCarran International Airport Terminal expansion and other high profile projects including Carmichael Plaza, Streamline Tower and Boca Raton Condominiums. New projects at UNLV including the Advanced Dental Education Building will continue to grow the reputation of this institution, working to establish it as a premiere destination of higher education. Adding to the robust economy, our hospitality and residential projects; Streamline Tower coming on line in 2008, Boca Raton Condominiums at Palm Beach Resort and the renovation of the guestrooms at the Excalibur Hotel and Casino.



One of Las Vegas' largest public infrastructure projects, McCarran International Airport expansion puts Vegas on the international stage.



A L E G A C Y O F Q U A L I T Y D E S I G N



CB RICHARD ELLIS INC.



CB Richard Ellis: Making plenty of noise in local commercial real estate markets

When you read about the big commercial real estate deals brokered in Las Vegas, chances are the name CB Richard Ellis is mentioned. That's because for the last two decades the firm has been the recognized leader in the industry. "Undeniably, we have been involved in some of the valley's biggest deals," said Craig Shute, managing director for CB Richard Ellis.

For instance, CB Richard Ellis' multi-housing group recently represented the seller in the sale of the \$43.8-million, 368-unit Mesa Club Apartments in Henderson, Nevada. Their Private Client Group brokered the sale of the 51,000-square-foot MonteLago Village at Lake Las Vegas Resort, which traded above its \$23 million asking price, and the Global Gaming Group just brokered the sale of the Sahara Hotel which closed last month.

Shute said the Las Vegas office, with 104 employees including 41 brokers, specializes in every aspect of commercial real estate. "The best in the business work here," Shute said. "Every day we apply our insight, experience, intelligence and resources to assist clients in making informed real estate decisions. That's what we do, and we do it right."

Because of that, Shute said, the office has been consistently successful. "We have had great growth for the last three or four years, with last year being our best year ever.

"In any one year, you find one sector stands out but that can often be from one or two projects," he added. "Recently, we've been very active with our Global Gaming Group. They've had a couple of phenomenal years."

But even with sales in 2006 of \$672 million in brokerage-related opportunities, just shy of \$1.74 billion of investment-related opportunities and managing \$85 million worth of property — a record year — Shute thinks there's room for growth, both in the industry and in his office. "The Las Vegas commercial real estate market is very dynamic. Forty-two thousand hotel rooms and \$30-plus billion in development over the next five years is very exciting. I think there's a lot of room for brokerage here in Las Vegas, and I see some real growth for this office," he said.

Shute says the office is constantly recruiting experienced commercial brokers both locally and from other markets across the nation.

And Las Vegas is now garnering the attention of Wall Street, he said. "We're now approaching 2 million people and 80,000 people moving here, so it's getting serious attention, serious interest, from all the institutional and Wall Street-type companies," he said. "There are not too many markets with the fundamentals Las Vegas has in terms of growth and in terms of track record and consistency, so I think it's definitely on the radar of all those businesses," he added.

Under New Management

Craig Shute was named managing director of the Las Vegas office of CB Richard Ellis in mid-2006.

He is responsible for new business development and client relations for brokerage, investment, property management, asset services and valuation. He also sits on the executive board of the Western Division.

"Craig's knowledge of international markets, his contacts and his diverse perspective make him an extremely valuable addition to CB Richard Ellis in Las Vegas," said Mark Read, the senior managing director in San Diego.

In 1998, Shute joined CB Richard Ellis and rose to the position of managing director of the South Australian office. While there, he was an active investment broker in the Institutional Properties Group. As an executive committee member in Australia and New Zealand, he was responsible for providing broad leadership for the CBRE offices Down Under. He has more than 15 years of experience in the industry, including two spent working in Kuala Lumpur, Malaysia.

The CB Richard Ellis office is located just two blocks east of the Strip in the Hughes Center. For more information, contact them at (702) 369-4800. ●

UNIVERSITY OF SOUTHERN NEVADA



University of Southern Nevada offers learning alternative through block format

A circumscribed curriculum, a unique block format and an emphasis on student participation set the University of Southern Nevada apart from its educational counterparts elsewhere in Nevada.

Limiting its course of study to just three programs, USN is able to offer an intense, condensed study program offering aspiring pharmacists a Pharm.D degree, would-be nurses a Bachelor of Science degree and future Donald Trumps a master's degree in business administration. Once completed, students are more than well equipped to join the real world of business and/or medicine.

Interestingly, the school's curriculum is designed in a block format, instead of traditional quarters or semesters, which allows students to focus on one subject at a time.

The block format, along with an emphasis on hands-on training and working in groups, all contribute to students' success, said Mable Smith, dean of the college of nursing. "You're spending six hours a day of instructional time with students," she said. "You can identify their weaknesses and help them overcome them. They're assigned to a group the first day. They come in and they have an immediate support system."

The block format also enables students to complete degree requirements faster than at other schools. The Pharm.D program takes only three years instead of

the usual four, the nursing degree can be earned in 18 months instead of two years and the MBA can be pulled down in a year.

For students with limited funds, earning a degree in a shorter time span means an education at the University of Southern Nevada can cost less. In fact, the nonprofit university's pharmacy program is considered one of the most affordable among other private colleges of pharmacy in the country.

Dr. Renee Coffman, dean of the school's college of pharmacy, said the compressed program not only saves tuition money, it launches them into the job market sooner so they can become wage earners sooner. "If you factor in that the first-year earning potential for a pharmacist is \$100,000 and if you look at that four-year cost, we're actually cheaper," she said.

She also added that there are other benefits in that the school stands out because of its nonprofit, private structure. "Being private, there are things that make [us] an alternative for students," Dr. Coffman said. "[We] tend to be smaller, more student focused and more family oriented. I think there's a large sense of community and family here. There's a close relationship among faculty, among students and between students and faculty."

USN's nursing and pharmacy programs are designed to address Nevada's crying need for more and better health care professionals, Smith said. With a growing population,

there is a always a demand for health care professionals, especially nurses and pharmacists, she added.

That demand is apparent in the fact that the school's graduates are highly sought after by employers, Dr. Coffman said. "They're running after our graduates. Our graduates have three and four offers."

Because health care professionals may also be required to run businesses as well as provide medical services, the MBA program was designed to train them, as well as business students, to be competent business leaders. The philosophy is that the more well rounded the student, the more competent the employee or future business owner.

The University of Southern Nevada began as the brainchild of the school's founder and president, Harry Rosenberg, who launched the school as the Nevada College of Pharmacy with a mere \$15,000 but with full support of the area's pharmacy and health care leaders. The school's first class began in January 2001.

Since opening its doors, USN has graduated 455 pharmacists, many of whom are living and working in Southern Nevada.

The school is also graduating its first class of nursing students in October.

For more information about USN, log on to its web site at www.usn.edu 

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CHERRY DEVELOPMENT



Cherry Development sets sights on Stanhi, rest of downtown LV — and beyond

When Sam Cherry looks at empty space, he envisions its potential. And with the help of some high school friends — COO Grant Garcia, CFO Jonathan Jorgenson, and company legal counsel, Ryan Stibor — his vision for creating cool and practical urban living environments for some of downtown Las Vegas' open spaces has become a reality.

After only four years in business, Cherry Development is busier than ever. So far, the team has completed and nearly sold out downtown Las Vegas' first high-rise residential tower, the 120-unit SoHo Lofts, at the corner of Hoover Avenue and Las Vegas Boulevard South. The developer is also putting the finishing touches on nearby Newport Lofts, and its 168 residences, of which 80 percent are sold. Currently, Cherry Development has more than \$500 million worth of projects in either pre-development or development stages in the Las Vegas Valley.

"We just really like downtowns. We love to see these areas develop and change," Cherry said of his company's focus on urban living projects in downtown redevelopment areas.

The company prides itself in teaming with top architects, engineers and contractors to come up with one-of-a-kind designs and features for its projects. SoHo Lofts, named for lower Manhattan's artistic community, draws from New York-inspired architecture with its 11-foot ceilings and plenty of light space in units that can be seen as hip, upscale

versions of the ones artists craved when New York's SoHo community began its re-birth in the 1970s.

Newport Lofts, located at 200 Hoover Ave., holds true to the open-space concept of loft living as well, while its units offer unparalleled views of valley mountains, the Strip and downtown. Newport and SoHo represent many of the signature features for a Cherry developed mixed-use urban center. Each project comes with standard amenities like ground-floor retail, restaurants, boutiques, a 24-hour concierge, a complete fitness center, doorman and 24-hour valet service.

Cherry Development's next foray into urban living is Stanhi, at the southwest corner of Third Street and Gass Avenue, adjacent to the downtown Las Vegas Arts District. Stanhi will be the third Cherry building in downtown Las Vegas, creating what the company refers to as a "village" atmosphere with SoHo, Newport and Stanhi all being within a two-block radius. The \$207 million, all-glass 45-story Stanhi tower will be downtown's tallest building.

"We had to do something different with the design to separate ourselves from the last two projects," the CEO said about the all-glass structure.

The 425 luxury condominium residences at Stanhi will range from 700 to 1,500 square feet, with combined unit options available. Prices range from the \$400,000s to \$600,000s, with penthouse suites costing up to \$4 million. With pre-sales in full swing, construction will begin in early 2008. Stanhi units only require 10 percent deposits, instead

of the standard 30 percent required by other developers.

"The banks realized this is a redevelopment area with people that are going to live in these units. It's not just a beach-front property used from time to time. So they brought down the deposit structure," Cherry added.

Stanhi will boast planet friendly low emissions glass throughout, an earth-smart high efficiency boiler system for water heating, camera monitored entrances viewable from residences and a state-of-the-art building access system. Other amenities include a 35th floor Zen garden, swimming pool, Jacuzzi, cabanas, day beds, and sun loungers, along with ground-floor retail. Units feature floor-to-ceiling windows, designer appliance packages, European cabinetry, stone countertops, Japanese-style soaking tubs, and pre-wiring for cable, satellite TV and high-speed data.

Cherry Development is also starting pre-construction planning for a four-acre site at the corner of Water Street and Victory Road in downtown Henderson. The site will be home to more than 400 condo units and about 30,000 square feet of retail space. The city of Henderson will release the land to the developer after the first of the year.

"We believe there's some pretty pent up demand out there. It'll be a great place to visit, relax, shop," Cherry added.

For more information about Stanhi or other Cherry Development products, visit www.cherrylv.com or www.stanhi.com. ●

THOMAS & MACK CENTER



Clockwise sitting: Rick Picone, associate facility director of operations; Joe Carter, F&B director; Daren Libonati, facility director; Jason Finrock, associate facility director of marketing and UNLV tickets; and Candy Theriault, associate facility director of human resources. Clockwise standing: Mike Newcomb, senior event manager; and Todd Clawson, event services director.

Thomas & Mack Center: A community treasure

Amid the swirl of speculation over whether Las Vegas will get a new arena anytime soon, the most recent issue of *Venues Today* magazine — the publication that rates the success of arenas by concert and event grosses — ranked The Thomas & Mack Center second, just behind New York's Madison Square Garden. “We’re really proud because we’re the only college venue to be ranked in the arena industry. Plus, we’re in a very competitive market,” said Daren Libonati, facility director for the Thomas & Mack Center, Cox Pavilion and Sam Boyd Stadium.

The ratings should come as no surprise. The stadiums host World Cup horse jumping, National Finals Rodeo, championship boxing, National Basketball Association games, concerts and more. The entertainment mix the Thomas & Mack Center brings to Las Vegas is perfect for the market.

But that hasn't been by accident. “I think over the last 20-plus years we have grown with the city and understand the market mix that we've been able to best accommodate,” said Libonati. Nor has Thomas & Mack team sat on its laurels waiting for the phone to

ring. Utilizing market knowledge and partnering with Las Vegas Events (LVE) and Las Vegas Convention Authority (LVCA), they have snagged “unique, neutral special events,” Libonati said. “The key part of that is the word ‘neutral,’” Libonati explained. “Some properties would rather be a neutral place rather than one of the hotels. The NBA's All Star Game and the NFR, for example. We've developed relationships with the LVE and LVCA, who own the contracts with those entities, to show them we can handle — from A to Z — all of the needs of their clients.”

Libonati says they work hand-in-hand with LVE and LVCA and have become an extension of them for the city. Because they don't have a staff, Thomas & Mack produces and creates a one-stop shop to make events happen. “We work with the individual Strip hotels, too.

A big fight — a huge event that's sponsored by Wynn, for example — may bring in as many as 18,000 people. We'll handle it. Then, we become an extension of them [the Strip hotel] too,” he added.

“Our venue is here to meet their needs, that's what's so special. If a hotel property has a dream or is thinking

beyond what they can normally do on site, we like to think that our arena is just a long hallway from their office,” he added.

In addition to creating partnerships throughout the city, the Thomas & Mack Center has fashioned an environment that makes clients want to return. “From the beginning, we have had a business culture that exceeds our promoters' and partners' expectations,” Libonati said, adding that his staff hugely adds to their success. “They take a tremendous amount of pride and work hard to make each event the best it can be.” Experience counts, Libonati maintains, revealing they have team members who have been with Thomas & Mack for 10, 15, even 20 years.

“The Thomas & Mack Center, the Cox Pavilion and Sam Boyd Stadium are true community treasures,” Libonati said, revealing they host more than a half-million people annually to non-university events. “Over the years, we've grown with the city, and a lot of excitement and experiences have come through our venues and a broad spectrum of events have taken place here. And it's all been done tax free. Everyone benefits from that,” he said. 🌟



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St. Rose's mission to provide quality, compassionate health care to all those in need continues to thrive today. The Rose de Lima Campus continues to serve the community, and its sister hospitals – Siena and San Martín – welcome patients and visitors in Henderson and Southwest Las Vegas. As Southern Nevada's only not-for-profit, non-tax-supported, religiously sponsored hospitals, St. Rose focuses on healing not only the body, but the mind and spirit as well.

We invite you to participate in our 60th anniversary celebrations throughout the year. Please visit www.strosehospitals.org for an event listing.



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CITY OF NORTH LAS VEGAS



As fastest-growing city, North Las Vegas accommodates burgeoning growth

As the fastest growing large city in the nation, the city of North Las Vegas is poised for growth.

The U.S. Census Bureau announced the city had achieved the goal this year after surpassing its second place ranking last year. Between July 2005 and July 2006 North Las Vegas' population grew 11.9 percent to 197,567 people, according to the Census Bureau. But, information from the city demographer's office indicates the population reached 202,520 last year and is set to expand to 521,303 by 2025.

North Las Vegas has grown significantly since 1996. The city's population has increased by 153 percent, jumping from 80,066 in 1996 to 202,520 in 2006, according to the Census Bureau and the city demographer's office.

But, Michael Majewski, director of the city's economic development department, is concerned with the best way to accommodate that growth. He said the city has been able to grow because of the large amount of vacant land still available for development, which is quickly dwindling in other parts of the Las Vegas Valley. The city has attracted a variety of residential and commercial projects, but Majewski said the area's commercial development hasn't kept pace with residential development.

"There's a lack of retail alternatives in North Las Vegas

and retail has not kept pace with the residential growth," he said.

The Aliante and Eldorado master-planned residential developments have helped usher in large numbers of people to the city and officials expect that growth to continue with Olympia Group's Park Highlands project. The company plans to build 15,750 homes on 2,675 acres of land.

With so many homes being built, the city is actively seeking to attract commercial developers. "We're working with real estate brokers, retail developers and the retailers themselves to make sure they understand the potential of doing business in North Las Vegas," Majewski said. "It's not just getting the retailers, it's getting the real estate development community to realize we need to build more shopping centers. We need to have the retail brokers understand that North Las Vegas is a good place to bring retailers."

But, that has its challenges, Majewski said. "There are a lot of companies that don't know that North Las Vegas is a separate city from Las Vegas," he said. "We have to get the word out and once we do, the demographics and the buying power will speak for itself."

It seems those efforts are paying off. The city was ranked 13th for job growth by Money Magazine in 2006. According

to the magazine, the percentage of jobs in North Las Vegas grew by 36.6 percent between 2000 and 2005. Further, 64 businesses set up shop in North Las Vegas in 2006 adding 679,000 square feet of commercial space and six existing businesses expanded their operations adding another 72,296 square feet.

Majewski said the city's economic development and redevelopment departments are working to not only grow the city's economic base, but to diversify it. There already are plans to build a new Veterans Affairs medical facility and the proposed campus of the University of Nevada, Las Vegas, which he said are two developments that would greatly assist in that diversification effort.

The Cheyenne Technology Corridor is another example of the city's efforts to diversify. Five commercial real estate developers and the city devised plans for the corridor to attract high-tech businesses to a five-mile stretch of Cheyenne Avenue.

The city's latest achievement was the opening of the Cheyenne Pointe Redevelopment Project, a large-scale retail project east of I-15 in the city's downtown.

"We're hoping that will spur other developers into our downtown area because it's an underserved market," Majewski said. ●



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Historic firm brings wealth of experience to Las Vegas' talented legal market

With a 100-year track record of excellent legal guidance and advocacy on behalf of its clients, St. Louis-based Armstrong Teasdale has now brought its rich history of legal expertise to Las Vegas.

The full-service firm provides a comprehensive array of legal services to the business community in such areas as litigation, corporate governance and compliance, government relations, health care, employment, intellectual property, real estate, construction, securities, trusts and estates, banking and bankruptcy, immigration and international law. Armstrong Teasdale employs 270 attorneys in offices in Las Vegas and Reno; San Francisco; St. Louis, Kansas City and Jefferson City, Mo.; Belleville and Edwardsville, Ill.; Overland Park, Kan.; Washington, D.C.; and Shanghai, China.

The Las Vegas office currently practices in the areas of intellectual property, private and public finance, corporate and securities work, construction, real estate and employment law.

Kirby Colson, managing attorney of the firm's Las Vegas office, said that the firm has been very pleased with its decision to enter the Las Vegas market. So far, he said, our Las Vegas experience has been much as we expected. Among other things, we have benefited locally and nationally from the fact that we serve clients of a variety of sizes, including, in addition to Fortune 500 companies, the mid-sized and smaller firms that have become a bit complex by the large, international firms headquartered on the coasts.

"There is a niche of very desirable and often complex legal work that isn't being serviced by those large firms," Colson said.

Colson believes the firm will succeed in Las Vegas because it can serve a wide range of client needs through its various practice areas at reasonable rates and, especially, provide a large, national firm level of expertise and specialization. Of the firm's 120 partners, 61 are listed in "The Best Lawyers in America."

Byron Francis, the firm partner charged with integrating Armstrong Teasdale's new west coast offices, said that the firm has big plans for growing its three-attorney Las Vegas office, adding that the firm will grow carefully, in areas that have the most demand. With more lawyers the firm can serve clients in more practice areas.

"I think we'd like to see maybe 15 to 20 lawyers in the Las Vegas office," Colson said. "We want to grow as fast as we can reasonably grow. That's probably going to be controlled by demand and our ability to get our name out [there] and find clients."

Armstrong Teasdale is one of several regional and national firms that have chosen to expand in the Las Vegas Valley in recent years because of its maturing legal market. Colson said that the firm is committed to remaining in Las Vegas.

"We're not learning how to open offices, we have some experience at it," he said. "When we pick a place we commit to it and stick with it. Las Vegas has become a significant city, not just a significant place to gamble. Both the population and the business activity are growing and

the lawyers around the country are recognizing that."

Armstrong Teasdale opened an office in Las Vegas about 10 months before it combined with Senn Meulemans, a San Francisco-based firm, in October 2006. Senn Meulemans also had an office in Las Vegas as well as an office in Reno. This combination has allowed Armstrong Teasdale to expand its presence on the west coast with 12 attorneys in San Francisco, Reno and Las Vegas. Francis said that the new San Francisco office has proved to be a fortuitous match with the firm's China practice, which has been based in its Shanghai office since 1994, and with the firm's rapidly expanding intellectual property practice.

Colson said the firm is the perfect match for Las Vegas, not only because of its affordable rate structure, commitment to good customer service and expertise in a variety of areas, but also because of the firm's entrepreneurial culture. He said that culture allows the firm's lawyers to understand how to help clients achieve their goals.

"I think we bring the [entrepreneurial] mindset that you need to do well here," he said. "Here is a solid quality, entrepreneurial, Midwest law firm that is coming into town without a lot of fanfare, that just wants to provide high-quality services at good Midwest rates. There are people who say, 'I want to find someone good who will pay attention and return my phone calls and will be on the spot and will do it really well,' and we've been around 100 years doing just that." ●

ALPHAGRAPHICS



AlphaGraphics making big impressions in Las Vegas Valley through business partnerships

“This is not a copy shop!” owner Enrique Rosselli quickly points out when entering his Pecos Road AlphaGraphics franchise. His wife, Bonnie, co-owner and head of sales and marketing for the business, later asserts that there are no self-service copiers in the front lobby for a reason.

And that reason is? Partnerships.

“We do not believe in self service — our sales model is business to business and developing solid partnerships with other companies. That’s what has made us successful,” said Bonnie.

When it comes to helping clients design, develop and print marketing materials, both say a customer coming in for a one-shot print job may be better served by sitting down to talk about goals and desired results instead. “We’re trying to help our clients move away from cost-per-piece thinking to return on investment — a typical example is cost per response in a direct marketing campaign. It doesn’t matter how low your cost per piece was if it did not get any results,” said Enrique.

Yes, AlphaGraphics does offset and digital printing, but its tagline: “Design, Copy, Print, Communicate” speaks of a business that can take a promotional piece from idea to a tangible form, and beyond. AlphaGraphics also offers mailing services, Web-to-print options, company logo placement on over 700,000 different promotional products, and far more.

“We like to work with our clients from the concept phase to the final implementation of a marketing campaign,” Bonnie added.

In 2005, after their first year of operation, AlphaGraphics Corporate awarded the Rossellis with the “Rising Star Award” as the best new franchisee in the system. In their second year, they continued the fast-paced growth and reached the elite Gold Circle, awarded to the top performing business centers in the global AlphaGraphics network. They attribute the success to their relationship-first approach to the business.

The Rossellis have also reinvested in equipment and hiring new staff, which has jumped from seven to 15 through the years. In the past year alone, \$750,000 was put into new equipment and training, which included a new Xerox iGen digital press.

As far as managing day-to-day operations, Enrique is a master of efficiency. For nearly 20 years he kept tabs on corporate America’s bottom line, running international operations for major companies like Pepsi Cola, Coca-Cola and Du Pont. The industrial engineer and his wife lived in many parts of the world as a result of his career choice, but after 11 moves in 20 years, he felt it was time to leave the corporate grind and make the move to running a small business of his own.

Enrique’s eye for efficiency has helped AlphaGraphics streamline processes to benefit the customer. Adding mailing services is one example. “In the past, we used to print postcards or newsletters and our clients would take them to a mailing house; now we do it all in house,” Enrique added. “It’s about reducing the number times the product is touched, and therefore, the opportunities to make mistakes.” It’s also about time. “If you have to take

it from here and go somewhere else to mail it, you may be adding another 48 hours to the project.”

The Rossellis say the Las Vegas market has the potential for four to six AlphaGraphics franchises in the future, and the couple is currently looking for partners to get involved with their expansion plans.

“When we made the decision to purchase a franchise, we liked the idea of having a technical support team as well as the advice of other franchises in the network,” said Bonnie. “The franchisor has been very helpful by supporting us with new technology, graphic design software and training seminars.”

The Rossellis also believe in community involvement, and will likely seek future business partners with the same values. While working overseas, Bonnie frequently helped nonprofits with fund-raising efforts. In the valley, she was recently appointed to the board of directors at Sunrise Children’s Foundation, and is also involved with the local chapters of the National Association of Women Business Owners and Women in Communications. AlphaGraphics is a member of the Henderson, Las Vegas and Latin chambers of commerce.

“We moved to Las Vegas with the purpose of running a business and getting involved in the community,” Bonnie said.

“We’re not shy about getting out there and meeting people,” added Enrique.

Enrique and Bonnie welcome anyone interested in their services to stop by their business at 6290 S. Pecos Road, or they can be reached at (702) 798-7557. 🌟

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AID FOR AIDS OF NEVADA



Pictured above, from left: Caroline Ciocca, Executive Director of AFAN; Holly Hofmann, Director of Finance & Administration; and Jennifer Morss, Associate Director.

AFAN works hard to rally community to support citizens with HIV/AIDS

Two of the most well-known social events in Southern Nevada benefit the work of Aid for AIDS of Nevada (AFAN). The annual AIDS Walk Las Vegas, held this past April 15 and the Black & White Party set for September 15 at the Palms Casino Resort are events that the community embraces. The Black & White Party is one of the most fashionable soirees of the year and the AIDS Walk Las Vegas brings families, companies and friends together to get some exercise while raising money.

The nonprofit has worked to address the needs of Nevadans infected with or affected by HIV and AIDS since 1984. Currently, there are more than 8,000 Nevadans with HIV/AIDS, 80 percent of whom live in Clark County. AFAN currently serves more than 2,000 people living with HIV/AIDS.

Caroline Ciocca, AFAN's executive director, said 30 percent of the group's \$2.7 million budget comes from special events, while 50 percent comes from government agencies and 20 percent comes from private fundraising.

"This is our 21st year with the Black & White Party," she said. "The first year they raised \$400, now our goal is \$200,000. The growth of the AIDS Walk has been similar.

We hit over \$500,000 this year, versus the first one, which began as a much smaller event. At the time [in the late 1980s], it was a little more difficult to rally people to come out because there was so much fear of AIDS."

The community's fund-raising support has built-up over time, she said, adding it's allowed the group to be less reliant on government funding. "Clark County is very compassionate," she said. "We have so many people and companies who come out and make the AIDS Walk a great event. I can give you a list of companies who lead by example and support AFAN." She added that event support doesn't just come in the form of financial contributions, but also in donated time, space and services.

Ciocca said the event's popularity shows that AIDS has become less stigmatized. She also said there have been many medical advances since the first event so the challenges facing AIDS victims have changed.

"Twenty years ago it was a death sentence," she said. "It was much more difficult to manage. The worry, stress and stigma attached to it were bigger. AFAN was founded on the premise that people needed a place to go, a place where they could eat and be with others who shared their situation. Today, our goal is to integrate our clients

back into society."

Those living with or impacted by AIDS face many challenges and there's still much to be done to meet their needs and continue to break down stigmas, Ciocca said. AFAN provides clients with food programs, medication assistance, housing and nutrition programs.

"It's a different challenge today," she said. "It's a financial challenge. It's very expensive to access the medication." But it's more than finances alone. "Our mission is to help people mitigate the stress, and address underlying needs [such as] housing, transportation, food, helping them navigate the system, making sure they're meeting with their primary care physician and that they adhere to their medications."

Further, AFAN provides prevention and education services and community outreach about the disease. "The more people know about living with HIV and AIDS the less fearful they are of those infected and the more apt they are to come out and support them," Ciocca said. "Providing the information of exactly how you can contract this disease reduces the infection rate. [But], the education is not where it should be. We should be teaching young people about HIV so they can learn early on to make healthy choices." 🌻

DESERT MEDICAL EQUIPMENT



Desert Medical Equipment finds travel niche

Senior citizen jokes aside, the words: 'Sin City,' 'wheelchairs' and 'oxygen tanks' are rarely found in the same sentence. But Bryan Schultz has mined gold with this unique combination.

Schultz, who is the president of Desert Medical Equipment, said starting his durable medical equipment company, which specializes in providing equipment for travelers, was a natural progression since his parents worked in the health care medical equipment field. When he was 17, Schultz' family moved to Las Vegas so his father could manage a home health agency. That was when he first considered following in his family's footsteps. Now, at 29, he is the head of a company that is immersed in a multi-million dollar industry.

Still, it took Schultz nearly seven years to find the travel niche. It happened when he headed up a local medical equipment supply company's travel division. It was there he discovered "this type of business is really an added service for hotels. I saw a need for it," Schultz said. "People don't want to come to Las Vegas and bring that nonsense [medical equipment]," he explained. Like everyone else, people with disabilities come to Las Vegas to have fun. Knowing that the medical equipment they need will be provided by the hotel allows them to enjoy carefree travel.

When he started Desert Medical five years ago, he

had one employee, 25 scooters and a handful of oxygen tanks. Now, he has four people (including himself), 400 scooters, hundreds of oxygen tanks and business relationships in place with Strip hotels, travel agencies and local hospitals.

Schultz began Desert Medical with ambition, some solid sales fundamentals and ceaseless networking with hotel and hospital representatives to get his first contracts.

"It took many years to build those relationships. They need to see you can provide the service and a clean, upgraded piece of equipment. If it breaks down, [they need to see that] you're there in an hour," he said. It took several years to earn their trust and get referrals but he was eventually able to break the resistance barriers.

Schultz is currently looking to purchase a new building closer to the Strip that could nearly double the size of his current 3,500-square-foot rented space on Decatur Boulevard. "There's potential for amazing growth here. Health care is definitely growing with the travel industry," he said, adding that forty million people come to Las Vegas every year and many have health-related issues requiring medical equipment. Desert Medical eliminates the need to lug cumbersome medical equipment across country, a service that he says opens doors to a limitless market.

Today, Desert Medical offers scooters, wheelchairs, lifts and ramps, disposable hygiene products, oxygen rentals,

power scooters and liquid oxygen among other offerings. Schultz said in other cities travelers could easily have to contact several different suppliers to get all of the types of equipment he offers. In addition, Desert Medical guarantees a one-hour turnaround and can provide airport gate service.

"We try to be a one-stop shop for our customers," he explained.

Desert Medical has become known for its FAA-approved portable oxygen machines — it has five of them — is only one of a few rental suppliers in the country that has them. "It's something airlines don't have to carry on the plane anymore. It cuts costs for them," Schultz added.

With the Strip's continued growth, Schultz is now eyeing properties like MGM's project CityCenter and Boyd Gaming's Echelon Place for his services. "Once those are built, we're hoping, with the help of some of our existing relationships, we'll be a part of them too," he said.

Medical suppliers in other markets have taken note of Schultz's success and are looking at entering the travel segment in their respective markets. "We're the model for other companies when it comes to providing for travelers," he said. "There's a huge market for it now." 🌟

“I wanted a bank that understood *my* business needs.”

Terry Wright

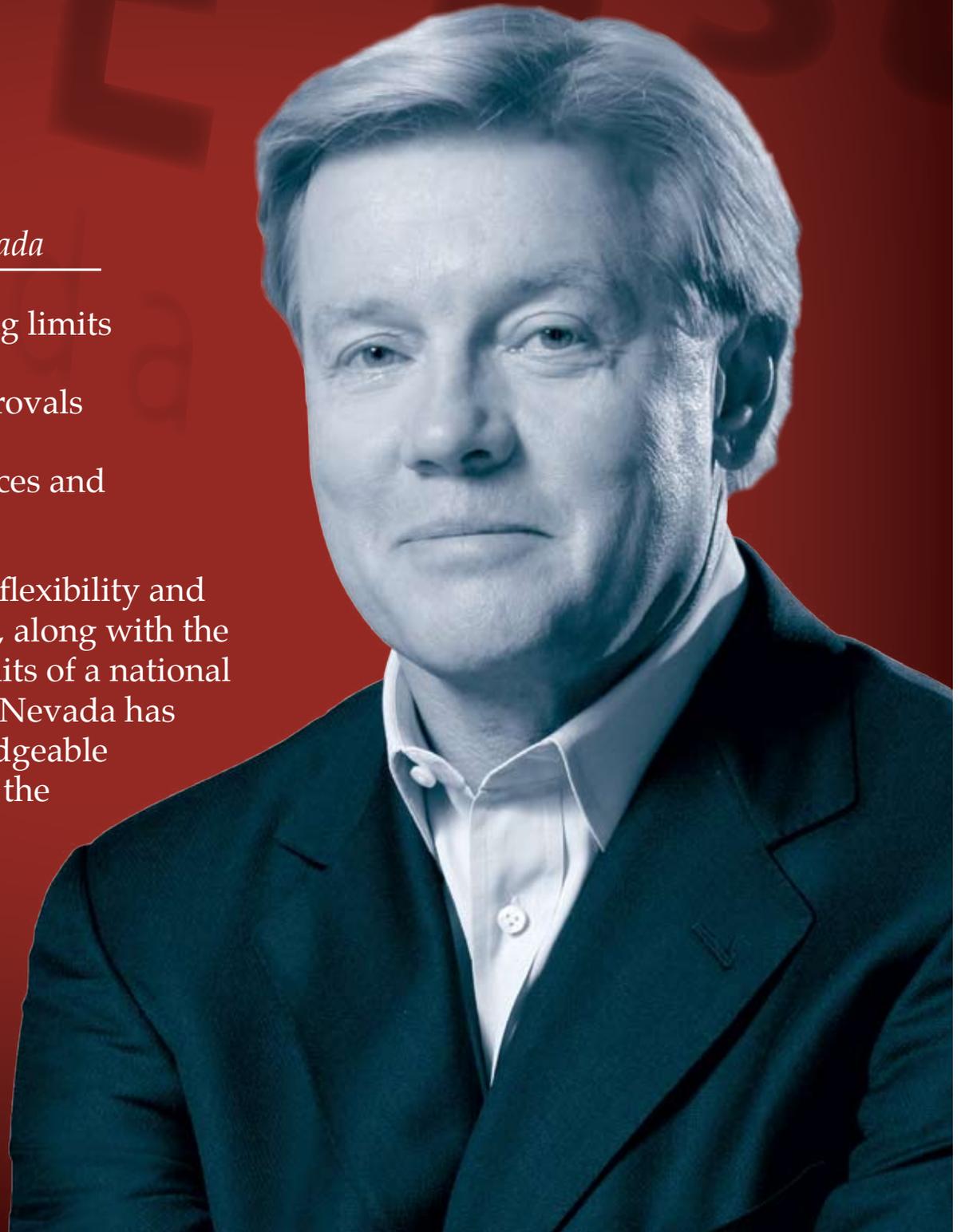
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Service1st Bank of Nevada offers clients highest commitment to customer service

Service1st Bank of Nevada opened in January 2007 to fill a niche in the banking world. And it's doing just that. "Smaller banks tend to have customer service but don't have the level of technology a larger bank has. Large banks, except in their private banking departments, have the services, but you don't get the attention you receive at a small bank," said Service1st Bank President Stuart Olson. "We offer you the most advanced technology in the industry backed by the highest commitment to customer service. Our banking professionals not only want your banking experience to be terrific, they want to make your business more efficient and successful."

Typically, Olson said, new banks open, and as they inch their way toward profitability, they add Internet banking. Instead, Service1st Bank launched with more capital than any new bank in Nevada history — \$50 million — and reported more than \$90 million in assets within the first six weeks of business.

Out the gate, Service1st Bank offered the most sophisticated cash management technology in the industry. Senior vice president and cash management officer, Michael Becknell, described Service1st Bank as "a super-community bank."

"We made the investment in technology at the beginning, which is unusual for a startup bank. We can offer anything the larger banks can, including fully integrated

cash management services," he said.

Customers, however, get something more: personal service from Becknell. "We go out and meet with customers one-on-one to customize cash management services to meet their needs. We show them that they can do their banking right from their office without ever coming into the bank. Additionally, I'll visit customers on weekends and after hours and I'm available anytime on my cell phone."

When businesses bank with Service1st Bank of Nevada, they get a consultant as well as a bank. "We listen to their needs and come up with creative solutions to help them manage their cash flow. They're not transferred out of state or to an 800 number when they need help. They deal with us here — locally," Becknell said.

And Service1st Bank offers a spectrum of services. "The 1st Net Online Banking system is our core cash management system. He explained, "It allows customers to view their transaction history, issue stop payments and send wires. It also has automated account reconciliation with positive pay and allows customers to offer direct deposit of payroll to their employees, as well as send tax payments electronically."

One of the more "in-demand" services, Becknell said, is Remote Merchant Capture. "Remote Capture allows us to put a machine at a customer site so they can process their checks in their office rather than coming to

the bank to make a deposit. It electronically captures an image that transmits directly to the bank," he said.

And if that weren't enough, the bank also offers cash vault services with armored car pick up, and delivers change orders and lockbox services where payments are collected from a designated P.O. Box and issued same day credit. "It's a security feature for our customers and that eliminates the need to run to the post office and to the bank. The bank simply processes the payments," he said.

With all services, the bank offers ongoing training. "If we have a customer who gets a new controller we'll send someone over to train that person. You don't see that at many other banks," he said.

Olson credits part of the bank's early success to its highly qualified employees. "We have a staff that is second to none when it comes to banking expertise and commitment to customer service. Nearly all of our employees are shareholders of the bank. And board of directors encourage employee ownership. We want partners, not employees. Therefore customers have the comfort of knowing they are dealing with 'the owner' when they are transacting business with the bank," he said.

Olson said the future is bright for Service1st Bank. "In our business plan to the FDIC, our initial plan was to grow to a half-billion in assets in three years and to achieve profitability in the second year. That's faster than most, and we're right on track to do it," he said. ●

elevated architecture

jma



Aliante North Las Vegas Offices



One Queensridge Place

JMA is elevating into an integrated design firm. Architecture, interiors and graphic design merge to deliver branded environments and holistic design solutions for our clients.



Cabo Mexican Restaurant



Miley Achievement Center



Health Sciences Building



Peak Drive Medical Office Building



The evolution of JMA: A rich history

Strategic solutions, integrated design and dynamic architecture have elevated JMA into a nationally recognized design firm, currently ranked the 45th largest firm nationally according to Architectural Record. JMA opened its doors in 1945 and is the oldest and one of the largest architectural firms in Nevada.

JMA witnessed a major turning point in 1979 with the hiring of Thomas J. Schoeman, AIA LEED AP. In his 28 years with the firm, Schoeman has been integral in JMA's evolution. Schoeman saw the need to be studio organized to better serve their clients. JMA has five studios consisting of the Healthcare Studio, the Hospitality Studio, the Commercial Studio and the Education and Public Studios. Each studio brings together the best possible team of knowledge, talent and resources. Through this specialized expertise, the client soon realizes the reality of their dream design. Architecture, interiors and graphic design merge to deliver branded environments and holistic design solutions. Schoeman, now president of JMA, has worked to increase its capabilities to better serve the client, the design demands of today and the community. During the last 10 years, JMA has designed more than 60 million square feet of intelligently designed facilities.

A major part of JMA's evolution is its growth into a regional firm. With that growth came about another important hire for JMA, Bradley D. Schulz, AIA, LEED AP. As chief operating officer and hospitality market leader, Schulz oversees the everyday functions of the 150-plus person, multi-office firm. Schulz brings more than 20 years of experience to JMA.

JMA's history in Southern Nevada is rich. One of Las Vegas' oldest and still operating hotels, the Golden Gate Casino, introduced JMA to hospitality design in 1955. JMA's mark

can be seen on several exterior and interior hospitality-related properties including the Marina Tower (now one of MGM's towers) early work on the Stardust, and the original Showboat Hotel and Casino. JMA's Hospitality Studio is now doing work for MGM and Station Casinos and has a number of resort condominiums and condo-hotels in various phases of design.

The success of Indian gaming in this country has afforded JMA another avenue to apply their design credentials. The firm is the executive architect for Thunder Valley Casino, just outside of Sacramento, California. Additionally, JMA is providing full design services for Soboba and Valley View casinos in Southern California. JMA was hired to design One Queensridge Place, one of the first urban, mixed-use projects in the Las Vegas Valley. This super-luxury, high-rise project is scheduled to open fourth quarter of 2007.

JMA designed many of the office buildings for American Nevada Company's Green Valley Corporate Center; The Howard Hughes Corporation in Summerlin, Corporate Pointe, Hughes Airport Center; and Stoltz Development. JMA, in collaboration with the Jerde Partnership, is overseeing the building of World Market Center, which will be more than 12 million square feet at build out.

Completed projects for the Healthcare Studio include: the vertical expansion of the Summerlin Hospital Medical Center; a Hospital-in-a-Hospital for Kindred at Desert Springs Hospital; Kindred East Flamingo Hospital; and emergency room expansion at St. Rose Dominican Hospital in Henderson.

The largest healthcare project in JMA's portfolio is the VA Hospital located in North Las Vegas. This massive project

totals 750,000 square feet on a 120-acre parcel. It is a joint venture with RTKL of Washington D.C.

JMA's Education Studio designed the present elementary school prototype and the first two-story elementary school prototype for the Clark County School District.

Another first of its kind designed by JMA is the 39,500-square-foot special needs school, Miley Achievement Center. This unique school has received several national awards including finalist for the Council of Educational Facility Planners International McConnell Award.

Completed projects in JMA's Public Studio include the Desert Research Institute's Atomic Testing Museum and the East Las Vegas Community Center. A special recognition for JMA's Public Studio is CSN's Telecommunications Building. JMA was the first design firm in Nevada that successfully completed a design-build project for a public agency and a LEED Certified building in Nevada.

Public projects under construction include the Educational Technology Campus for CCSD and Vegas PBS and the Centennial Hills Library. The Technology Campus will be a 3-story, 112,000-square-foot building and will be a candidate for a LEED Gold Certification when completed in October of 2008. The library will be 45,000 square feet and will either be Gold or Silver Certified.

At JMA, the focus is on design excellence and the ability to combine creativity with the technical, environmental and operational planning skills necessary to a project's success. JMA has office locations in Southern Nevada and California. Each office avails the highest degree of varied architectural talents and no limit to smart, high-end design. ●

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PERINI BUILDING CO.



Perini right at home in Las Vegas

Perini Building Co. Inc. has been building in the Las Vegas Valley for 30 years. During that time, the company has been associated with some of the most notable projects. The Thomas & Mack Center; Cashman Field; Caesars Palace; Tropicana Las Vegas Hotel & Casino are just a few, and more recently, Luxor; Paris Las Vegas; Palms Casino Resort; The Colosseum at Caesars Palace; Red Rock Casino, Resort & Spa and Green Valley Ranch Hotel & Casino.

The company is currently experiencing record growth through major construction projects with Trump International Hotel & Towers Las Vegas, the Cosmopolitan Resort & Casino, One Queensridge Place, and CityCenter, the largest privately funded construction project in the country. Dick Rizzo, vice chairman of the Perini Building Company, pointed out that Perini's longevity and its ability to land the biggest jobs may be attributed to the company's ability to understand every aspect of complex projects. "We're able to pretty much put our name on a paper and guarantee the price will not exceed a certain amount. We have an impeccable success record," he added. Today, Perini is recognized as the nation's largest builder of hospitality and gaming projects, with a large portfolio of Native American gaming projects around the country.

In the late 1970s, the company's Las Vegas office opened with many of those original executives still with Perini today, including the top three executives, Craig W. Shaw, chairman and CEO; Dick Rizzo, vice chairman; and Mark Caspers, president and chief operating officer. Currently, Perini Building Co.'s corporate office is located in Phoenix, but

recently purchased land in the Valley and expects to build its headquarters in Las Vegas by the end of next year. "At that point we'll be a true Las Vegas company," Rizzo said.

Perini built its business around the philosophy of "building relationships on trust," and is proud to reveal that 90 percent of its work, even locally, comes from referrals. The company, consistently listed among the top 20 builders in the United States by Engineering News-Record, bases its success, in part, on its laudable business philosophy.

But, it's not just about making money. Part of Perini's corporate mission is to encourage regional offices to give back to the community and Rizzo said, locally, Perini's philanthropy focuses on aid to organizations dealing with women and children's issues. Perini, with the help of its subcontractors, has helped build facilities at cost, saving the non-profit organizations 20 to 30 percent.

Perini execs are rightfully proud of the fact that in 2000, they and their subcontractors and vendors were able to build the 35,000-square-foot Shade Tree emergency shelter so much under cost they were able to make a cash donation of \$170,000. The Shade Tree emergency shelter houses approximately 1,000 women and children per month. In addition, Shade Tree was the approximate \$90,000 beneficiary of five of Perini's annual fund-raising golf tournaments. In addition, and when possible, Perini provides basic building repairs and other support at no charge.

In 2004, Perini built the 18,000-square-foot Girls Scouts of Frontier Council training complex. In addition, the company donated professional services in the form of

preconstruction and accounting time.

In 2005, Perini committed to help construct Shade Tree's new H.O.P.E. Center, a 30,000 square-foot, three-story building that will provide women with job development and life skills. The center's goal is to help women break the cycle of homelessness by teaching essential skills to succeed professionally and personally.

One other Perini beneficiary is the Women's Development Center (WDC), an organization Perini has helped support for over 15 years. WDC was the first organization Perini aided in its crusade to assist homeless women and children move toward independence by providing a variety of services, including transitional housing. Free of charge, Perini has refurbished over 14 housing units WDC acquired through HUD.

Perini will also help sponsor the new Three Squares program, underwritten by MGM MIRAGE. Daily, Three Squares serves approximately 10,000 meals through local valley charities and culinary training centers.

In October, Perini holds its annual Perini Green Weekend Fund-raising event that includes a 5K run, a Motorcycle/Classic Car/Sports Car Poker Run and a Golf Tournament. Proceeds benefit The Shade Tree, Rebel Athletic Fund, and Teach for America, a program that places recent college graduates in inner-city school teaching positions for two years.

"Philanthropy is a large part of who we are," said Rizzo. "And there's no shortage of people needing help." 🌟

FRIEDMUTTER GROUP



Friedmutter Group expands resumé with progress in gaming/hospitality industry

Remarkable gaming industry growth and expansion in Las Vegas has helped catapult the innovative architecture firm, Friedmutter Group, to extraordinary new heights.

The Las Vegas-based Friedmutter Group Architecture & Design Studios has served the gaming and hospitality industry since its 1992 founding by architect Brad Friedmutter. The firm provides award-winning architecture, interior and exterior design, master planning, graphics and branding services to gaming and hospitality clients across the country and around the world. The Friedmutter Group has headed up a multitude of projects for highly-regarded owners and corporations throughout the United States as well as creating stunning architecture and design concepts in the United Kingdom, Europe, the United Arab Emirates, Asia and New Zealand.

The increasing global popularity of gaming and hospitality has enabled Friedmutter Group to open offices in Las Vegas, Atlantic City, N. J. Newport Beach, Calif., Biloxi, Miss., Dubai, United Arab Emirates and Macau. The group currently employs more than 200 architecture and design professionals. "We're grateful to work with gaming visionaries and the leaders in our industry and are truly honored to be part of the design team of such innovative and groundbreaking projects," Friedmutter said.

The firm's current list of clients include Harrah's Entertainment, Station Casinos, MGM Mirage, 3700 Associates and The Cosmopolitan, Foxwood's Casino Resort, Isle of Capri, Trump Entertainment Resorts as well as numerous Native American resorts and development teams.

The company is extraordinarily excited to continue

its further growth and expansion with the summer 2007 openings of two brand new, full-service offices: The first in New York City's cosmopolitan and ultra-hip TriBeCa neighborhood and the second in the trendy and super-chic South Beach, Florida.

"New York and South Beach are home to some of the trendiest and most cutting-edge designers," said Friedmutter. "With our full-service offices opening in these locations, we will be able to capture the talents of these designers and bring even more creative ideas to the hospitality industry."

The firm's gaming and hospitality expertise has enabled it to build a remarkable portfolio of increasingly sophisticated and elaborate projects. The Friedmutter Group's work has garnered a slew of critical praise and industry awards, most recently for its work on Station Casinos' \$925 million Red Rock Casino Resort and Spa, which opened in April 2006. Inspired by the breathtaking beauty of nearby Red Rock Canyon National Conservation Area, the critically acclaimed Red Rock Resort was designed by combining indigenous natural materials with imported stone, exotic woods, rich fabrics, and more than 3.1 million crystals. The resort's refreshingly effective use of glass and light, which affords guests stunning views of both the Strip and the spectacular Red Rock Canyon results in a "natural beauty" that lends the space a "mid-century classic glamour fused with desert-modern decor and the comforts of a modern lifestyle." [Business Wire, 2006]

In 2007 the firm won four awards at The American Gaming Association's G2E Institute, including "Architectural Design Company of the Year." In addition, Brad Friedmutter, the firm's chief executive officer, was honored for his myriad contributions to the industry

with the prestigious 2007 Sarno Lifetime Achievement Award for Casino Design.

As a graduate of the Cooper Union School of Architecture in New York City, Friedmutter has led a successful career in the architecture and gaming/hospitality industries for more than 30 years. Beginning his career in the 1970s, Friedmutter worked as vice president of design and construction for gaming mogul Steve Wynn as well as vice president of design and construction for Bally's Inc.

"I soaked up the entrepreneurial spirit of Las Vegas and knew immediately that I had found my niche," he said.

As well as becoming one of the most influential and well respected architecture and design firms in the international gaming/hospitality industry, Friedmutter and his company are committed to supporting and participating in the Las Vegas business and philanthropic community. Friedmutter, personally, serves as a member of the University of Nevada Las Vegas President's Inner Circle, he is a board member of the Jewish Community Center of Southern Nevada and he is a member of the Neon Museum's board of directors. In addition to donating his time, energy, and expertise, Friedmutter and his firm are generous financial contributors to numerous local and national charities.

"It is particularly gratifying to contribute to the growth and well-being of our community and share our knowledge and entrepreneurial spirit as Las Vegas continues to grow," he said.

As the international gaming/hospitality industry flourishes with innovative and fresh new ideas, that same entrepreneurial drive and generosity of spirit will keep the Friedmutter Group at the very forefront of the industry. ●



Folicor offers rejuvenating laser hair therapy

What is Low Level Laser Therapy (LLLT)?

Low Level Laser Therapy is the newest technology available today for individuals experiencing hair loss. This breakthrough technology: stops hair loss, increases the thickness of the hair 30% thicker than before, will grow new hair for approximately 75% of individuals experiencing hair loss, increases the tensile strength of hair (less breakage), increases hair manageability, and creates a healthy scalp environment. Folicor's device, the Folgen 1000 System, has been approved by the FDA as a non-significant risk device (non harmful).

Who can use the device?

Both men and women can use the device. More women are seeking help for hair loss today than at any other time. It is difficult to be a woman in our image conscience society and experience hair loss. This cool laser will grow an individual's own hair back and in most cases even thicker than before they experienced any hair loss.

What causes hair loss?

For 95% of the population, hair loss is caused by higher levels of hormones in the body, testosterone in men and estrogen in women, known as androgenetic alopecia. The other 5% experience hair loss due to medical conditions such as thyroid conditions, use of certain medications, stress, chemotherapy, etc. Receptor sites along the hair

follicle underneath the scalp are blocked and plaque is built up all along the inside of the hair follicle, just like inside of an artery. The blood supply, and consequently the nutrient supply, is not able to get to the hair follicle. The area for the hair to grow up through the follicle becomes smaller as the hair cycles. Each time a hair goes through a growth cycle it becomes thinner until eventually the hair follicle is totally blocked and no hair can grow through the hair follicle. At that point, the hair follicle becomes dormant and if nothing is done to reverse this then the hair follicle will die. The length of time for this to happen varies with each individual. Hair loss is progressive in most situations!

What does the low level laser do to the hair follicle?

Low level laser stops any hormones, medications, etc. from blocking or attaching to receptor sites. It increases the blood flow to the hair follicle (vaso-dilation), increases the nutrient supply to the hair follicle which accelerates the cellular function of the hair follicle, and breaks up the plaque build up so that the increase blood flow will wash it away through the bloodstream and out through the urine. If the hair follicle is dormant or stuck in the transition stage of growth, the cool laser will cause it to start growing again. If a hair follicle has died, there is nothing that can be done for that individual hair follicle. That is why it is important not to wait too long to treat hair loss.

How is the low level laser done?

The individual sits in a chair with a hair device that sits over the head. Inside the device are tiny light diodes that shine the low level laser on the head for a period of time. An individual may feel tingling or warmth on their scalp which is the result of an increased blood flow to their scalp from the effects of the cool laser. The LLLT is always cool to the touch and is not harmful to the eyes.

Am I a candidate for the low level laser therapy?

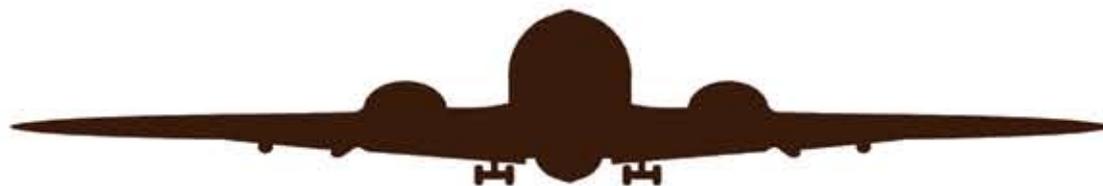
Folicor offers a free consultation that consists of getting a short medical and hair loss history, photographs of scalp and hair follicles magnified 50X, diagnosis of individual hair loss, and a free treatment.

Timeline:

First 6-8 weeks 3 times/week for 15 minutes
Weeks 9-16 2 times/week for 15 minutes
Weeks 17-26 1 time/week for 15 minutes
Maintenance: 1 time/month for 15 minutes

Contact:

Lori S. Davis/Owner (pictured above)
Folicor Hair Therapy Clinic, LLC
4 Sunset Way, Suite A-5
Henderson, NV 89014
(702) 435-9899
www.folicorhtc.com



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Above: Principals Eric Smyth, Robert Strom and Chuck McKenna (not pictured).

CIP Real Estate looking to acquire more office, industrial property in Las Vegas

CIP Real Estate, an investment company specializing in the acquisition, development, repositioning and management of office, business and industrial parks, has quietly become one of the bigger players in the Las Vegas market.

Just last May, CIP, working with joint venture partner Buchanan Street Partners, acquired seven office/flex buildings in Hughes Airport Center in Las Vegas and two flex/industrial buildings in Hughes Cheyenne Center in North Las Vegas, all totaling 602,000 square feet for \$116.5 million. This acquisition capped and added to a two-year program in which CIP Real Estate had acquired a \$190 million portfolio consisting of 25 office and flex/industrial buildings, plus 15 acres of developable land all within the Hughes Airport Center. These earlier acquisitions were also with Buchanan Street Partners.

The CIP/Buchanan Street joint venture now owns and manages over 2 million square feet of property in Las Vegas. And they plan to add to that.

Based in Irvine, Calif., CIP and its joint venture partners own approximately 6 million square feet of office, business and industrial parks primarily in California and Nevada, with an acquisition value of more than \$1 billion. Company principal, Eric Smyth, credits the company's success to keeping to its business plan of specializing in supply-constrained submarkets. "We're office and industrial owners and managers, that's our focus. We don't traditionally buy retail, multi-family or other food groups," Smyth said. "We believe we provide the maximum value to our investors by remaining focused

on these two product types."

Smyth said CIP looks for properties that have upside potential "We typically are not core investors that go in and purchase stable properties. We look for those assets that need work so we can improve them," he explained. "It could be that the property needs major renovations or physical improvements. Sometimes, it's a building with a lease issue or it could be that the buildings are in wonderful condition, like the Hughes Airport Center, but we'll add a more aggressive leasing and marketing campaign," he added.

Remarkable resumés

Company principal, Charles McKenna, said the unique combination of expertise between the three partners has contributed to CIP's growth. "We began acquiring real estate together in the mid-1990s, but before that we worked together on projects for our respective firms," McKenna added.

Before forming CIP in 1996, Robert Strom was the president and founder of several SEC-registered limited partnerships that provided financing and equity for commercial properties in California. Strom has also worked extensively in the banking business.

McKenna was a principal in The French & McKenna Co., a developer and manager of office space in Southern California. Before that, he was a partner in the Orange County, Calif., office of Paul, Hastings, Janofsky & Walker, an international law firm where he managed the real estate, corporate and business law practice.

Smyth designed, developed and managed the construction of build-to-suit corporate headquarter office buildings. He also founded Smyth Asset Management Co., a commercial property management, brokerage, and consulting firm acquired by CIP in 2000 and now operating as CIP Real Estate Property Services. CIP Real Estate Property Services manages more than 6 million square feet of commercial real estate property. The company has 32 employees in offices in Las Vegas, Anaheim and Ontario, Calif., and its headquarters in Irvine, Calif.

What's next for CIP?

CIP is skilled at identifying and adding value to properties and is looking to replicate its business plan in additional markets. Strom said CIP's next move will be in the Southeast United States. "We plan to have a new division headquartered in North Carolina and will be looking at properties from Atlanta to Virginia," he said. "We like the dynamics of the Southeastern United States real estate market. The growth, quality of life and the quality of businesses moving and expanding in the area is compelling," he added. Smyth said that the Southwestern United States, especially Southern California and Nevada, will remain a primary focus for the company.

"We really want to be an aggressive buyer of office and industrial property in the valley. We want to let the broker community here know that Las Vegas is an important part of our long-term plan," he said. 🌟



Kim Flowers
**TALENT DEVELOPMENT
ACADEMY™**

Imagine seeing yourself in commercials, sitcoms, films, magazines and on international runways...

Kim Flowers Talent Development Academy™ is aggressively looking for new talent in acting modeling and performing arts. Children, teens and adults are needed for exclusive opportunities in upcoming projects in film, television, commercials, fashion campaigns and other media outlets.

Acting, singing, dancing, modeling—Kim Flowers Talent Development Academy™ turns your passion into a professional career. Our experienced and dedicated coaches know first-hand how to make it in the entertainment industry. Learn from the pros, develop your natural talents and acquire the skills for success. Our unique program combines individual attention, training and personal management to guide you along every step of the way.

Attend one of our information seminars and discover the amazing opportunities that await you.

Kim Flowers Talent Development Academy™ constantly provides opportunities by hosting open auditions with leading Hollywood casting directors, agents and management.

For more information, please visit KimFlowersTDA.com or call (702) 877-2227.



Ella

COMMERCIALS:
McDonald's
Little Debbie
Mrs. Butterworth
Payless
Marshall Fields

PRINT:
Target
Disney
Marshall Retail

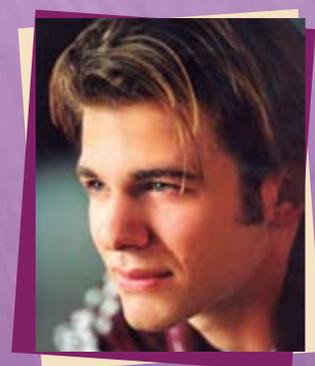


Conner Rayburn

SITCOMS:
"According to Jim"
"MONK"
"The Office"
"Cold Case"

COMMERCIAL:
Net Zero

FILMS: (currently filming)
Old Dogs starring
John Travolta, Robin Williams,
Matt Dillon & Kelly Preston
Big Momma's House 2



AJ Trauth

SITCOMS:
"Even Stevens"
"CSI"
"House M.D."

COMMERCIALS:
McDonald's
Lays Potato Chips

FILM:
You Wish

KIM FLOWERS TALENT DEVELOPMENT ACADEMY



Local talent manager helps others get big breaks

Show business is Kim Flowers' business and after ten years she's taken her success to the next level.

In 1996, Flowers used her 25 years of experience in the entertainment field to launch a Las Vegas-based, international talent and acting school franchise. She was the first black woman in the nation to run a franchise for that company. Flowers, who has an extensive background in the entertainment industry, has worked as a fashion model, actress, singer, dancer and "spokesmodel" all over the world.

Recently, Flowers decided to go independent and establish her own talent conglomerate, Kim Flowers International, which is the parent company of Kim Flowers Talent Development Academy and Kim Flowers Management.

Kim Flowers Talent Development Academy teaches students critical and creative thinking, guides them through the process of preparing for a career in the entertainment industry and gives them opportunities to meet and train with A-list industry leaders. The academy's coaches are hand-selected for their expertise and are currently working professionally at the top of their respective fields.

"The academy launch came about because of my

passion and love for developing talent," Flowers said. "The academy is designed for children, teens and adults of all ages. The curriculum is different — more than just the basics. There are different stages of learning with a follow-up process to monitor the students' progress."

Flowers said students who qualify for the academy don't necessarily learn one discipline, but cross-train in modeling, acting, singing and dancing for a more extensive education. "It's important for them to be well rounded, versed in more than one subject," Flowers explained. "If you sing, dance, act and model, your opportunities are greater. Our academy is designed to help people become proficient in all areas of the industry and in life."

Flowers said the academy's varied curriculum offers students a lower-cost, fully comprehensive alternative to other training programs. "From L.A. to New York, comparable training and development in the entertainment industry can cost anywhere from \$5,000 to \$20,000 per year," Flowers said. "We can safely say we have the most competitive pricing in the market."

The program also trains students in character development, self-esteem and business etiquette. "They're not only learning the arts, they're learning about community service and how to become better people," Flowers said.

Kim Flowers Talent Development Academy carefully grooms clients for careers in entertainment. Once a client is ready, Flowers introduces them to talent agents who then go to work finding them jobs. Kim Flowers Management manages the careers of 50 clients.

Flowers' clients have walked the world's fashion runways from Paris to Milan and have landed roles in Hollywood films, television shows, print advertising campaigns and commercials. One of Flowers' most recent success stories is one of her best acting students, Conner Rayburn, who has been a Flowers protégé since 2004. The actor has landed a starring role in Walt Disney Pictures' upcoming movie "Old Dogs."

Another Flowers' protégé is Jessica Miller, considered to be one of the world's top supermodels, gracing the covers of such magazines as Vogue and Cosmopolitan, and modeling in print campaigns for fashion brands like Louis Vuitton and Emporio Armani.

Flowers has garnered recognition and awards for excellence in business. In 2006, In Business Las Vegas honored her for the influence she wields in her industry in its Influence publication, in 2004 the Small Business Administration recognized her as Small Business Person of the Year and she was nominated as Businesswoman of the Year by the Black Chamber of Commerce in 1997. 🌟

CHICAGO TITLE AGENCY OF NEVADA



Chicago Title provides title and escrow services with integrity, innovations

As part of the largest title insurance and escrow services company in the nation, Chicago Title Agency of Nevada prides itself on the integrity of its business practices.

The company, which has a main office and 14 branch offices throughout Southern Nevada, has been a trusted source for title insurance and escrow services since 1954. A wholly owned subsidiary of the historic Chicago Title Co., which was founded in 1847 in Cook County, Illinois, the firm also provides a full line of commercial and residential real estate transaction services, including lending services, foreclosure services and marketing support services, which help to streamline real estate transactions.

"We really have a well-rounded business mix," said James Bennett, president of Chicago Title Agency of Nevada. "We do commercial transactions and represent businesses, hotels, and casinos. Plus, we facilitate land acquisitions, perform land assemblages, do new home sales and resales and we have a lending division. This well-rounded business mix is especially important during times of market change."

He said the company handles real estate transactions of all sizes and acts as a neutral third-party, which allows the company and its representatives to behave with the highest standards of integrity. "We facilitate the settlement process. The client wants to make sure all the real estate transaction research is done. If the title/escrow

industry didn't exist, I guess transactions would close, but there'd be 5,000 people a day at the Clark County Recorder's Office. We orchestrate the real estate records for the county."

He said the company's commitment to integrity helps protect the interests of all of parties involved in the transaction. "We operate within the law and within the ethical standards that businesses should adhere to," he said. "And, we don't take every deal that comes across the table. Our goal is to not just protect ourselves, but protect the consumer as well."

The company's history in Southern Nevada has allowed it to take part in shaping the area's real estate landscape. "We've been in Las Vegas since 1954," Bennett said. "As one of the oldest title and escrow services companies, I don't think anybody has the same brand recognition we do."

Bennett, who has worked at the company for over 20 years credits Eileen Bechtol, Senior Vice President and Escrow Manager with much of the company's success. Eileen is a past president of the American Escrow Association and has a great understanding of the role escrow plays in a real estate transaction. "She grew up here in Southern Nevada and that has been a real plus for us," Bennett states. Kathryn S. Wonders serves as in-house Counsel to the firm. "It just makes such a difference to have that kind of talent within your organization. We

have the best of the best working on each closing!" says Bennett.

While Chicago Title's success comes in large part from the integrity of its business practices, ultimately those business practices are determined by people — people who have integrity. Bennett said the company believes in treating its employees well, a policy that results in good customer service because they all have the common commitment to service and quality. "We honestly believe there are internal customers as well as external customers," he said. "If I treat my internal customers [employees] well, making sure they have what they need to provide great service, the external customer benefits. Bottom line is my employees don't work for me, I work for them."

Bennett is optimistic about the future of Southern Nevada's real estate market, despite a slowdown in residential real estate transactions, because of the area's continued population growth. Further, the company has been able to rely on its commercial work to remain strong.

"In Las Vegas you've got this beneficial dynamic where in people keep moving to town," he said. "We think 2008 will be a year where the correction happens and by 2008 and 2009 we should see a stronger market. That will bring us back out of this funk faster than other parts of the country, because there's so much demand." ●

NATHAN ADELSON HOSPICE



Nathan Adelson Hospice provides hope for terminally ill patients in southern Nevada

Since 1978, the Southern Nevada community has been in full support of Nathan Adelson Hospice's mission to improve the lives of terminally ill patients. The support is well deserved since the organization, one of the oldest in the nation, is the only local full-service hospice to earn the Joint Commission on Accreditation of Healthcare Organizations' Gold Seal of Approval.

In addition, the Nathan Adelson Hospice is the only nonprofit hospice in Southern Nevada to serve patients in Pahrump. Opening its doors to any Southern Nevadan, the hospice serves all in need regardless of age, race, religion or ability to pay. The organization is now working hard to further expand its services to children.

Nathan Adelson is dedicated to making life for terminally ill patients as comfortable as possible with a team of medical professionals trained in palliative and hospice care who provide not only medical care but also pain control and symptom management. The hospice also provides bereavement and spiritual support, respite services for caregivers and assistance with obtaining medications, equipment and supplies.

Through the Bonnie Schreck Memorial Comfort Care Program, Nathan Adelson offers an extensive selection of special therapies. That program, established in 1999,

provides patients with music, art, massage, water, aroma, therapeutic touch and pet therapies, which help to improve the quality of patients' lives. The hospice also offers grief counseling services through The Compassionate Care, which also offers a variety of counseling services and programs to the entire community.

The hospice provides in-home patient care, care at residential or skilled nursing facilities, group home care, assisted living care or care in one of two Nathan Adelson Hospice in-patient facilities. The organization is working to build a third in-patient facility in Henderson.

Nathan Adelson stands out because it employs physicians and medical staff specially trained in palliative and hospice care, said Barbara Taylor, the organization's director of access and admissions. "Other hospices have physicians who are interested in hospice, but we have well-trained hospice care physicians who are board certified in palliative and hospice care by the American Board of Hospice & Palliative Medicine," she said.

Nathan Adelson Hospice accepts Medicare, Medicaid and private insurance, but provides care to anyone regardless of ability to pay — thanks to the generosity of donors in the community. "We have an open-access policy," said Karen Rubel, vice president for development at Nathan Adelson Hospice. "We don't turn people away

who can't pay. Hospice services are available to the entire community."

The facility employs 350 staff members who work in a variety of disciplines, including five full-time and four part-time doctors. The hospice not only serves terminally ill patients and their families through its medical staff, but also through a team of 240 volunteers. Volunteers perform tasks within the organization's administrative offices as well as in the community assisting patients and their families.

"Our volunteers are an important addition to our workforce," said Juan Franco, the organization's director of marketing and business development. "Fully trained, they function just like a full-time employee. They are required to adhere to the same guidelines as employees."

"There are various ways individuals can give", Rubel said, "We have been privileged to have the support of the community through generous donations. We accept all types of gifts — cash, stocks and in-kind donations. If someone is interested in naming Nathan Adelson in their estate plans, we can assist them. The newly established Susan and Irwin Molasky Endowment Fund will help us to continue to provide quality hospice service and care to Southern Nevada for years to come. ●

URBAN ENVIRONMENTAL RESEARCH



Urban Environmental Research helps shape community, growth in public sector

Despite flying under the radar, Sheila Conway and Alvin Mushkatel may well be two of the most influential figures in Las Vegas' planning and development.

The two principals of Urban Environmental Research LLC, a Las Vegas-based consultant group, specialize in providing research solutions to the impact of environmental, social and economic development. Urban Environmental is quickly becoming a go-to group for public entities in the process of planning communities and private firms looking to find the best uses for land and resources.

Conway's expertise in environmental planning and Mushkatel's public administration know-how qualified the group to do work analysis for Clark County, Moapa Valley, the cities of Las Vegas, North Las Vegas and Henderson, as well as the state of Nevada.

Mushkatel and Conway started Urban Environmental in Scottsdale, Ariz. in 1998, and four years ago, after doing some consulting work with Clark County, Conway saw a huge opportunity for the firm in Las Vegas, opportunities so beneficial Conway commuted from Arizona to Las Vegas. "After a couple of years of living out of a room in the Golden Nugget, I figured it was time to relocate," Conway said with a laugh.

Today, Urban Environmental has seven full-time

employees and a list of about 20 contract consultants they can call upon for special projects. Revenues have also grown 300 percent in the past year and a half.

Urban Environmental's range of research and type of client is wide — everything from researching the Yucca Mountain nuclear waste repository risks (Conway played a role in getting the state of Utah off the list of potential nuclear waste dumping sites) to helping Arizona and Nevada developers with environmental impact assessments as well as other planning guidance.

But there are two projects Conway highlights as important achievements for the company. One is the bi-annual, 143-question Clark County telephone survey that is administered to 600 Clark County households. The other is the Clark County Monitoring Program, which was established in 2005. Under the monitoring program, the county is able to track over 2,000 indicators ranging from government spending, sales tax collections and tax policy, to parks, social services and crime rates, and beyond.

"It started with the county, but over time all five jurisdictions got involved. It's an important tool for helping decision makers manage growth and optimize the quality of life for the folks who live here," Conway said.

The phone survey, created in cooperation with

Applied Analysis, a local economic research firm, allows government entities to track public perception of the social, environmental and economic issues facing the county. Frequently, research numbers may indicate problems associated with funding shortfalls for public services like fire and police departments, but public perception may run contrary to the figures.

"By doing the survey and monitoring all indicators we provide a tool citizens, government and the private sector can use to understand the overall health of their community," Conway added. The Monitoring Program and survey have received high marks from county officials, and is now being adopted by the city of Glendale in Arizona.

While most of Urban Environmental's work in the valley has been concentrated in the public sector, Conway said her company would like to work more with local developers.

"In the future we'd like to do more work with the development community as they struggle with issues like affordable housing, environmental constraints, sufficient water and traffic. We'd like to work with them, as we have in Arizona," Conway added. ●

DESERT COMMUNITY BANK



Small bank offers big service to customer base

Desert Community Bank is one of the smaller banks in town, and that's the way they want it. In fact, we're doing everything we can to stay the size we are, said bank President Jim Howard.

"We don't ever want to be the biggest bank in town," he said. "We're going to remain in this location offering the extraordinary boutique service customers find with us. That's not going to change."

"Our shareholders receive a decent return, and to do that you don't have to be bigger, you just have to be efficient."

You also have to be willing to change and add services to meet the needs of your customers, and which is just what Desert Community Bank does.

"Once you're established, you can really determine who your clientele is and what their needs are," Howard said. "What we learned is that our location in the center of Las Vegas lends itself to attracting a primarily business-related clientele."

"Because of that, SBA (Small Business Administration) lending became a priority," Howard said. "Just this year, we became an SBA-preferred lender, which means we can approve SBA loans in-house rather than send them to the SBA office. It's a much faster system that was driven by the market and our board of directors, who are in tune with the needs of the business community."

Howard said new businesses starting up, purchasing buildings or adding personnel benefit from SBA loans.

"Some businesses don't always have the down payment in cash or capital to fund these things, so we make the loans, and the SBA guarantees them. It helps new businesses get the financing they couldn't otherwise receive," he said.

Desert Community Bank recently added another program — offered by only a handful of banks in the city — to help individuals and businesses that want to keep more than \$100,000 in one bank and have it insured by the Federal Deposit Insurance Corporation (FDIC).

"We had customers moving money all over town because the FDIC will normally only insure up to \$100,000," Howard said. "With our CDARS (Certificate of Deposit Account Registry Service) program, customers with large cash reserves now receive \$30 million in FDIC coverage."

"We take care of the work, and customers get one statement. Their money is protected and earning competitive rates."

"The response to the program has been overwhelming from private individuals as well as organizations with trust funds that have bylaws stipulating that funds must be insured," he added.

Through the years, Desert Community Bank has

added cash management products such as Internet banking and automatic bill pay.

"We didn't open with those services, but as soon as we learned that customers wanted them, we made sure it happened," Howard said, adding that Desert Community Bank is able to listen to its clients needs because its employees talk with their customers.

"Banking is all about the people who work at the bank," he said. "We don't have a branch because we believe when you open branches, you dilute the magic."

"People who bank with us know they'll reach a real person — often someone they know — when they call us. We don't have voice mail and automated machines. You get an individual who routes the call to someone who can help you," he said.

Howard said he believes it's that kind of personal service, paired with an emphasis on traditional banking, that has made Desert Community Bank a success.

"It's banking 'the way it used to be,' " he said. "I'm here and accessible at the front of the bank. We have someone who comes in at 6 a.m. to meet customers' needs. That's unusual service. Personal service isn't a cliché here; we really do it and have the methods that make it happen."

Desert Community Bank is located at 3740 S. Pecos-McLeod, Las Vegas, NV 89121. They can be reached at (702) 938-0500 or by accessing www.desertcommunity.com. 🌟

UNITED WAY OF SOUTHERN NEVADA



United Way of Southern Nevada celebrates 50 successful years in the Las Vegas Valley

In 1957, the United Way made its Southern Nevada debut. Since then, the well-known organization has been highly regarded for its ability to build partnerships and leverage resources to improve lives throughout the communities it serves, including the Las Vegas Valley.

In the spring of 2007, United Way of Southern Nevada reported results from their 2007 Southern Nevada Community Assessment. The report focuses on two emerging trends: the lack of affordable housing and changing demographics. The 2007 report follows the 2003 assessment findings, which resulted from the first comprehensive study identifying community needs in Southern Nevada. This combined research served as the foundation for United Way's three Community Impact areas which are seeking lasting solutions to the community's most pressing needs and include: healthcare, education and financial stability.

United Way of Southern Nevada goes far beyond simply raising money for the Valley sectors that need it most. The organization partners with donors to find the best, most responsible and effective ways to implement lasting changes for its focus areas.

"We continue the transformation from an organization known for raising and distributing funds to one known for bringing lasting change to community conditions," said Kirk Clausen, Regional President for Wells Fargo Nevada and volunteer board chair for United Way of Southern Nevada.

While United Way of Southern Nevada has supported or been involved in a host of programs, initiatives

and grants through the years, some of the amazingly successful programs today include: Kids & Cops, Project REACH, Success By 6®, Making Access Possible, and Nevada 2-1-1.

Kids & Cops, a voucher program for police officers to supply youths 18 years and under critical resources such as food, clothing or school supplies, is establishing bonds between police officers and the communities they serve. Under Kids & Cops, officers can bring immediate relief to those in need with \$5 McDonald's and \$25 Target gift certificates.

"There are instances every day when Metro officers can diffuse situations involving youth by meeting the needs of those in distress. Often, it comes right down to providing basic things like clothing or a meal. Kids & Cops gives officers and investigators the tools and resources to make that possible," said Sheriff Doug Gillespie.

Success By 6, funded by MGM MIRAGE, Bank of America, Boyd Gaming and KLAS-TV 8, is a community-based program that works with local organizations serving families with children from birth to six years of age to ensure that they enter school ready to learn.

February 2007 marked the one year milestone of Nevada 2-1-1, a single source for individuals and families looking to give or get help. By dialing three simple numbers, a caller is connected to free health and human service information and referrals.

Faced with a dramatic increase in the number of agencies and help lines, people often don't know where to turn and in many cases go without help. United Way of Southern Nevada is part of a five-member coalition,

which teamed up to deliver the statewide service to Nevadans. As of June 2007, 2-1-1 is serving more than 190 million Americans, approximately 65% of the U.S. population.

United Way of Southern Nevada is also known for its accountability. Each year, a local finance committee comprised of CPAs, accountants, and corporate leaders reviews its annual budget and internal operational procedures. In addition, an independent certified public accounting firm conducts an audit in accordance with generally accepted auditing standards. Previous audits confirm United Way of Southern Nevada's compliance and that the organization is void of material weaknesses with regard to internal controls.

For every dollar contributed to United Way of Southern Nevada, another \$2.10 is generated from national, state and local funding sources. This year, the additional resources including grants under United Way's management resulted in more than \$21 million. When combined with the annual community campaign, more than \$33 million was generated for the Southern Nevada community.

50 Years
— 1957 - 2007 —



United Way
of Southern Nevada

PRUDENTIAL COMMERCIAL REAL ESTATE



Prudential CRES poised to succeed in flourishing Las Vegas commercial real estate market

Art Carll, president of Prudential CRES Commercial Real Estate, sees a bright future for commercial real estate in the Las Vegas Valley — and for his company.

Through years of working in other growth markets, Carll can see what's on the horizon for Las Vegas' commercial real estate market. "I can say that because of my experience in growth cities such as Portland, Oregon and Phoenix, Arizona. I'm very excited about the future of Las Vegas," he said. "Those other two cities have sustained phenomenal growth in the last 10 to 12 years and are continuing to grow. I think Las Vegas is right on that cusp of sustaining the same kind of growth."

Never mind the slow down in residential real estate and the adjustment in the commercial market. There's just too much interest in the area for real estate to lag for long, he said. Further, Prudential CRES Commercial Real Estate is in a position to assist clients in enjoying that growth.

"You have to remember that business is still going to grow," Carll said. "The growth is not going to stop. The Las Vegas economy is still growing; there are still people moving here and jobs being created. The Las Vegas market

is making an adjustment from what we would consider a hot market to a normal market. The market is certainly by all measures a good, healthy market. I think we will see a return to a bullish market in the earlier part of 2009."

He said becoming a true full service brokerage means the Prudential CRES Commercial Real Estate office will have to expand. Plans call for an immediate expansion of its team of brokers which includes the recent acquisition of IPG Commercial Real Estate. Carll went on to say "Our goal is to become a leading advisory resource for commercial users, investors and consumers. We'll certainly emerge as one of the top brokerage firms in the Southwest."

"We anticipate our growth to position us in the marketplace to triple our capacity and [allow us to] offer all product types including office, industrial, retail, land and mixed use projects," he said. "I'm going to build a team that is going to be a major player in this market. That's where our destiny is. We're going to become one of the top producers. When you think commercial you're going to think about Prudential Commercial."

Carll said the brand recognition built into the Prudential name will also lend the firm strength. The

firm not only serves Nevada, but also can serve clients across the nation. Firms that are part of the Prudential CRES Commercial Real Estate family are those that have a proven track record of strong performance in commercial real estate.

Nationwide, Prudential also offers advisory services in the areas of insurance, finance and appraisals which will allow the Las Vegas-based office to serve a variety of client needs, Carll said.

"Prudential is the big rock that creates wealth, that in itself is all we need. We have the strength and the power to create wealth for our clientele. We can offer a lot because Prudential is a national powerhouse. It's all about our local and national relationships and how we leverage them." 🌟

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GOLDEN NUGGET HOTEL & CASINO



Golden Nugget: Renovating, expanding

The Golden Nugget is a historical Las Vegas landmark that is consistently associated with quality and charm. With downtown Las Vegas undergoing a redevelopment effort of its own, new Golden Nugget owner, Landry's Restaurants Inc., is investing heavily to modernize and beautify the 61-year-old property, once owned by Steve Wynn.

Hailed "the largest casino in the world" when it opened in 1946, the Golden Nugget has held a four-diamond rating from AAA since 1977, a 30-year run unmatched by any hotel or resort in the state. The hotel's Theatre Ballroom has hosted top performers like Frank Sinatra, Tony Bennett and Jewel.

The Golden Nugget is also home to the "Hand of Faith," the largest known gold nugget on display in the world that weighs in at 875 troy ounces (roughly 61 pounds and 11 ounces) and valued at more than half a million dollars that was found in Australia's Golden Triangle in 1980.

But while its history is rich, today's Golden Nugget brings to the fore hip new amenities and is ushering in a more contemporary look with its recently completed \$100 million renovation.

New to the property is "The Tank," where guests can enjoy a refreshing dip in the Golden Nugget pool while

swimming next to a 200,000-gallon shark tank. Also on board are a host of new dining options, including Vic & Anthony's Steakhouse; Lillie's Noodle House, Cantonese and Szechwan cuisine with a Pan-Asian flair; Grotto, a Landry's concept, trattoria-style restaurant serving home-style Italian; and a relocated buffet, which overlooks the Golden Nugget's pool.

With the renovation also comes an updated and relocated race and sports book; updated and expanded fitness area, a new VIP lounge; and a relocated and updated poker room, featuring 10 smoke-free tables. Perfect Timing, a high-end watch store was also added to the retail mix. Additionally, the property's two-story suites, with spiral staircases, floor-to-ceiling windows, and views overlooking the pool also received an upgrade.

Currently underway, is a \$50 million expansion set for completion this fall, which will include the addition of 12,000 square feet of event and meeting space, a night club, sushi bar and additional gaming floor space.

Also under renovation are two floors in the property's north tower, which will be coined the "Gold Floors." Guests on the Gold Floors will enjoy upgraded amenities like plasma screen televisions both in the room and bathroom, rain-tree showers, contemporary sink bowls, new bathtubs, and upgraded linens and bedding. Gold

Floor customers will also be able to enjoy VIP check-ins, and a complementary turn-down service.

"We're really giving the Gold Floors a modern touch," said Amy Chasey, vice president of marketing for the Golden Nugget.

Chasey also said the strong financial commitment Landry's has made to the property is a testament to the company's commitment to maintaining a four-diamond rating from AAA and providing a great customer experience.

"There's nothing that hasn't been touched during the renovation and expansion. From the wall coverings to the carpeting, everything ... the rich woods with browns, earthy colors, it's very appealing to the eye," she said, while emphasizing that the Golden Nugget boasts top amenities without the hectic hustle and bustle of the Strip.

"What people will find as far as the older qualities is the focus on customer service. But in terms of the physical aspects of the property we're really bringing it up-to-date. We want to make it new," she added. "People want the same amenities as on the Strip here, but in a more comfortable, friendly environment." ●

ALBRIGHT, STODDARD, WARNICK & ALBRIGHT



Albright, Stoddard, Warnick & Albright: Law firm's roots run deep in the valley

In an era where more and more out-of-state law firms are entering the market to capitalize on the valley's explosive growth, brothers Mark and Chris Albright take pride in calling Albright, Stoddard, Warnick & Albright a hometown, Las Vegas law firm. Through 40-plus years, this business-oriented law firm has been known for helping hundreds of valley businesses and corporations. The firm's attorneys have deep roots in the community.

"We have many attorneys who were born and raised here. ... We are not an out-of-state firm that recently decided to open doors here. ... We've seen the growth in this town. We know the business and political environment," said Chris Albright.

Mark and Chris' father, Vern Albright, now 78, opened the firm in 1966. Prior to going into private practice, he was a former assistant U.S. attorney in Nevada, and deputy district attorney in Clark County. Vern's father, Bud Albright, came to the valley in the 1930s with the building of the Hoover Dam, and then became one of the valley's well known county commissioners; most notably, becoming known as the father of the Las Vegas Convention Center.

Albright, Stoddard, Warnick & Albright has represented or counseled some of Nevada's longest-running and largest corporate citizens, including: Nevada Power, Nevada Ready Mix, Century Steel, Community Bank, American Asphalt, Harley Davidson, Del Webb, PCL Construction, PBS&J Engineering and others. The firm belongs to the Martindale-Hubbell Register of Preeminent Lawyers and enjoys the highest AV ranking by the register, a distinction held by only five percent of all U.S. law firms.

Ten years ago, Mark Albright, who now holds the title of managing partner, decided, with the legal needs of the community growing, it was time for the firm to expand to become a full-service firm to meet the requirements of local business owners.

Since then, the firm has grown from nine to 25 attorneys today, and now employs some 50 people in a 10,000-square-foot building in the Quail Park office complex on Rancho Drive near the courthouse. Albright, Stoddard, Warnick & Albright is now one of the oldest and largest (top ten) firms in the valley. Today, the firm serves the local business community in the areas of business, commercial, tax, real estate, transactions, lending, employment, labor, construction and insurance law, as well as estate planning, personal injury, and criminal defense. The firm is presently defending various subcontractors in over 100 construction defect cases.

With a strong reputation to uphold, Mark Albright not only sought attorneys with high-level experience, but who also had professional backgrounds in the fields they represented. Thus, Albright, Stoddard, Warnick & Albright now has attorneys who are also CPAs, accountants, civil engineers, mortgage brokers, lobbyists, MBAs and former prosecutors. These individuals bring a wealth of professional experience along with their legal understanding to help resolve business disputes and better serve as advocates in business litigation. Recently, two attorneys at the firm were honored to become bar examiners and court approved arbitrators. The firm also recently hired a former prosecutor to lead its criminal defense unit.

The pursuit for these uniquely qualified individuals has

yielded some of the field's best attorneys, now employed by one of the valley's top, most highly-regarded law firms. Some examples include: Curtis Cannon, who practices tax law and is a CPA (recently honored in Texas as a Tax Super Lawyer); Spencer Judd, who has owned his own mortgage business for more than 20 years and specializes in banking and lending law (and has been involved in most of the recent high profile mortgage litigation); and Tony May, a civil engineer/attorney who represents some of the valley's most prominent engineering and professional design companies. Bud Stoddard, number one in his class in law school, was recruited from a large national firm in Los Angeles to head the transactional unit. Brad Ballard was recently recruited from another large local firm to defend businesses being sued for personal injuries. Jan Maher and Hilary Muckleroy were recently recruited from other firms for their expertise in construction defect and insurance litigation.

As a testament to its exacting hiring standards, many of the firm's attorneys have also held positions as judicial law clerks prior to working for Albright, Stoddard, Warnick & Albright. The firm recently hired three new attorneys from judicial clerkship posts.

"That's very unique and something we're proud of. These are sought after attorneys," Mark Albright added. Chris Albright, who clerked for the Nevada Supreme Court, heads the firm's appellate division. Mark Albright, who clerked in the Federal Court for Judge George, handles dozens of federal cases. Whitney Warnick continues to chair the estate planning unit. 🌟

MARTIN-HARRIS CONSTRUCTION



Martin-Harris grows with the times

1976 was a very good year for Frank Martin. That was the year he started Martin-Harris Construction (MHC) with just \$5,000 in start-up money, a dream, spirit, integrity, lots of energy and “a go for it” attitude.

Martin’s vision was to develop “The Best” construction company that paid special attention to each and every client. He has developed a team from the office to the field that takes pride in what they do. And, by the show of Martin-Harris signs around town, they have proven that caring, integrity and setting the goal of being “The Best” has paid off. MHC is now a company approaching \$500 million in revenue for 2007.

Through strong leadership that includes President/CEO Frank Martin, Senior Vice President Operations Kevin Zahm, Vice President Operations Guy Martin, CFO Steve Lords and Vice President Business Development Ray Newmiller, MHC is realizing new horizons. As Martin notes, “It is through the teamwork, dedication and striving to improve by all of our associates that the company is able to implement, move forward, and stay in-tune with the most recent technological changes in the construction industry. Also, the design and construction intricacies of our clients’ projects serve as strong motivation.”

MHC has built offices, schools, hotels, casinos, themed restaurants, banks, warehouses, parking structures, mix-use and condominiums (mid- and high-rise), health care facilities, high-tech security and churches. By having a

standard of excellence and the goal of being “The Best,” the firm is able to deliver quality service. Integrity and reputation are fragile and Martin feels that in order to grow, the company must maintain its high level of project delivery to all clients.

One of MHC’s first clients was The Molasky Group of companies, and they continue to work with them on the most recent project, Paradise Aviation. MHC enjoys repeat business with many clients. Martin-Harris has built parks and recreational areas in Summerlin, office buildings in The Crossing Center in Summerlin for The Howard Hughes Corporation, Hughes Airport Center, Hughes Corporate Pointe, American Nevada Company’s Green Valley Corporate Center, Thomas & Mack Development’s Beltway Business Park and Northern Beltway Industrial Park, Station Casinos, Stoltz Development, EJM, Durango/Warm Springs LLC, Olympia Land Corporation, ProLogis, Great American Capital, Insight Development Group’s Airport Center and CheyenneWest Corporate Center, to name just a few.

MHC was the first to successfully complete a design-build project with JMA for Nevada State Public Works, which was the CSN’s Telecommunication building, and was the first to receive a LEED Certification in Nevada.

Some of MHC’s recent projects include: Streamline Tower LLC (under construction) — a 22-story, mixed-use retail and living units; Boca Raton Luxury Condominiums (completed); Tahiti Village Resort, Phase I (completed),

two 6-story timeshare units, a 3-story lobby and offices, 3-story multiple restaurants and 3-story central plant, and phase II (under construction) 10-story building and 7-story parking structure; Educational Technology Campus (under construction) for CCSD and Vegas PBS.

Over the years, MHC has received many honors and recognitions for its performance as a general contractor as well as its community commitment by giving back and helping make Southern Nevada a better place to live. Some of the recognitions include: NAIOP’s General Contractor Firm of the Year in 2001, 03, 04, 06 and 07; AGC’s General Contractor of the Year and recognized with 17 Safe-Site Awards; Who’s Who In Business; and CEO of the Year Nevada Business Journal. MHC is rated one of the top general contractors in Nevada.

Martin-Harris recently opened an office in Phoenix, where projects include Park View Properties LLC and 9920 Partners LLC, which are nearing completion. A new project start is for Investment Equity Development, Zanjero Falls Corporate Oasis. The company is spreading its wings and continues to grow in Nevada and Arizona. Licensed in California, Arizona, Utah and New Mexico, MHC’s license number in Nevada is No. 13982. 🌟

Celebrating 30 years of excellence.
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LAND ROVER LAS VEGAS



Land Rover launches 'CO2 neutral' campaign

Land Rover Las Vegas and The Conservation Fund announced a new partnership that addresses climate change and the restoration of forestland. For every new and certified pre-owned Land Rover vehicle that Land Rover Las Vegas sells, a donation is made to The Conservation Fund to offset 100 percent of each vehicle's CO2 emissions for 50,000 miles of driving. The cost of this program is covered by Land Rover Las Vegas and is not added to the price of any vehicle.

The Conservation Fund will use these contributions to restore native forests which will neutralize the carbon dioxide produced by driving each vehicle 50,000 miles — estimated at about 32.6 tons. Land Rover Las Vegas expects that its CO2 Neutral initiative will enable the fund to plant about 12,000 trees each year (about 24 trees per vehicle). Over their lifetime, these new forests will capture nearly 16,000 tons of carbon dioxide equivalent from the atmosphere. Deforestation causes 20 percent of global greenhouse gas emissions, according to World Bank estimates.

"Land Rover, as a company, is working to improve its fuel efficiency and reduce its carbon footprint — two important steps in an effort to reduce global greenhouse gasses," said Ray DiNardi, general manager of Land Rover

Las Vegas. "Yet these advancements in technology will take time. We decided to partner with The Conservation Fund because we want to make an immediate impact on the ground, until these technologies become more readily available."

"We know there is no silver bullet solution to climate change," said DiNardi. "But reforestation of once-forested, currently unproductive areas is a relatively simple and proven way to trap carbon dioxide. Trees act as natural air and water filters, help control flooding, restore wildlife habitat and create new public recreation areas."

"Across the South, more than 20 million acres of native forestland was cleared for agriculture — land that today is no longer economically viable," said Mike Ford, Nevada and Southwest Director of The Conservation Fund. "Restoring these unproductive lands will take an 'all hands on deck approach,' and a blend of public and private financing."

The donations from Land Rover Las Vegas will directly support The Conservation Fund's Go Zero program. Through Go Zero, the Fund restores only native tree species, which are planted in protected areas with long-term management plans and independent, third-party verification to ensure accuracy and reliability of

carbon sequestration. All projects provide additional environmental benefits including restored wildlife habitat, improved air and water quality and enhanced recreation areas.

Since 2000, The Conservation Fund has restored nearly 20,000 acres and planted more than 8 million trees through its carbon sequestration program. Over the next 100 years, these new forests will capture an estimated 9.5 million tons of carbon dioxide equivalent from the atmosphere.

Land Rover Las Vegas is a part of the Findlay Automotive Group, which has been serving the Southern Nevada community since 1961. In that time, it has had a history of environmental responsibility, both through active participation in local environmental organizations as well as participation in TreadLightly®, which promotes education and responsible practice in outdoor recreation. Land Rover Las Vegas also takes every opportunity to teach environmental responsibility by holding customer driving events which teach the basics of enjoying the outdoors with minimal impact. As residents of the great southwest, we love our natural surroundings and strive to be conscious environmental advocates. 🌱



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