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DEAR *IN BUSINESS*
 LAS VEGAS READERS:

Success in business can come from a variety of avenues. It's critical for the business community to know who you are and what you do.

Inside this issue of *Business Profiles*, which is our third annual edition, you'll find the stories behind each contributor's success. Read how these companies got their start, and the strategies that were used to make their mark on the business community.

The first thing you'll notice is that we used a different approach from any of the other business-related publica-

tions we've produced. Instead of assigning writers to tell the companies' stories, we've asked the local businesses to tell their own stories — in their own words.

This content approach is called an advertorial. Now, advertorials are not new to newspapers or the rest of the world —

actually, the word first appeared in *Webster's Dictionary* back in 1961 — and their value is derived from the fact that they give companies the opportunity to tout their own achievements.

Each company represented here was invited to showcase something unique about itself, 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 it.

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

Enjoy these success stories and find out more about each contributor's products and how they operate. We hope you enjoy the profiles, and more importantly, that you find them informative and useful.

Rob Langrell

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FROM THE SPONSOR



Terry McGowan
PRESIDENT
DATANAMICS INC.



As Datanamics enters its 33rd year in Southern Nevada, we are thankful for the community and people who have served us well for more than three decades. Our choice to remain headquartered in the Las Vegas Valley has been a great one. This is truly a remarkable place to live, work and play.

Although our company is about technology, our greatest asset is our employees. They work together to deliver the best possible solutions to our clients, while maintaining the highest business standards and ethics. Every survey, design, installation, support call and training class is performed by an owner, ensuring 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 whom have been with us since the beginning. We changed and grew together, as technology progressed and their business needs evolved. In the early days, the potential for networking computers for greater efficiency and productivity was obvious. Now, with the integration of voice to the data network, many more dreams are realized. Technology has enabled better and more cost-effective business solutions. Smaller businesses can make use of new technology and realize the cost benefit and productivity increases that have been traditionally reserved for the "big guys."

This past year, we celebrated the launch of our new educational services division, which offers specialized technical training to prepare students to run their company's information technology infrastructure. Datanamics always has been committed to the development of Nevada's technology community, and we now are proud to be a certified Cisco and Microsoft Learning Center, allowing us to further the knowledge and hone the skills of information technology professionals everywhere.

Today, we have hundreds of satisfied customers. We still remain small enough to provide our culture of personalized service, while being diverse and powerful enough to fulfill the needs of the Fortune 500. Our staff of certified professionals remains committed to world-class customer service and providing the best possible business solutions to our clients.

We are again proud to be a sponsor of *In Business Las Vegas'* annual *Business Profiles* and to be a fixture in the Southern Nevada community. We are excited about and look forward to what the future holds in this great region.



Chris Conlee (right), manager of business development at Datanamics, welcomes Vic Donovan, executive managing director of NAI Las Vegas, to the Datanamics family.

Technology firm has global reach, offers focused customer service

Datanamics Inc. is the technology partner of choice among Nevada companies and Fortune 500 firms. NAI Las Vegas, a high-level commercial real estate brokerage firm managed by NAI Global with 275 offices worldwide, sought a telecommunications company that mirrored its own reputation of prompt service, quality professionalism and ability. Datanamics met those qualifications.

Vic Donovan, executive managing director and principal/broker at NAI Las Vegas, understands the integral role technology plays in the success of his business, allowing NAI to continue to provide the superior customer service that its clients have come to expect.

SURVEY, DESIGN, INSTALL, SUPPORT AND EDUCATE — DATANAMICS DOES IT ALL

Datanamics provides the same consistent service to its Fortune 500 clients as it does to its small business clients. The company provides nonstop networks with a full range of integrated or stand-alone voice and data networking services — for projects large or small — anytime, anywhere.

With more than a decade of experience delivering complex technology and telecommunication solutions, Chris Conlee, Datanamics' manager of business development, is a client's first point of contact and last, although most customers rarely end the relationship. Many have been with Datanamics since its inception.

Conlee surveyed the telephone system at NAI's old office and estimated its worth for Dee Priamos, director of operations of NAI Las Vegas. Upon Conlee's suggestion, NAI opted to purchase the phone system from the landlord for its new office, but an agreement couldn't be reached.

MEETING THE CUSTOMER'S NEEDS

The hunt for a new phone system began, and NAI opened the competitive bid to other vendors. After reviewing the proposals, Donovan and Priamos decided Datanamics was the perfect fit for NAI.

"Datanamics was very accommodating and professional, always there to answer questions," said Priamos.

With brokers on the road more often than in the office, NAI requested several features for its new phone system — ease of operation; connecting computers to phones to minimize cabling; and unified messaging, making voice mails, faxes and emails accessible from Microsoft Outlook and BlackBerry phones.

"We're able to be more responsive to clients with this system," said Donovan.

The new phone system has been up and running since April, and the company has not experienced any downtime or issues.

"We had high expectations, and Datanamics met them," said Donovan.

EDUCATION — TAKING TECHNOLOGY ONE STEP FURTHER

Without prior technical expertise, Priamos took advantage of Datanamics' training solutions and became a telecom manager, adding to her repertoire of roles at NAI.

"Setting up a new employee on the system is a breeze," Priamos says now. "On our old system, I was constantly calling someone to come in and set up a new person, incurring costs."

Today, she handles moves, adds and changes herself on the directory, saving NAI money.

Datanamics provides the same service to experienced technical professionals. The firm recently launched its educational services division, offering a variety of specialized training courses in various levels of computer software and hardware competencies. As a Microsoft- and Cisco-authorized training facility, the in-depth courses taught by Datanamics professionals supply students with the skills needed to effectively deploy, manage and maintain successful information technology infrastructure.

24/7 MANAGED SERVICES — PARTNER FOR THE LONG TERM

Datanamics partners with its clients for the long term, some for as long as 32 years, and provides an evolution

of products, services and solutions. In essence, customers become a part of the Datanamics family.

In today's economy, it's more important than ever for businesses to do more with less. Datanamics' Managed Services provides a routine information technology maintenance and management solution that can benefit a company's bottom line. Clients can utilize a full range of services designed to proactively monitor and manage its network, maximize productivity and optimize its technology investment. With Datanamics' team of certified engineers and experts, clients can be assured that their information technology infrastructure is secure, reliable, efficient and well-maintained.

While Datanamics' headquarters is in Henderson, its customers and reach stretch globally. The company deploys teams for installations throughout the continent and provides ongoing management and support of clients' voice and data systems from its office.

"The more we build a relationship with a customer, the more we understand how to help them," said Conlee. "Whether a customer has two locations statewide or multiple locations nationwide, Datanamics facilitates its customers all from one location, delivering consistent reliable results around the clock."

With such unique personal-touch customer service, it's no wonder customers choose Datanamics as their technology partner for the long term.

AT A GLANCE

DATANAMICS INC.
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Henderson, NV 89074
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www.DatanamicsInc.com



(L-R) James S. Blood, executive vice president/chief credit officer; James R. York, president/CEO; W. Brent Hardy; Michael J. Bonner, chairman of the board; Ben Farahi; Terry Stimson; Kenneth Black

Award-winning hometown bank celebrates fifth year

The Bank of North Las Vegas is now in its fifth year of operation and has already had the honor of receiving the Best of Las Vegas award by the *Las Vegas Review-Journal* in the Best Bank category for 2009.

BNLV was established by local bankers and founders with long-term ties to the Las Vegas market. It is one of the only truly independent banks that is owned and operated by locals, who seem to have struck the perfect balance between commercial and consumer banking.

The mission of BNLV is to serve local businesses and households with an old-school banking flair. The minute you enter BNLV, you can see, feel and taste the difference. From the turn-of-the-century vintage-style banking attire worn by its customer service associates, to the BNLV Café that serves free Otis Spunkmeyer cookies and Starbucks coffee, and offers free high-speed wireless Internet access, the difference is evident. It also offers five free ATM withdrawals per month at all machines, and you can open a direct deposit checking account with no monthly service charge.

On the commercial side, BNLV offers valleywide banking services, including free courier service, remote

capture depositing, credit card and merchant services, online account management, business credit cards, payroll and cash management services, and commercial lending services.

BNLV is a young, healthy bank with the financial stability to expand in these troubling times. According to its president, James York, it has made more than \$8 million in new loans this year and has been the recipient of some large commercial accounts that have added more than \$10 million to its core deposit base.

In today's uncertain economic environment, it is important to have a partner that you can trust to be here today and tomorrow. The financial health of BNLV is among the top in the local industry. The bank has plenty of capital to weather the current financial storm with no reliance on government assistance. The bank is very open and communicative about its financial condition. From its Web site, bankofnlv.com, you can click on bank-rate.com and compare BNLV's three-star bank rating with other banks in town. The memo button gives you a full financial report of the bank. As of June 30, it has an 18 percent capital ratio and a manageable level of

nonperforming assets. It also has no reliance on brokered certificates of deposit and plenty of liquidity.

BNLV's president goes out of his way to keep customers informed. In a letter posted to the bank's Web site, York explains how the economic situation affects the bank and addresses common concerns that customers may have.

BNLV has all of the makings of a rising star in the local community banking market. Drop by for a cup of coffee or call them to request a "house call" to your place of business from one of its personal banking representatives and discover the reason why BNLV was voted the best bank in Las Vegas.

AT A GLANCE

BANK OF NORTH LAS VEGAS
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The bank has plenty of capital to weather the current financial storm with no reliance on government assistance.



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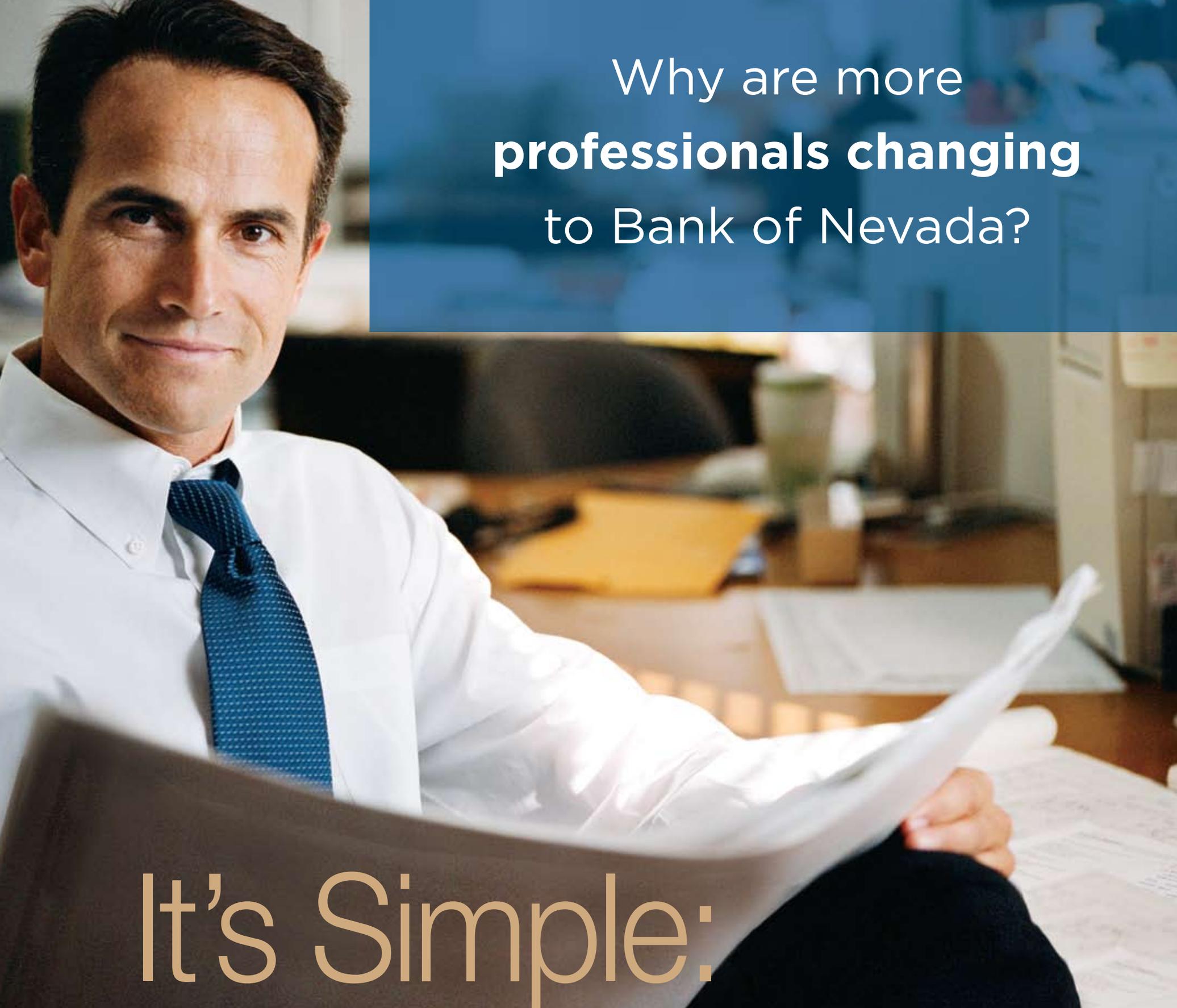
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(L-R) Victor Fuchs, president; Earl Ward, division manager service department; Larry Johns, vice president special projects; Darren Vanderford, vice president estimating; James Gunther, vice president pre-construction and design build; and Bob Johnson, vice president major projects

Electrical contractor committed to being Nevada's best

While many strive to be the best at what they do, only a select few can truly enjoy the distinction of being at the top of their field. When it comes to being one of the best electrical contractors in Nevada, Helix Electric of Nevada is making a strong case.

Helix began in San Diego in the mid-1980s and opened its Las Vegas office in 1995. Victor Fuchs, president and owner of Helix Electric of Nevada, founded the local office, which now has a workforce of 400 and is the largest merit shop in the Silver State.

Helix's expansion into Nevada came with the help of a long-standing client, Forest City Development, which used Helix to build Henderson's Galleria Mall in the mid-'90s. The contractor later picked up work at McCarran International Airport and Levi Strauss Distribution Center. With exponential valley growth continuing during the next decade, Helix took on a huge retail project load, while also amassing an impressive portfolio of schools and public jobs. By 2007, Helix had topped \$100 million in sales.

"We are a turnkey contractor. We have three different divisions that can handle jobs from \$500 to \$50 million," Fuchs said, while also highlighting a 30-truck service fleet that can tackle all levels of repairs.

Through the years, Helix has helped build both Las

Vegas outlet malls, the Fashion Outlets of Las Vegas in Primm, Tahiti Village timeshare, Hyatt Regency Lake Las Vegas (now Loews Lake Las Vegas) and numerous Nellis Air Force Base additions. At the height of the condominium boom, Helix was building 1,500 to 2,000 condominium units per year. Recently, the subcontractor completed the new Greenspun College of Urban Affairs building at the University of Nevada, Las Vegas, is in the process of completing the Lou Ruvo Brain Institute and is working on downtown's The Smith Center for the Performing Arts.

Fuchs counts the Lou Ruvo Brain Institute and its design, which includes a tangled mass of steel and windows for its activity center, as one of the most challenging jobs for Helix.

"Frank Gehry is a very unique architect, and it takes a certain level of ability to do his projects," he said.

COMMITMENT TO SAFETY AND EDUCATION

Fuchs believes a commitment to safety and education are two primary drivers behind Helix's Nevada success. The organization has received numerous safety awards and recently celebrated 1 million man-hours without any time lost to injury. The company's safety director walks each and every job, scoring it for safety, as well as train-

ing job site managers.

"Safety is a big part of our culture. We want to make sure our employees leave in the same condition they came here in," Fuchs said. "When our safety director visits a site, he looks at the entire site. Sometimes the problem may surface in another (trade) area, and it's something our crew needs to be aware of. He looks at everything and grades everything."

Helix also offers its employees Helix University, which conducts ongoing weekly classes. Classes range from blueprint reading to complicated control wiring, estimating and a variety of other subjects. Content is curriculum-based, and some classes require prerequisites.

"We encourage our employees to take advantage of these opportunities to learn, and most of them do," Fuchs added.

"We encourage our employees to take advantage of these opportunities to learn, and most of them do."

—Victor Fuchs

AT A GLANCE

HELIX ELECTRIC OF NEVADA

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Las Vegas, NV 89120

(702) 732-1188

www.helixelectric.com



In response to the valley's demand, Les Olson Co. recently opened a new 22,000-square-foot building on Lincoln Road in Las Vegas.

Family-owned copier-printer company invests in Las Vegas

At a time when many businesses are shutting doors or cutting staff, Les Olson Co. is expanding in Las Vegas.

Larry Olson, president and co-CEO, along with his brother Jim Olson, co-CEO, directs the family-owned company. Larry admits that copier and printer sales are a little tougher these days, but that hasn't stopped them from planting some solid valley roots. Since entering the Las Vegas market in 2003, Les Olson Co. has grown from a few clients to more than 1,000 local customers today. The company services 3,000 to 5,000 copiers and printers in the valley and has very satisfied customers who are happy to have a local copier and printer dealer that responds so efficiently.

Les Olson Co. recently opened a new 22,000-square-foot building at 2975 Lincoln Road in Las Vegas, adding more space to accommodate its future growth.

It all began in 1956, when Larry and Jim's father, Les Olson, who had 12 hungry children to feed, quit his job of 27 years to start his own business. Les began selling equipment out of the trunk of his car, and today, Les Olson Co. has about 200 employees who work out of seven locations in Utah and Las Vegas. Thirty-four of the employees are family members who span four generations,

with more on the way.

"We're a company that's built to last, not to be sold," Larry said. "My parents had a dream of creating a place where our family could earn a good living and be proud of what they did."

Other families in Utah and Nevada have embraced the company's simple business philosophy as well.

"We have 14 different families working for us. ... We're kind of a business of families," Larry added.

CUSTOMER SERVICE EXCELLENCE

Larry said, "Our company was founded on the concept of being the best in customer service. Our company motto is: *Good service isn't expensive; it's priceless.* In today's market, we still stand by our guarantee: *If you are not completely satisfied with the performance of any product purchased or leased from Les Olson Co., we will replace it with an identical model or a machine of equal capabilities for the useful life of the equipment.*

Les Olson Co. has represented Sharp since 1975 and hasn't looked back, even though its award-winning service team also services Hewlett-Packard, Lexmark and some Xerox machines.

"I tell people Sharp products are built like a battleship. ... For print quality and durability, you won't get anything better, in my opinion," Larry said.

Les Olson Co.'s future business model is much the same as it was in 1956. Our business is built on customer service and long-term relationships in which our customers get the best value.

"Mom and Dad always said for us to live up to our promises," Larry offered. "They also said anyone can sell a copier, but if you can't provide good service, you're out of business."

Our parents left us with the legacy of keep doing it right, and keep going strong!

"My parents had a dream of creating a place where our family could earn a good living and be proud of what they did." —Larry Olson

AT A GLANCE

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Expanding into the Las Vegas market in 2007, tw telecom, which is changing the way businesses connect and communicate, now serves more than 30,000 businesses in 75 markets that span 30 states.

Company creates unique communications solutions for valley businesses

If you ask a business owner about the importance of having a secure and reliable communications network, you're likely to get a story about the time theirs went down. At tw telecom, they want to hear these hard-luck stories from businesses, large and small, and, more importantly, help make sure there isn't a sequel.

"We collaborate with the customer. We sit down and talk with them. We ask, 'What keeps you up at night? What (in the technology world) is keeping you from growing?'" said Bob Meldrum, a tw telecom spokesman.

Started in 1993, in a joint partnership with Time Warner, tw telecom broke off on its own in 1998. The company has grown in a somewhat old-fashioned way by promoting a company culture obsessed with customer satisfaction and finding personalized technology solutions for business clients of varying sizes with various needs.

"We have a vision of people working with people to change the way businesses connect and communicate," Meldrum added. "Our premise is threefold: provide the right network, the right product mix and the right people."

Today, tw telecom serves more than 30,000 businesses in 75 markets that span 30 states. Topping \$1.2 billion in annual revenue in 2008, the company expanded into the Las Vegas market in 2007, bringing access to its 27,000-

mile nationwide fiber footprint, which also includes some 100 miles of fiber optics along the valley's Clark County 215 Beltway.

Meldrum said tw telecom targets the "unfortunate 5000," which are those firms that may not meet the revenue requirements of a Fortune 1000 company but nonetheless find themselves with considerable network and data needs.

"Businesses and large organizations, including government, higher education, financial and others have an insatiable need for bandwidth. With our Internet Protocol backbone, we're able to help whether we're talking connectivity across town, across the country or across the world," Meldrum added.

One local client is Papillon, the Grand Canyon helicopter tour company. Through tw telecom, it was able to connect seven offices between Arizona and Nevada, converging all of its data and communications needs onto one network, greatly increasing efficiency. It's examples like Papillon that allow tw telecom to enjoy an 80 percent referral rating.

"Eighty percent of our customers said they would use us again or strongly encourage someone else to use us," Deb Carmachel, vice president and general manager of tw telecom's Las Vegas office. "That's very good for the highly competitive telecommunications industry."

Through various global partnerships, tw telecom offers network solutions that extend beyond the United States to more than 60 countries. Now, a Las Vegas company or one with a branch office here can have a secure and reliable network that combines its local, national and overseas offices.

"Las Vegas is not an island. We're able to connect these businesses to the world," added Carmachel.

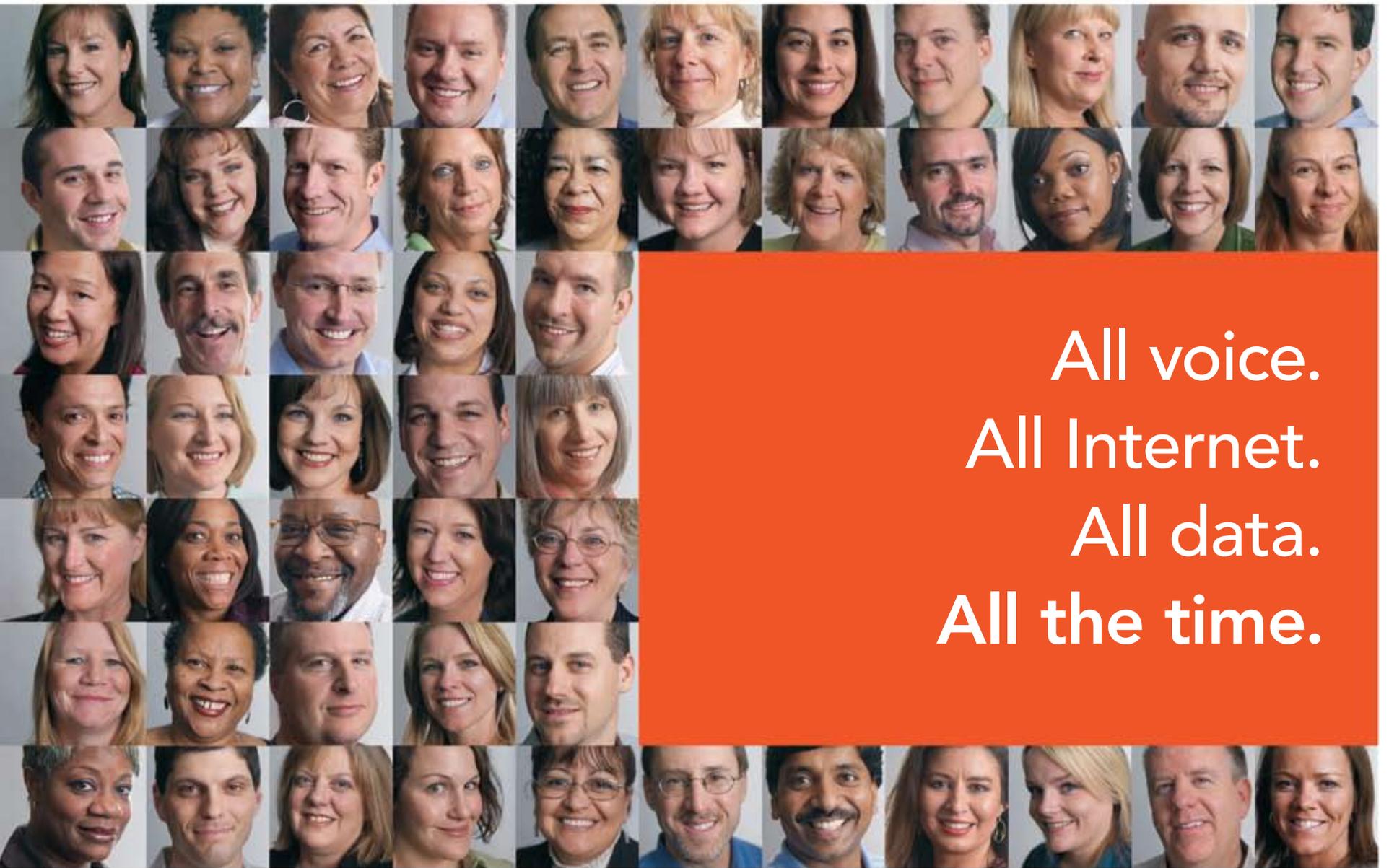
The technology company's local office brings years of information technology experience and local market familiarity as well. In addition to Carmachel, local executives also include sales manager Jackie Mays and operations director Robert Smith. The three bring 80 combined years of telecommunications experience and many years in the local market. The local office also offers data storage and colocation services.

"Our premise is threefold: provide the right network, the right product mix and the right people."

—Bob Meldrum

AT A GLANCE

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With telecommunications being a necessity in the business world, Telesphere is helping companies nationwide to realize there's a new method available that provides more efficient services.

Fast-growing Internet Protocol telephone and Internet services company continues rapid expansion plan

Advancement of technology is completely changing the way telecommunications services are offered and delivered. Ahead of the curve, Telesphere is well on its way to becoming the nation's leading provider of "hosted" PBX services for businesses. Although this is a newer technology, all statistics indicate hosted services will be the preferred way to receive business telecommunications services by 2011. What used to be a foreign word in the business world, VoIP, or Voice over Internet Protocol, is now a common buzz word among business professionals.

Last month, Telesphere announced that it has entered into an agreement to acquire the VoIP services business of Unity Business Networks, a fast-growing provider of Internet Protocol services with a market presence in Denver, Portland, Ore., and Minneapolis/St. Paul, Minn. The transaction requires regulatory approvals and is expected to close in the third or fourth quarter of this year. Following the transaction, end-user customer services for both companies will be marketed under the Telesphere brand name. This announcement comes on the heels of a news release in May that Telesphere received more than \$15 million in additional funding to be used in accelerating the company's rapid expansion plans through both organic and acquisition-based growth.

"This news is yet another exciting chapter in the Telesphere story, as we bring Unity Business Networks and its high-quality team and exceptional customer base into the Telesphere family," said Clark Peterson, CEO of Telesphere. "We intend to be the major player in hosted IP services in the United States, and we will continue to act decisively to achieve this goal. With this acquisition, we will nearly double the size of our company, significantly expand our market presence and add the best back-office system in our industry to the company. And for the Telesphere-Unity team and our customers, the best is yet to come."

Peterson continued, "During these economically challenging times, business owners are looking for ways to trim and eliminate unnecessary expenses without compromising service. Telecommunications is a business necessity, and Telesphere helps businesses around the country understand there is a new way to get business phone and Internet service that is much smarter and more efficient."

PACKAGES AND SPECIAL FEATURES

With prices ranging from \$25 to \$49 per month, per user, Telesphere provides high-quality handsets, phone and data connections, advanced features and applications, and more. With the hosted PBX evolution, price competitiveness allows small- and medium-sized businesses to enjoy a new technology long reserved for Fortune 500 companies.

"We're able to take high-end features and technology, and small- and medium-sized businesses can now afford it," said Michael Simmons, general manager of Telesphere Las Vegas. Telesphere customer, Alverson, Taylor, Mortensen & Sanders, is one of those companies that turned to Telesphere to help solve its challenges with call tracking and billing.

"The cost accounting application Telesphere provides pays for itself, because it puts money back into our pocket," commented Tara Taylor, information technology department manager of Alverson, Taylor, Mortensen & Sanders. "You cannot bill for time you cannot track. Telesphere's creation of this new application allows us to print reports and monitor both inbound and outbound calls."

Telesphere provides feature-rich solutions to simplify business needs. Users have the latest in Unified Messaging, such as visual voice mail, with which users can manage all voice mails from their email inbox. Web click-to-dial allows users to dial any number in their Microsoft Outlook directory or on the Internet with the click of the mouse. The simultaneous ring feature allows users to program up to 10 numbers to ring at the same time, so the user can answer whichever phone he or she is closest to. This feature allows customers and colleagues to seamlessly reach users anywhere, with the convenience of one phone number. With Telesphere, cell phone calls also can be transferred to a landline midconversation without caller detection. But perhaps the biggest advantage for business owners in switching to a hosted PBX service is the ability to retire the traditional PBX that takes up space, is costly to maintain and upgrade, and can cost up to \$80,000 of capital.

MULTIPLE LOCATIONS

Telesphere's unique and innovative platform allows customers to have the very latest features without the cost

of on-premises equipment. During these economic times, businesses appreciate the easy startup with no up-front capital costs, free upgrades and the ability to reallocate their resources and streamline their processes and procedures. Because Telesphere's platform resides off-site and serves businesses around the country, customers with multiple locations operate as if they were all under one roof. With four-digit dialing and free long distance between offices on the network, multilocation companies, such as Telesphere customer Wright Engineers, have benefited immensely from transitioning to a hosted PBX system.

"We needed a communications system and service to power our business, but we didn't have the luxury of investing a tremendous amount of up-front money," said Daniel Bartlett, president of Wright Engineers. "With Telesphere, we have been able to seamlessly and simply connect all of our business locations with four-digit dialing. Because the platform is so sophisticated yet easy to use, we only need one receptionist to manage offices in Arizona, Nevada, Utah and California. And, we were shocked to learn that it didn't require significant investment to make it all happen."

"Our hosted service really shines with companies that have multiple locations in multiple states. It's a unified private network, unified telephony with four-digit dialing between offices," added Simmons.

AT A GLANCE

TELESPHERE
4670 S. Fort Apache Road
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www.telesphere.com



The graduates of the University of Southern Nevada bring promise of a brighter future due, in part, to the private school's unique, effective format.

At USN, unconventional block curriculum is a success

The University of Southern Nevada, formerly known as the Nevada College of Pharmacy, introduced an unconventional block-format curriculum to the local academic community in 1999. A decade later, the private nonprofit school has proven the effectiveness of its format, with graduates scoring well above the national average on their licensure examination, promising new and better things to come.

To become a licensed pharmacist, candidates must pass the National Association of Boards of Pharmacy licensure examination. Every one of USN's College of Pharmacy class of 2008 graduates who took the exam passed it. The national average pass rate is 78.8 percent.

The college's success has prompted rapid growth. Initially, USN only offered a PharmD degree but quickly added Master of Business Administration and Bachelor of Science in nursing programs to continue addressing the valley's demand for quality health care providers. In fall 2008, the university established a postdoctoral residency program in orthodontics and dentofacial orthopedics with an MBA component, making it the first and only orthodontic residency program in the nation to require business education.

"USN's residency program not only provides training for residents to become orthodontic specialists, it also helps them become smart and successful business owners," said Jason Roth, USN director of marketing.

The USN College of Dental Medicine initially

enrolled nine residents into the orthodontic program, with an additional 10 joining last month, said Roth. The university operates a clinic in Henderson, where residents, teamed with board-certified orthodontic faculty, offer affordable and high-quality orthodontic and dentofacial orthopedic treatment to the Southern Nevada community. Since opening the clinic in March, the college has seen a flood of patients.

"Given the economic climate, people have responded to our heavily discounted services," Roth said. "The low cost coupled with our ability to accept all major insurances has made our program very attractive to patients."

Anticipating and addressing area health care concerns is important to USN's growth and success, but Roth is quick to clarify that USN is not just a school for the health sciences.

"Many of our programs are very health care focused," he said. "The school started as the Nevada College of Pharmacy, and the main focus has been to educate and graduate competent high-quality pharmacists for Nevada and the surrounding region," he added. "We've done well in meeting those needs in Southern and Northern Nevada, but we've also looked beyond that."

USN introduced its MBA program in 2004, which Roth said has attracted professionals from the gaming industry, Cox Communications, the Veterans Affairs and more. There's a bit of a health care focus inso-

much as some of the program's case studies are from the health care industry; but, Roth said, it's in no way a health-care-focused MBA.

USN is a great place to earn an advanced education in general, whether in health care or business, he said, because of its block curriculum and high standards. The block curriculum focuses students' attention on one subject at a time, requiring them to pass a rigorous assessment before moving to the next block. Essentially, every student must pass with a 90 percent, or an A, to move on.

Despite some student apprehension, Roth assured that this requirement is a good thing.

"If you were seeking the care of a pharmacist, nurse or orthodontist, would you want someone with the competency of an A in everything?" Roth asked. "I'd want my health care provider to be an A student."

And, thanks to USN, more and more medical and business professionals are exactly that.

"If you were seeking the care of a pharmacist, nurse or orthodontist, would you want someone with the competency of an A in everything?" —Jason Roth

AT A GLANCE

**UNIVERSITY OF
SOUTHERN NEVADA**
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LAS VENTANAS

BUSINESS PROFILES 2009



Prepared for life's uncertainties, Las Ventanas offers a lively social calendar as well as the ability to deal with any health issues its residents may experience.

Summerlin community offers retirees a resort-living experience

Visions of a joyful retirement look different for everyone. Some look forward to peace and quiet with limited obligations, others anticipate a more vibrant social calendar, while still others may deal with health challenges that strongly influence their retirement options.

Today, Las Vegas is able to offer a unique retirement destination that brings with it the best life has to offer: a resortlike living experience flexible enough to handle whatever health challenges may come in the future. The community bringing that experience to valley retirees is Las Ventanas, Nevada's only continuing care retirement community.

"It's not just a facility, it's a lifestyle," noted June Connelly, executive director of the retirement community.

Las Ventanas boasts numerous amenities, including social events, excursions, a concierge, paid utilities, a swimming pool, cyber café, an on-site salon, hotel-style suites, a creative arts studio, billiards and card room, fitness center and myriad other options on its 17-acre campus.

But perhaps what is most unique about the Las Ventanas resident experience is the continuum of care offered. Self-sufficient residents who choose one of the community's elegant one- or two-bedroom suites may come to need assisted living services and eventually skilled nursing care, through the years. With 186 independent living suites, 60 assisted living and 60 skilled nursing

units, the site and its staff easily accommodate a resident's changing needs.

"The setting actually improves people's quality of life," added Connelly, highlighting the tranquility coupled with social events at Las Ventanas. "We have residents who have come here and found love."

PROTECTING YOUR INVESTMENT

Costs for retirement and needed medical services can be extremely burdensome to both retirees and their families. Las Ventanas' leadership is sensitive to this issue. That's why qualified new residents who pay an entrance fee for a Las Ventanas suite will have 90 percent of that fee refunded to their estate after passing. Meanwhile, a monthly maintenance fee covers food, utilities and the many on-site amenities.

"People who live here planned ahead and saved money for their children. We want to protect that for them," Connelly said. "At the same time, residents can enjoy a continuum of care not seen elsewhere."

Also, on many occasions, Las Ventanas attracts couples to its community. The staff prides itself on being able to provide the needed medical care as different health circumstances arise for each spouse, while focusing on keeping the spouses together as much as possible to enjoy the site amenities.

LOCAL BOARD, OUTREACH

On Las Ventanas' board of directors are many prominent local business and philanthropic minds. Some names include Sunrise Hospital's health advocate Ann Lynch, Orgill Singer Insurance CEO David Dahan, Summerlin Community Association executive director Randy Ecklund and others.

The local board has helped Las Ventanas target specific senior-related community needs for its outreach efforts. Las Ventanas staff provides a wide range of educational seminars to the community, through partnerships with area nonprofits and businesses. Topics may cover everything from healthy eating, to financial planning and other senior-related issues.

"We want to be an educational tool for the community when it comes to senior issues and retirement planning," Connelly added. "It's not just about getting residents for us."

AT A GLANCE

LAS VENTANAS

10401 W. Charleston Blvd.
Las Vegas, NV 89135
(888) 252-5706

www.lasventanasretirement.com

"People who live here planned ahead and saved money for their children. We want to protect that for them." —June Connelly

“Facilitating a Pathway to Success”



www.elementsconsulting.net



Randy McCrillis, Owner

Company makes it easier for others to achieve goals

Randy McCrillis gets paid for his honesty. While his candor may get him noticed, his insights into a company's leadership and workforce operations have proven to be great for his clients' bottom line time and time again.

McCrillis is the president of Elements Consulting, a Las Vegas-based leadership, training and organizational effectiveness firm. He founded the local company three years ago after moving from Colorado where he did similar work. He came to town with two clients, and today he boasts nearly 30 local businesses on his résumé and numerous internationally recognized companies. After several years as a human resources consultant, McCrillis gravitated to business leadership training and workforce development, with which he helped companies in the hiring and terminating process.

“That experience helped me understand dysfunction in an organization, though what it did to my psyche at the end of the day made me realize that it wasn't the line of work for me,” he said. And that experience gave McCrillis the distinct expertise needed to make him one of the most sought after organizational consultants in the country. “I now tell people before they hire me, ‘I'm go-

ing to be very honest with you.’ If you, as the manager, are the issue (problem), it's going to come out,” he said. It is for this reason that McCrillis' coaching list of chief executive officers is not the run of the mill group of executives but rather some of the most “good to great” people of their respective industries.

McCrillis enjoys helping companies get the right people on the bus in the right seat; thus making it easier to achieve goals. Not only have his clients seen substantial profit increases, but they also have achieved a decrease in employee turnover. As all great executives know, these two elements are key to peak performance. Elements Consulting offers customized training in leadership, diversity, team building, goal setting and individualized growth.

In a short time, Elements has picked up its share of local higher-profile clients, including NV Energy, Embark, Regional Transportation Commission of Southern Nevada and Nellis Air Force Base.

McCrillis does his share of CEO coaching and helping visionary types get their businesses organized, so they can focus on developing their company's future instead

of spending time on day-to-day operations.

“It really is helpful, particularly in this downturn,” McCrillis said. “Getting that right person to manage the day-to-day operations allows the CEO to focus on their business not in their business.”

McCrillis also is seeing companies coming to him well before staff reductions are needed, allowing him to help on a business development level rather than simply as a problem solver.

Facilitating a pathway to success is more than a slogan for McCrillis, it is his passion.

“Getting that right person to manage the day-to-day operations allows the CEO to focus on their business not in their business.” —Randy McCrillis

AT A GLANCE

ELEMENTS CONSULTING

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Vegas PBS Southern Nevada Public Television

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Las Vegas, NV 89121
(702) 799-1010
bgoodemote@VegasPBS.org

GM and Executive Director

Tom Axtell

Our Mission

The Mission of Vegas PBS is to provide public service media for program and outreach activities that advance the delivery of education, health, public safety and performance content to local viewers. The Mission of Southern Nevada Public Television is to provide financial, marketing, legislative and volunteer support for Vegas PBS through the development of community partnerships.

Our Goals

The Goal of Vegas PBS and Southern Nevada Public Television is to distribute purposeful public service media content via television, cable, Internet and other technologies. To achieve this we convene community leaders and organizations to assist in the creation of local content that advances understanding of public policy; empowers public and private institutions; supports lifelong learning and workforce readiness; provides access to diverse cultural and artistic expression, and engages citizens in government and civic participation.

Year Established

1968

Service Area

Vegas PBS Broadcasting serves viewers in Clark, Lincoln, Nye, and White Pine counties in Nevada, plus portions of San Bernardino County in California and Mohave County in Arizona. Vegas PBS educational services are available statewide. Vegas PBS online services are available locally to worldwide depending on subscription agreements.

Vegas PBS Southern Nevada Public Television

Fundraising Opportunities

Membership — \$40 - \$999

Annual gift for purchase and broadcast of programs from PBS

Charlotte Hill Society — \$1,000 - \$25,000

Annual gift for production of local programs, purchase and broadcast of PBS national program schedule, capital equipment and educational services.

Day or Night Sponsor — \$3,000

Funds 12 hours of programs on a single day, with six personalized announcements celebrating personal milestones or corporate events.

Ready To Learn Outreach Sponsor — \$10,000

Funds Early Childhood Literacy Specialists who present workshops and distribute at-home literacy materials for parents and teachers. Each grant funds 12 workshops and 208 on-air messages about child lit-

eracy and health issues.

Program Sponsorship — \$1,500 - \$100,000

Funds national programs or local productions and includes on-air sponsorship announcements.

Celebrity Visits — \$5,000 - \$50,000

Funds speeches and visits by PBS national program hosts or producers for fundraising events, client meetings, civic speeches.

Educational Technology Campus — \$25,000 - \$2,000,000

Provides permanent recognition for individuals, foundations or corporations who fund portions of the new Vegas PBS/Virtual High School building.

Challenge Grants — Minimum \$1,500

Sponsorship of live on-air pledge events.

Volunteer Opportunities

More than 1,000 volunteers worked with Vegas PBS last year serving as clerical support, pledge phone receptionist, special event coordinators, telemarketing calls to viewers and members, organizing bus trips or tickets to theatrical and musical performances for members, acting as tour docents, promoting programs at community fairs and fine arts events, distributing educational materials and tutoring children.

Board of Directors

Lisa Dove-Swisher, President
Dove Communications

Tom Axtell, General Manager and Executive Director
Vegas PBS

Charlotte Hill, Community Council Chair
Nevada State Board of Education

Kelly Peterson, Treasurer
Bank of America

Jim Dionizio, Secretary
National Security Technologies

Thalia Dondero, Nominating Committee Chair
Nevada Board of Regents

Robert Bolick, Planned Giving Council Chair,
Bolick & Boyer

Bill Curren, Digital Transition Council Chair
Ballard Spahr, Andrews & Ingersoll LLP

Reggie Burton
Reggie Burton Communications

Tricia DelGeuricio

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Clark County School District Trustee

Lori Lea
Dekker Perich Sabatini

Marydean Martin
Marydean & Associates

Charlie Robertson

Jacqueline Taylor
Patient Nursing Care Services

Irene Vogel
Greater Las Vegas Association of Realtors

Sarah K. Walker
Soroptimist International Las Vegas Valley



Teaching companies to encourage and empower their teams to achieve their fullest potential, Rapport Leadership International's techniques are completely interactive.

Touting human capital as the key to success

Rapport Leadership International has spent the past 24 years helping companies grow by increasing organizational performance through improving their greatest asset — human capital. Rapport teaches individuals how to motivate themselves and energize their teams to perform to their fullest potential, provide exceptional customer service and truly vest in their company's future.

Rapport's approach to leadership development is fully interactive, meaning everyone participates throughout the class. Unlike other forms of training, Rapport students are involved in a series of leadership modules, and they learn by experiencing the leadership competency, rather than listening to a series of lectures and note-taking sessions. The company was founded on the belief that every team member in the organization — from the CEO to the frontline employee — possesses leadership skills, and the development of these skills is directly related to the growth and advancement of the company. Rapport's training has proven to have direct results on the company's culture and operations, including improved communication and teamwork, increased loyalty, enhanced self-confidence, identification of core values and greater accountability in the work place.

It is the company that has, maintains, and even builds upon a strong corporate culture that will be able to sustain its business and set itself up for even greater success. The process starts with an investment in the company's human capital to create a corporate culture that embraces camaraderie, loyalty, organizational unity and a system that celebrates accomplishments both large and small.

For a company to achieve its goals and realize its vision, the culture, which Rapport defines as the attitudes, beliefs, actions, values and language a company uses, must align with the desired results. A team does not realize its strength and create synergy when individuals, teams and departments go in separate directions.

When a company's management and employees know what the business stands for and understand its values and mission, they become clear about who they are, what impact they can have, the quality with which they do their job and the path they, as a team, can take to meet their objectives.

Rapport's training gives everyone in a company a common language and a common set of behaviors, experiences, attitudes and beliefs about what is important to them personally and ultimately to the organization.

Rapport accomplishes all of this learning through its six signature courses, each of which is a two-and-a-half day experience. Classes include Leadership Breakthrough One, Leadership Breakthrough Two, Power Communication, Eagle Quest, Life Mastery and Rapport Certified Specialist.

Courses are held at Rapport Leadership International's executive retreat in Alamo, Nev., located approximately 90 miles northeast of the Las Vegas Valley. Situated on more than 70 acres in the high desert of Southern Nevada, the 20,000-square-foot retreat can serve up to 65 guests. The dining hall features a 30-foot vaulted space and floor-to-ceiling windows. All meals, including homemade desserts, breads and pastas, are prepared on-site at the retreat by Master Chef Ron Nia.

Additionally, all courses are offered in Calgary, Canada, as well as in private on-site corporate trainings.

Rapport recently launched a new series of empowering leadership seminars, allowing companies and individuals to experience Rapport in a three-hour interactive session. These seminars are held monthly throughout the United States and Canada.

Founded in 1985, by Michael and JoAnn Knapp, Rapport has worked with more than 10,000 organizations, with more than 250,000 people participating in its intensive leadership trainings. Rapport believes that when you improve the person, the performance improves. When you improve the performance, the business improves, the family improves and the community improves.

AT A GLANCE

RAPPORT LEADERSHIP INTERNATIONAL

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INNOVATION

Sallie Haws is the heart of Haws Corporation, the largest manufacturer of drinking water fountains in the United States. Serving as president since 2001, she understands the company like no one else. Literally working her way up, she has held positions in human resources, sales and marketing, information systems, and graphic design.



Haws Corporation was started by Sallie's great-grandfather, Luther Haws: a self-employed master plumber, sheet metal contractor, and sanitation inspector. In 1906, while on his rounds at a public school, Luther noticed children drinking from a shared tin cup. This unsanitary practice—although common at the time—inspired him to invent the world's first drinking water fountain.

In addition to developing innovative drinking water fountains, Haws also manufactures emergency equipment for schools, recreation districts, and industrial complexes. Their mission is consumer driven. Every product that leaves the Haws plant is of the highest craftsmanship and is built for years of service. Luther Haws' inventive spirit and devotion to quality lives on in the leadership of his great-granddaughter, Sallie Haws.

Sallie is pictured here at Lake Tahoe, an hour from the Haws corporate headquarters in Sparks, Nevada.

Holland & Hart is proud to serve clients such as Haws Corporation because we, like them, constantly strive to provide innovative solutions for our clients. Visit our website to learn more about Holland & Hart.

HOLLAND & HART LLP
THE LAW OUT WEST



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