

Summer 2017

"Growing Business in Nevada"

# THE BUSINESS ADVOCATE

A publication of the Nevada Department of Business & Industry



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Governor Sandoval addresses conference attendees at the 2015 Governor's Conference on Business luncheon.

## Governor's Conference on Business 2017 to highlight the innovations, technology and people bringing a "New Nevada" to life

In early 2012, Governor Sandoval introduced an economic development plan and challenged the business community to create 50,000 jobs by 2014. His plan encompassed bringing new businesses to the state, helping existing businesses grow, and supporting entrepreneurs. From that challenge, the Department of Business and Industry began to explore ways to support that call to action. The result was the creation of an annual Governor's Conference on Business, a one-day event to provide comprehensive resources and information as well as an opportunity for the Governor to address the business community.

During the time of the Governor's address at the inaugural conference, the country was in the pit of an economic recession and Nevada led the nation in unemployment, home foreclosures and personal bankruptcies. Each of his subsequent addresses has seen improvements in some or all of those areas. Nevada has recorded job growth every month since January 2011 and added more than 198,000 jobs between 2011 and 2016. Companies like Apple, Tesla, Ebay and Hyperloop One have moved into Nevada and others like Switch and Amazon have undertaken significant expansions. We are now living in the time of the "New Nevada" envisioned by the Governor when he first declared that Nevada's best days were still ahead.

At this year's conference on August 17 at the newly renovated Nugget Casino Resort in Sparks, Governor Sandoval will take the stage to highlight Nevada's current economic standing and the innovation and technological advancements that are occurring within the state. He will share his vision for keeping Nevada ahead of the curve. Preceding him on stage at the luncheon, special guest speaker Dr. Mridul Gautam will provide insights into the growth of the entrepreneurial climate and what is enabling the current economic development success. His presentation will include a dynamic video presentation that will introduce the companies and faces of the New Nevada including Panasonic, Bioelectronic, Flirtey, Capstak, ClickBio and Breadware.

**6th Annual Governor's Conference on Business**  
 August 17  
 Nugget Casino Resort, Sparks  
**Buy your ticket today!**  
 \$40 by Aug. 15, \$50 at the door  
[Business.nv.gov/GCB/Home](http://Business.nv.gov/GCB/Home)

Throughout the morning of the conference, attendees can visit the vendors at the Business Resource Expo with exhibitors representing lenders, development authorities, nonprofit business mentors, government agencies and B2B service providers. Marty Skolnick of Siemens Intelligent Integrated Developments will make a presentation on the Internet of Things (IoT) during the morning breakout session. His presentation will explore the impact of implementing the IoT in the real-world, from strategy to technological integration, and will discuss the ways IoT will transform business and our lives.

>> Continued on page 2



**P3 / Business Development** : ABC's of the SBA



**P4 / Resource Partner Spotlight**: WRMSCD



**P7 / Statewide Calendar of Events**



**P10 / Business Resource Directory**

# Nevada Workers' Compensation Educational Conference

August 24-25, 2017 ♦ Tuscany Suites Hotel, Las Vegas

The Nevada Department of Business and Industry's Division of Industrial Relations and the International Workers' Compensation Foundation are jointly sponsoring an Educational Conference unique in Nevada. The goal of this conference is to educate those who participate in the Nevada workers' compensation system regarding current rules, procedures, policies and forms and to provide an opportunity for dialogue among the participants.



## Who should attend?

All employers, employees, and workers' compensation industry and other business representatives that interact with the industry are encouraged to attend. In fact, anyone interested in the workers' compensation system in Nevada will receive valuable information at the conference.

## What is the conference format?

This two-day conference includes exhibits open throughout the conference and a full schedule of general and breakout sessions covering a wide variety of topics including: Opioid Use in Workers Compensation Claims, Preventing Death and Injuries in the Workplace, New Developments in Workers' Compensation, Legislative and Regulatory Updates, and more.

## Registration, Cost

\$375 per person, includes special functions, continental breakfast, luncheon and evening reception. For registration and information, visit International Workers' Compensation Foundation's website at: [www.iwcf.us/iwcfevents.html](http://www.iwcf.us/iwcfevents.html)

## Governor's Conference, continued

The Business Pitch Competition will be held at 10:00 am. Ten finalists will make a two-minute pitch followed by a Q&A session with the judges' panel. This year's finalists include: AboveGeo (Reno), Buzz.Tools (Reno), Classes.Vegas (Las Vegas), ClearSpace Aeronautics (Las Vegas), Comped Marketing (Las Vegas), Pb+J Collective (Reno), StartUpNV (Las Vegas), Talage Insurance (Reno), The Fernley Reporter (Fernley) and TrenLot, Inc. (Reno). After the judges' panel confers and the audience casts its vote for their favorite pitch, the first place, second place, and people's choice winners will be announced at the conference luncheon. The winning companies will take home awards from a pool of cash and professional services totaling \$31,600 thanks to the generosity of sponsors AT&T, Microsoft, The Abbi Agency and VAST.

Conference tickets are \$40 if purchased online prior to August 15, or \$50 at the door. Tickets include continental breakfast, morning breakout session, pitch competition, expo and conference luncheon. Exhibitor booth registration is also available.

To learn more about the conference or to register to attend or exhibit, please visit <http://business.nv.gov/GCB/Home>



*Simply Worded co-founders Chase Rogers and Christina Nemec provide writing, editing and coaching toward authentic and effective communication and expression of ideas. They focus on core value alignment via vision and mission statements, content strategy and development, coaching teams or individuals, and pre-publishing services. Find them at [simplyworded.com](http://simplyworded.com) or [info@simplyworded.com](mailto:info@simplyworded.com)*

**Q: How does quality writing affect my career or business, and how can I improve?**

**A:** Solid business writing is central to every communication strategy, and becoming a better writer can become one of the best strategic moves of your career. It can lead to promotions, improved relationships, client retention, and higher profit margins. In today's world of rapid communication, high turnover, and tight deadlines, no one can afford mistakes.

The College Board data show that 50 percent of employers take writing into consideration when hiring professional staff, and 80 percent of corporations with employment growth potential assess writing skills. Moreover, growing numbers of employers realize that writing skills are critical to their own success and consider them when hiring and promoting.

The good news is that even if you feel you don't have high competency in writing, there are tips, tricks, and techniques that can greatly improve your effectiveness.

- Know your audience: When writing emails, add details that clearly express you have done your homework. Is there a new CFO? Is the company operating from profit or loss?
- Prioritize your ideas: Put the most important ideas first. Include a clear call to action to direct your reader.
- Establish tone: Avoid hyper-formality. Also, skip the sarcasm, even if it adds humor. Instead, sound like yourself, but use appropriate diction and cordial language. Using "you" works better than "I" and sets a warm, personal tone.
- Be concise: Your readers are busy. Make sure you write accurately and concisely. Use bullet points when appropriate.
- Use your words: Do not rely on bold fonts, extreme capitalization, or other design gimmicks. Choose your words thoughtfully.
- Proofread: Spellcheck is not foolproof. This can be tricky—especially when using words that are easily confused such as "affect" and "effect" or "compliment" and "complement." Even try reading your copy backwards! There are many writing guides. Use them.

Using these tips will help you on the road to improved communications and greater success in your career or business.

Have a question for one of our guest experts?  
Email [cfoley@business.nv.gov](mailto:cfoley@business.nv.gov).

# The ABC's and 123's of the SBA

Most people have heard of the U.S. Small Business Administration (SBA), but do you really know what they do to help Americans start and build successful small businesses ventures? Their extensive resource website, [www.SBA.gov](http://www.SBA.gov), provides a tremendous amount of information. We've combed through the information to summarize the basics on the SBA and what the SBA can offer you to help you start and grow your business.



**U.S. Small Business Administration**

## Assistance in starting & managing a small business

The SBA offers extensive information and one-on-one coaching on how to start up and manage a business.

- 1) If you prefer to work independently, the basic step-by-step instructions on the SBA website include: how to start a business, how to write your business plan, choosing structure, registering your business, location and equipment, licenses and permits, business law, financials, funding your business; business taxes, hiring employees and running, managing, and growing your business.
- 2) If prefer a more guided interactive approach, you can go straight to building your business plan and register for the very useful online tool that takes you step-by-step through how to build and save your business plan on line.
- 3) Even more useful, for direct consulting and coaching that will keep you engaged, the SBA offers several free programs where you can work face-to-face with a counselor to address all aspects of starting and managing a business. These free programs, funded by your tax dollars to support business growth, include: the Small Business Development Center (SBDC); Service Corps of Retired Executive (SCORE); and the Women's Business Center. This individual coaching is available statewide. For a list of contacts, visit [www.business.nv.gov](http://www.business.nv.gov).

## Budgeting and financing your business

The SBA provides a number of financial assistance programs for small businesses that have been specifically designed to meet key financing needs, including debt financing, surety bonds, and equity financing:

- 1) Debt financing includes 7(a) loans, 7(m) microloans, and 504 loans. Although the SBA does not make the direct loans, they guarantee small business loans through independent lenders. By doing so, the SBA mitigates some of the risk of the loan and the lender will be more likely to lend to a small business and offer favorable terms. The SBA loans must follow SBA guidelines. Specifically, the more flexible 7(a) loans may be used for various types of business activities including working

capital, purchasing machinery, and buildings (to list a few). Another SBA guaranteed loan is known as the 504. For this loan, a Certified Development Company (CDC) works with a traditional lender. These loans are generally for physical buildings and can loan up to 90% of the value, with

only 10% investment from the business, 50% from the lender, and 40% from a CDC. Such SBA support enables startup businesses to gain access to loans that they would usually not be available to them without a business history. The SBA also supports equity loans to small businesses through a public-private partnership through the Small Business Investment Company (SBIC).

- 2) Another guarantee program is the SBA Surety Bond program, where the SBA provides surety bonding for contractors bidding on projects, enabling the business to have access to larger project contracts.
- 3) Finally, the SBA provides support for small businesses engaged in exporting products outside of the country. Although we introduced you to assistance available through the U.S. Commercial Services in a previous article (See "Accessing International Markets to Grow Your Business", Fall 2016 issue), the SBA provides additional support through loans on export contracts to supply working capital for small businesses to meet the export goals. This program can support loans up to 90% of a \$5,000,000 export contract. There are also express export loans that may be able to provide up to \$500,000 in less than 36 hours.

## Contracting with the federal government

The SBA provides guidelines and support to assist small businesses in winning government contracts. Did you know that the U.S. government is the largest single purchaser in the world, awarding approximately \$500 billion in contracts per year? If this sounds a bit daunting, look to the SBA. Government agencies work with the SBA to meet statutory goals of awarding 23% of the prime contracting dollars to small businesses. Learn more at your local SBA office. An additional resource working with the SBA to secure these and other large contracts for Nevada businesses is the state's Procurement Technical Assistance Center (PTAC), part of the Governor's Office of Economic Development.

To find out more about these services, visit [www.business.nv.gov](http://www.business.nv.gov) or [www.SBA.gov](http://www.SBA.gov).

# Resource Organization Spotlight: WRMSDC



The Western Regional Minority Supplier Development Council (WRMSDC) promotes minority business enterprises (MBEs) throughout the procurement process with a goal of creating economic wealth and job creation in minority

communities throughout the three-state footprint of northern California, Nevada and Hawaii. The WRMSDC is proud of its 40-year history of championing minority business development and its passion to equip MBEs with the tools to win new contracts. The WRMSDC, together with its parent organization, the National Minority Supplier Development Council (NMSDC), has had significant influence in shaping Corporate America's diversity initiatives and strategies for minority participation in procurement.

The WRMSDC provides support through four major functions: Certification, Development, Connection, and Advocacy. It provides one of the only nationally-recognized certifications for minority businesses that validates a business as minority owned, operated and controlled by a person(s) of African American, Asian-Indian American, Asian-Pacific American, Hispanic American or Native American descent. The WRMSDC also assists with capacity building; providing coaching and mentoring; and hosting interactive workshops and webinars that increase the understanding of procurement, supply chains, and supplier diversity. Connection events such as business matchmaking, roundtable connections, conferences, expos, and innovative networking allow MBEs to build sustainable relationships with corporations and other MBEs. The WRMSDC diligently advocates to ensure minority business success by participating in committees and working teams that shape policy, ensuring that minority businesses have am-

ple opportunities to bring corporate value. The WRMSDC endeavors to be a resource to the many corporations and government entities that support and sponsor its mission as well as to the minority businesses that are fueling the economic engine of the 21<sup>st</sup> century.

According to a Department of Commerce study, the minority population will contribute to as much as 70% to the total increase in national purchasing power from 2000 to 2045. As of 2016, Nevada had the 4<sup>th</sup> fastest growing private sector in the nation. With Las Vegas becoming a "minority majority" city that's home to a swelling population of ethnic communities, numbers often tell an enriching story. The WRMSDC's Economic Impact Study, conducted in 2016 by Dr. Scott Vowels, showed that 145 certified MBEs in Nevada contributed total revenues of over \$1.3 billion, which brought in tax revenues of \$46.7 million and provided for the creation of 8,715 jobs- made possible by providing opportunities and supporting supplier diversity initiatives.

Rose Davis, the WRMSDC Nevada region's Director of Corporate Services and MBE Development, expressed the state's vital need for WRMSDC and the pivotal role it plays, "During the recessionary periods, the overall unemployment rate in Nevada reached over 14 percent. However, in communities of color it reached much higher to over 25-30 percent. Our focus is to grow minority businesses that can hire and contribute to Nevada's economy and the overall national economy so that minority communities reap benefits of job growth and economic empowerment."

#### Contact WRMSDC:

Rose Davis, Director of Corporate Services & MBE Development  
(702) 996-6158, wrmsdc.org



## MBE certification provides new opportunities for local company

MYS Project & Brand Management was established in 2014, initially seeing success by providing professional services to government entities. The firm was certified as an MBE by WRMSDC in early 2016 and was embraced quickly within the new business community with the help of the regional advocates at the WRMSDC.

Excited by the plethora of value-added services, the team immediately took advantage of the many free resources including capability review, SWOT analysis, a sponsored mentorship program and connection-based events fueling a new wave of success in the corporate market. Owners Laura Silva and Myisha Williams credit the WRMSDC with the firm's ability to strategically navigate an expansion of its brand management services to the local business community.

Myisha Williams currently serves as an MBE Ambassador and is proud to partner with the WRMSDC to engage a shared passion for development, advocacy, and support of local MBEs. Attesting to the high growth potential of MYS, the firm was awarded with a designation of the 2016 Rising Star MBE by the WRMSDC.



*MYS Project & Brand Management  
owners Laura Silva and Myisha Williams*



# Creating a Powerful Capabilities Statement for Government Contracts

If you're interested in gaining access to government contracts for your business, you need a Capabilities Statement. A Capabilities Statement is a one-page handout – organized in a clean and easy-to-read style – that highlights key facts about your business. It is provided to procurement specialists, contracting officers or other officials who are responsible for finding qualified vendors to meet an agency's needs.

An effective Capabilities Statement includes basic information about your business that is important to the target audience. Most agencies want to know who you are, what you do, what makes you different or better than your competitors, and what kind of track record you have in providing the type of services or products you offer. You can demonstrate this by including three must-have sections in your Capabilities Statement:

**Core Competencies**— this section should state what your business does and the key skills, services or products it offers to customers.

**Differentiators**— this section should highlight how your business, its services or its products are different from those of your competitors. What makes you stand out from the crowd?

**Past Performance**— this section should cite a few projects or contracts your business has completed. Include the agency and contract number, if applicable, and try to select items that will resonate with your audience.

Each of these sections should be prominently labeled with its respective title to ensure it stands out. This is the information reviewers want to know. If it isn't there, they are likely to move on to another company's Capabilities Statement. To keep things easy-to-read, your written content or bullet points under each section should be short and succinct. If the layout permits, you can include one or two photos or graphics to show the business in operation or to highlight a product. If your business has a marketing tagline, try to incorporate it into the content somewhere to underscore your brand message.



In all cases, use numbers to strengthen your sales pitch, but do so in a way that sends a clear message about your business's scale or volume. For example, if you provide janitorial services, cite total square footage handled, not something like number of buildings. In this instance, square footage is a better indicator of the janitorial workload, whereas number of buildings is open to interpretation. You want the reader to understand things quickly. Find measures that do that for the work you are in.

Your business logo and company name should be displayed prominently on the Capabilities Statement, along with your website, email and phone numbers for the business and the name of someone people can contact to get more information.

Finally, if you have identifiers important to a target agency, include them in a "Company Data" section on the Capabilities Statement. For example, a DUNS number (or D&B number) is a unique nine-digit code for your physical business location's credit file and is often required for government contracts or grants. Other identifiers may include your applicable North American Industry Classification System (NAICS) code, Commercial and Government Entity (CAGE) code, National Institute of Governmental Purchasing (NIGP) Commodity/Services code, etc.

The Capabilities Statement is a necessary sales tool for any business interested in competing for government work. It is also a powerful marketing tool for generating interest in your firm and its services/products, regardless of audience.

For free help in developing a Capabilities Statement, contact the Nevada Procurement Technical Assistance Center (PTAC) nearest you. There are three centers in Nevada with staff ready and committed to helping businesses navigate the government procurement process and compete for contracts.

## Nevada Governor's Office of Economic Development– Procurement Technical Assistance Centers

### Las Vegas

6655 W. Sahara Ave, Suite B-110  
Las Vegas, NV 89146  
(702) 486-2700,

### Carson City

808 W. Nye Lane  
Carson City, NV 89703  
(775) 687-9900

### Fallon

485 W. B Street  
Fallon, NV 89406  
(775) 687-9922

**Email (for all offices): [procurement@diversifynevada.com](mailto:procurement@diversifynevada.com)**

# STATEWIDE CALENDAR OF EVENTS

For event details, registration instructions and cost, please visit  
[http://business.nv.gov/Resource\\_Center/Calendar\\_of\\_Events/Calendar\\_of\\_Events/](http://business.nv.gov/Resource_Center/Calendar_of_Events/Calendar_of_Events/)

## SOUTHERN NEVADA

July 27 6:30pm to 7:30pm	How to Fund Your Business Clark County Library- 1401 E Flamingo Rd., Las Vegas
July 28 8:00am to 9:30am	Team Business 101 Nevada Hispanic Business Group- 4530 S. Eastern Ave. Ste. 9, Las Vegas
August 2 4:00pm to 6:00pm	What's the Law? Employment Law Henderson Business Resource Center-112 S Water St. Seminar Room, Henderson
August 3 5:30pm to 7:30pm	Boulder City Small Business Workshops Boulder City Library- 701 Adams Blvd., Boulder City
August 3 4:30pm to 7:00pm	Small Business START SMART! University of Nevada Cooperative Extension- 8050 Paradise Rd., Las Vegas
August 3 12:00pm to 1:30pm	How to Create Dynamic Pricing through Branding America First Credit Union- 2699 N. Tenaya Way, Las Vegas
August 4 9:00am to 11:30am	Small Business START SMART! Henderson Business Resource Center- 112 S Water St. Seminar Room, Henderson
August 5 9:00am to 11:30am	Building the Best Brand SCORE office at Urban Chamber- 1951 Stella Lake St. #30, Las Vegas
August 7, 14, 21, 28 8:30am to 12:00pm	FREE Business Counseling Nevada Hispanic Business Group- 4530 S Eastern Ave. Ste. 9, Las Vegas
August 8 6:00pm to 9:00pm	Large Vision Business Network Mixer Suncoast Hotel and Casino- 9090 Alta Dr., Las Vegas
August 11 8:00am to 9:30am	Technology for Small Business Nevada Hispanic Business Group- 4530 S Eastern Ave. Ste. 9, Las Vegas
August 12 8:00am to 5:00pm	La Oportunidad Business and Consumer Expo Cashman Center- 850 Las Vegas Blvd., Las Vegas
August 12 9:00am to 11:00am	Start Up Steps for Small Business Las Vegas Urban League- 3575 W Cheyenne Ave. Suite 101, No. Las Vegas
August 15 9:00am to 12:00pm	Ask the Advisor Tax Seminar Department of Taxation- 550 Paseo Verde Pkwy. Ste. 180, Henderson
August 15 11:30am to 1:30pm	Tech Training: Run Your Business from Your Mobile Device Urban Chamber of Commerce- 1951 Stella Lake St. #26, Las Vegas
August 16 5:00pm to 6:30pm	Panel: Technology & Business Las Vegas Urban League- 3575 W Cheyenne Ave. Suite 101, No. Las Vegas
August 17 5:30pm to 8:30pm	Entrepreneurs Assembly – Las Vegas Henderson Business Resource Center- 112 S Water St. Seminar Room, Henderson
August 18 10:00am to 11:30am	Panel: Technology & Business Innovation Center- 6795 S. Edmond St., Las Vegas
August 19 9:00am to 11:30am	Small Business START SMART! Las Vegas Urban League- 3575 W Cheyenne Ave. Suite 101, No. Las Vegas
August 24 6:30pm to 7:30pm	Basics of Patents, Trademarks, Copyrights and Trade Secrets Clark County Library- 1401 E Flamingo Rd., Las Vegas
August 25 8:00am to 9:30am	Workers' Compensation 101 Nevada Hispanic Business Group, 4530 S Eastern Ave. Ste. 9, Las Vegas
September 4, 11, 18, 25 8:30am to 12:00pm	FREE Business Counseling Nevada Hispanic Business Group- 4530 S Eastern Ave. Ste. 9, Las Vegas
September 5 6:00pm to 9:00pm	Large Vision Business Network Mixer Suncoast Hotel & Casino- 9090 Alta Dr., Las Vegas
September 6 6:00pm to 8:00pm	What's the Law? Employment Law Urban Chamber of Commerce- 1951 Stella Lake St. #26, Las Vegas
September 7 4:30pm to 7:00pm	Small Business START SMART! University of Nevada Cooperative Extension- 8050 Paradise Rd., Las Vegas

## SOUTHERN NEVADA, continued

September 8 9:00am to 11:30am	Small Business START SMART! Henderson Business Resource Center- 112 S Water St. Seminar Room, Henderson
September 9 9:00am to 11:00am	Start Up Steps for Small Business Las Vegas Urban League- 3575 W Cheyenne Ave. Suite 101, No. Las Vegas
September 12 3:00pm to 4:30pm	Access to Capital Latin Chamber of Commerce- 300 N. 13 <sup>th</sup> St., Las Vegas
September 13 5:00pm to 6:30pm	Panel: Marketing Trifecta Las Vegas Urban League- 3575 W Cheyenne Ave. Suite 101, No. Las Vegas
September 16 9:00am to 11:30am	Small Business START SMART! Las Vegas Urban League- 3575 W Cheyenne Ave. Suite 101, No. Las Vegas
September 19 9:00am to 12:00pm	Ask the Advisor Tax Seminar Department of Taxation- 2550 Paseo Verde Pkwy. Ste. 180, Henderson
September 19 5:00pm to 9:00pm	13 <sup>th</sup> Annual Las Vegas' Largest Mixer Texas Station- 2101 Texas Start Lane, No. Las Vegas
September 21 5:00pm to 7:00pm	Ask a Lawyer: Human Resources Part 2 West Charleston Library- 6301 W. Charleston Blvd., Las Vegas
September 21 5:30pm to 8:30pm	Entrepreneurs Assembly – Las Vegas Henderson Business Resource Center- 112 S Water St. Seminar Room, Henderson
September 22 3:00pm to 4:30pm	Access to Capital Urban Chamber of Commerce- 1951 Stella Lake St. #26, Las Vegas
October 2, 9, 16 8:30am to 12:00pm	FREE Business Counseling Nevada Hispanic Business Group- 4530 S Eastern Ave. Ste. 9, Las Vegas
October 4 4:00pm to 6:00pm	What's the Law? Protect Your Business Identity Henderson Business Resource Center- 112 S Water St. Seminar Room, Henderson
October 5 4:30pm to 7:00pm	Small Business START SMART! University of Nevada Cooperative Extension- 8050 Paradise Rd., Las Vegas
October 6 9:00am to 11:30am	Small Business START SMART! Henderson Business Resource Center- 112 S Water St. Seminar Room, Henderson
October 6 10:00am to 12:00pm	Jump Start Your Marketing Plan Urban Chamber of Commerce- 1951 Stella Lake St. #26, Las Vegas
October 10 3:00pm to 4:00pm	Panel: Taxation, Legal Entity, Licensing Latin Chamber of Commerce- 300 N. 13 <sup>th</sup> St., Las Vegas
October 13 10:00am to 12:00pm	Constant Contact 101 Vegas PBS- 3050 E. Flamingo Rd., Las Vegas
October 14 9:00am to 11:00am	Start Up Steps for Small Business Las Vegas Urban League- 3575 W Cheyenne Ave. Suite 101, No. Las Vegas

## NORTHERN NEVADA

July 27 6:30pm to 8:30pm	Bridgewire Open House 1055 Industrial Way Suite 20, Sparks
July 29 8:30am to 3:30pm	Social Media and Market Research White Pine High School Library- 1800 Bobcat Dr., Ely
August 1 6:30pm to 8:00pm	Start-Up Basics Innovation Center- 450 Sinclair St., Reno
August 2, 9, 16, 23, 30 9:00am to 10:00am	1 Million Cups Swill Coffee & Wine, 3366 Lakeside Ct., Reno
August 2, 9, 16, 23, 30 5:30pm to 9:00pm	Fallon: Manage Your Money for You and Your Business Churchill Economic Development Authority- 448 W. Williams Ave. Ste. 103, Fallon
August 2 6:00pm to 9:00pm	Entrepreneurs Assembly @ Sierra NV College 999 Tahoe Blvd., TCES 19, Incline Village, NV
August 3, 10, 17, 24, 31 5:15pm to 8:45pm	Hawthorne: Manage Your Money for You and Your Business Souled Out Wellness Art & Education Center- 898 E St., Hawthorne
August 9 5:30pm to 7:30pm	NCET Tech Wednesday Trainer Road- 10589 Double R Blvd., Reno

Visit [http://business.NV.gov/Resource\\_Center/Calendar\\_of\\_Events/Calendar\\_of\\_Events/](http://business.NV.gov/Resource_Center/Calendar_of_Events/Calendar_of_Events/) for details & registration infor-



## NORTHERN NEVADA, continued

August 12 9:00am to 12:00pm	EASI – Entrepreneurs Assembly Startup Incubator Innovation Center- 450 Sinclair St., Reno
August 12 8:30am to 3:30pm	Elko: Mechanics and Strategies of Online Selling Great Basin College- 1500 College Pkwy., High Tech Center Bldg., Elko
August 16 4:45pm to 7:15pm	eWomenNetwork Accelerated Networking Dinner Hidden Valley Country Club- 3575 E Hidden Valley Dr., Reno
August 16 2:00pm to 4:00pm	NCET Tech Café The Basement- 50 S. Virginia St., Reno
August 17 7:30am to 2:00pm	Governor’s Conference on Business Nugget Casino Resort- 1100 Nugget Ave., Sparks
August 23 11:00am to 1:00pm	NCET Biz Bite – Bruce Breslow – How B & I Helps Small Business Atlantis Casino Resort Spa- 3800 S Virginia St., Reno
August 26 8:30am to 3:30pm	Ely: Mechanics and Strategies of Online Selling White Pine High School Library- 1800 Bobcat Dr., Ely
September 6, 13, 20, 27 9:00am to 10:00am	1 Million Cups Swill Coffee & Wine- 3366 Lakeside Ct., Reno
September 6, 13, 20, 27 5:30pm to 9:00pm	Fallon: Manage Your Money for You and Your Business Churchill Economic Development Authority- 448 W. Williams Ave. Ste. 103, Fallon
September 6, 13, 20, 27 5:30pm to 9:00pm	Elko: Manage Your Money for You and Your Business Great Basin College- 1500 College Pkwy., McMullen Hall #219, Elko
September 6 6:00pm to 9:00pm	Entrepreneurs Assembly @ Sierra NV College 999 Tahoe Blvd. , TCES 19, Incline Village
September 7, 14, 21, 28 5:15pm to 8:45pm	Hawthorne: Manage Your Money for Yu and Your Business Souled Out Wellness Art & Education Center- 898 E St., Hawthorne
September 7, 14, 21, 28 5:30pm to 9:00pm	Winnemucca: Manage Your Money for You and Your Business Humboldt General Hospital- 118 E. Haskell St., Winnemucca
September 7 6:00pm to 9:00pm	Entrepreneurs Assembly @ Lake Tahoe Community College One College Dr. Aspen Room, So. Lake Tahoe, CA
September 9 9:00am to 12:00pm	EASI – Entrepreneurs Assembly Startup Incubator Innovation Center- 450 Sinclair St., Reno
September 7, 14, 21, 28 6:30pm to 8:30pm	Bridgewire Open House 1055 Industrial Way Suite 20, Sparks
September 13 5:30pm to 7:30pm	NCET Tech Wednesday Panasonic Gigafactory, 1 Electric Ave., Tahoe Reno Industrial Center
September 20 2:00pm to 4:00pm	NCET Tech Café The Basement- 50 S Virginia St., Reno
September 21, 28 5:30pm to 9:00pm	Lovelock: Manage Your Money for You and Your Business Pershing County Community Center- 820 6 <sup>th</sup> St., Lovelock
September 22 8:00am to 5:00pm	NCET 2017 Expo Atlantis Casino Resort & Spa, 3800 S Virginia St., Reno
September 27 11:00am to 1:00pm	NCET Tech Bite Atlantis Casino Resort Spa- 3800 S Virginia St., Reno
October 4, 11 9:00am to 10:00am	1 Million Cups Swill Coffee & Wine- 3366 Lakeside Ct., Reno
October 4, 11, 18, 25 5:30pm to 9:00pm	Elko: Manage Your Money for You and Your Business Great Basin College- 1500 College Pkwy., McMullen Hall #219, Elko
October 4 6:00pm to 9:00pm	Entrepreneurs Assembly @ Sierra NV College 999 Tahoe Blvd. , TCES 19, Incline Village
October 5 6:00pm to 9:00pm	Entrepreneurs Assembly @ Lake Tahoe Community College One College Dr. Aspen Room, So. Lake Tahoe, CA. 96150
October 5, 12 6:30pm to 8:30pm	Bridgewire Open House 1055 Industrial Way Suite 20, Sparks



# NEVADA BUSINESS RESOURCE DIRECTORY



## ACCESS TO CAPITAL

Accion  
1951 Stella Lake St.  
Las Vegas, NV 89106  
Phone: (702) 250-3372  
Web: [www.accionnv.org](http://www.accionnv.org)

Bank of Nevada  
Multiple Locations  
Web: [www.bankofnevada.com](http://www.bankofnevada.com)

Prestamos/CPLC  
3685 Pecos-McLeod  
Las Vegas, NV 89121  
Phone: (702) 207-1614  
Web: [prestamosloans.org](http://prestamosloans.org)

Nevada State Bank  
Multiple Locations  
Web: [www.nsbank.com](http://www.nsbank.com)

Nevada State Development Corporation  
1551 Desert Crossing Ct.  
Las Vegas, NV 89144  
Phone: (702) 877-9111  
Web: [www.nsd.com](http://www.nsd.com)

Nevada State Development Corporation  
6572 South McCarran Blvd.  
Reno, NV 89509  
Phone: (775) 770-1240  
Web: [www.nsd.com](http://www.nsd.com)

Nevada Business Opportunity Fund  
550 E. Charleston Blvd. Suite E  
Las Vegas, NV 89104  
Phone: (702) 734-3555  
Web: [www.vedc.org/nevada](http://www.vedc.org/nevada)

Rural Nevada Development Corporation  
1320 E. Aultman St.  
Ely, NV 89301  
Phone: (775) 289-8519  
Web: [www.rndcnv.org](http://www.rndcnv.org)

Small Business Administration (SBA)  
Multiple Locations  
Web: [www.sba.gov](http://www.sba.gov)

The Interface Financial Group  
Chuck and Karin Schultz  
Phone: (702) 636-8644  
Web: [www.interfacefinancial.com/Schultz](http://www.interfacefinancial.com/Schultz)

USDA Rural Development  
7080 La Cienega St. Ste. 100  
Las Vegas, NV 89119  
Phone: (702) 407-1400 ext. 103  
Web: [www.rd.usda.gov/nv](http://www.rd.usda.gov/nv)

The Valley Center Opportunity Zone  
(VCOZ)  
300 North 13th St.  
Las Vegas, NV 89101  
(702) 384-8269  
Web: [www.vcoz.org](http://www.vcoz.org)

Wells Fargo  
Multiple Locations  
Web: [www.wellsfargo.com](http://www.wellsfargo.com)

## EXPORTING

Governor's Office of Economic  
Development  
*See Government Contracts below*

Nevada Industry Excellence  
Multiple Locations  
Web: [www.nevadaie.com](http://www.nevadaie.com)

U.S. Department of Commerce-  
U.S. Export Assistance  
400 S. Fourth St. Ste. 250  
Las Vegas, NV 89101  
Phone: (702) 388-6469  
Web: [www.export.gov](http://www.export.gov)

## GOVERNMENT CONTRACTS

Clark County Department of Finance  
Purchasing & Contracts  
500 S. Grand Central Pkwy.  
Las Vegas, NV 89155  
Phone: (702) 455-0000  
Web: [www.clarkcountynv.gov/depts/finance/purchasing/pages/default.aspx](http://www.clarkcountynv.gov/depts/finance/purchasing/pages/default.aspx)

Governor's Office of Economic  
Development  
555 E. Washington Ave. Suite 5400  
Las Vegas, NV 89101  
Phone: (702) 486-2700  
Web: [www.diversifynevada.com](http://www.diversifynevada.com)

Governor's Office of Economic  
Development  
808 West Nye Lane  
Carson City, NV 89703  
Phone: (775) 687-9900  
Web: [www.diversifynevada.com](http://www.diversifynevada.com)

Nevada Department of Transportation  
600 S. Grand Central Pkwy. Room 140  
Las Vegas, NV 89106  
Phone: (702) 730-3301  
Web: [www.ndotdb.com](http://www.ndotdb.com)

## INSURANCE

State of Nevada, Division of Insurance  
3300 W. Sahara Ave. Suite 275  
Las Vegas, NV 89102  
Phone: (702) 486-4009  
Web: [www.doi.nv.gov](http://www.doi.nv.gov)

State of Nevada, Division of Insurance  
1818 E. College Parkway Suite 103  
Carson City, NV 89706  
Phone: (775) 687-0700  
Web: [www.doi.nv.gov](http://www.doi.nv.gov)

State of Nevada, Division of Industrial  
Relations, Workers' Comp Section  
1301 N. Green Valley Pkwy, Suite 200  
Henderson, NV 89047  
Phone: (702) 486-9000  
Web: [www.dir.nv.gov/WCS/home/](http://www.dir.nv.gov/WCS/home/)

## LABOR LAWS

State of Nevada, Office of the Labor  
Commissioner  
3300 W. Sahara Ave., Suite 225  
Las Vegas, NV 89102  
Phone: (702) 486-2650  
Web: [www.labor.nv.gov](http://www.labor.nv.gov)

State of Nevada, Office of the Labor  
Commissioner  
675 Fairview Dr. Suite 226  
Carson City, NV 89701  
Phone: (775) 687-6409  
Web: [www.labor.nv.gov](http://www.labor.nv.gov)

### **STATE BUSINESS LICENSE**

Secretary of State  
Multiple Locations  
Web: [www.nvsos.gov](http://www.nvsos.gov)

SilverFlume Business Portal  
Web: [nvsilverflume.gov](http://nvsilverflume.gov)

### **TAXATION**

State of Nevada, Department of Taxation  
Multiple Locations  
Web: [www.tax.nv.gov](http://www.tax.nv.gov)

Internal Revenue Service  
110 N. City Parkway  
Las Vegas, NV 89106  
Phone: (702) 868-5005  
Web: [www.irs.gov](http://www.irs.gov)

### **TRAINING OPPORTUNITIES**

Nevada Business Opportunity Fund  
550 E. Charleston Blvd. Suite E  
Las Vegas, NV 89104  
Phone: (702) 734-3555  
Web: [www.vedc.org/nevada](http://www.vedc.org/nevada)

Nevada Small Business Development  
Center  
Multiple Locations  
Web: [www.nsbdc.org](http://www.nsbdc.org)

LVUL Entrepreneurship Center  
3575 W. Cheyenne Ave, Suite 101  
Las Vegas, NV 89032  
Phone: (702) 636-3949  
Web: [www.lvul.org](http://www.lvul.org)

Vegas PBS – Global Online Advanced  
Learning (GOAL)  
3050 E. Flamingo Rd.  
Las Vegas, NV 89121  
Phone: (702) 799-1010  
Web: [www.vegaspbs.org/workforce/](http://www.vegaspbs.org/workforce/)

SBA  
Multiple Locations  
Web: [www.sba.gov](http://www.sba.gov)

SCORE  
Multiple Locations  
Web: [www.score.org](http://www.score.org)

### **VETERANS SERVICES**

Nevada Department of Veterans Services  
Multiple Locations  
Web: [www.veterans.nv.gov](http://www.veterans.nv.gov)

### **WORKPLACE SAFETY**

State of Nevada, Division of Industrial  
Relations  
1301 N. Green Valley Parkway Suite 200  
Henderson, NV 89014  
Phone: (702) 486-9080  
Web: [www.dir.nv.gov](http://www.dir.nv.gov)

State of Nevada, Division of Industrial  
Relations  
400 West King St. Suite 400  
Carson City, NV 89710  
Phone: (775) 684-7260  
Web: [www.dir.nv.gov](http://www.dir.nv.gov)

### **OTHER**

City of Henderson  
240 Water St.  
Henderson, NV 89015  
Phone: (702) 267-2323  
Web: [www.cityofhenderson.com/  
economic-development/home](http://www.cityofhenderson.com/economic-development/home)

City of Las Vegas  
495 S. Main St.  
Las Vegas, NV 89101  
Web: [www.lasvegasnevada.gov](http://www.lasvegasnevada.gov)

Clark County  
500 S. Grand Central Pkwy.  
Las Vegas, NV 89155-1212  
Phone: (702) 455-2000  
Web: [www.clarkcountynv.gov](http://www.clarkcountynv.gov)

Economic Development Authority of  
Western Nevada (EDAWN)  
5190 Neil Rd. Suite 110  
Reno, NV 89502  
Phone: (775) 829-3700  
Web: [www.edawn.org](http://www.edawn.org)

Las Vegas Global Economic Alliance  
6720 Via Austi Parkway, Ste. 130  
Las Vegas, NV 89119  
Phone: (702) 791-0000  
Web: [www.lvgea.org](http://www.lvgea.org)

Nevada Association of Counties (NACO)  
304 South Minnesota St.  
Carson City, NV 89703  
Phone: (775) 883-7863  
Web: [www.nvnaco.org](http://www.nvnaco.org)

NCET  
5441 Kietzke Lane, Second Floor  
Reno, NV 89511  
Web: [www.NCET.org](http://www.NCET.org)

Nevada Department of Employment,  
Training and Rehabilitation (DETR)  
500 E. Third St.—Carson City, NV 89713  
2800 E St. Louis Ave— Las Vegas, 89104  
Web: [www.detr.state.nv.us](http://www.detr.state.nv.us)

Nevada League of Cities & Municipalities  
310 S. Curry St.  
Carson City, NV 89703  
Phone: (775) 882-2121  
Web: [www.nvleague.com](http://www.nvleague.com)

Nevada Women's Business Center/  
Nevada Business Opportunity Fund  
550 E. Charleston Blvd. Suite E  
Las Vegas, NV 89104  
Phone: (702) 734-3555  
Web: [www.vedc.org/nevada](http://www.vedc.org/nevada)

CUBE at Midtown  
800 Haskell St.  
Reno, NV 89509  
Phone: (775) 622-9900  
[www.cubeatmidtown.com](http://www.cubeatmidtown.com)

University of Nevada Las Vegas  
Office of Economic Development  
4505 S. Maryland Pkwy. , Box 451092  
Las Vegas, NV 89154-1092  
Phone: (702) 895-3011  
Web: [www.unlv.edu/research/econdev](http://www.unlv.edu/research/econdev)

Nevada Legal Services  
Community Development Program  
530 South 6th Street, Las Vegas  
Las Vegas, NV 89101

October 5, 12, 19, 26 5:30pm to 9:00pm	Winnemucca: Manage Your Money for You and Your Business Humboldt General Hospital- 118 E. Haskell St., Winnemucca
October 5, 12, 19, 26 5:30pm to 9:00pm	Lovelock: Manage Your Money for You and Your Business Pershing County Community Center- 820 6 <sup>th</sup> St., Lovelock
October 11 5:30pm to 7:30pm	NCET Tech Wednesday West 2 <sup>nd</sup> District- 250 Bell St. #100, Reno
October 14 9:00am to 12:00pm	EASI – Entrepreneurs Assembly Startup Incubator Innovation Center- 450 Sinclair St., Reno

## WEBINAR

August 9- 2:00pm to 3:15pm	Radio Advertising 101
August 10- 9 am to 10 am, August 15– 12 pm– 1 pm	Access to Capital
August 16- 2:00pm to 3:30pm	Where’s the Contract?
August 17- 2:00pm to 3:15pm	Team Building 101
August 23- 2:00pm to 3:15pm	Nonprofit Marketing 101
August 24- 2 pm to 3 pm, August 29– 6 pm to 7 pm	Access to Capital
August 25- 2:00pm to 3:15pm	Videography 101
August 30- 2:00pm to 3:15pm	Film Industry 101
September 7- 9:00am to 10:00am	Access to Capital
September 8- 2:00pm to 3:15pm	How to Start a Nonprofit
September 14- 2:00pm to 3:15pm	Business Licensing
September 15- 2:00pm to 3:15pm	Legal Entity Overview
September 20- 2:00pm to 3:15pm	Virtual Office 101
September 21- 2:00pm to 3:15pm	Office Organizing 101
September 26- 6:00pm to 7:00pm	Access to Capital
September 27- 2:00pm to 3:15pm	Taxation 101
September 28- 2:00pm to 3:15pm	Workers’ Compensation 101

Visit [http://business.nv.gov/Resource\\_Center/Calendar\\_of\\_Events/Calendar\\_of\\_Events/](http://business.nv.gov/Resource_Center/Calendar_of_Events/Calendar_of_Events/) for details & registration information.



**Bruce Breslow**, Director  
**Terry Reynolds**, Deputy Director  
**Marcel F. Schaerer**, Deputy Director

3300 W. Sahara Avenue, Suite 425, Las Vegas, NV 89102  
1830 College Parkway, Suite 100, Carson City, NV 89706  
[biinfo@business.nv.gov](mailto:biinfo@business.nv.gov)

### **IN CASE YOU MISSED IT:**

Ten Department of Business and Industry agencies and the Director’s Office in Las Vegas are now located in the **Nevada State Business Center at 3300 W. Sahara Avenue.** Construction in the front driveway is now finished! Visitors can now easily access the public parking garage from the Sahara entrance.

### **Production Team**

**Carrie Foley, Karen Schnog, Chris Weiss, Teri Williams**

The Business Advocate is a publication of the Nevada Department of Business and Industry. The Business Advocate welcomes ideas and suggestions to make this publication as relevant and useful to readers as possible. Questions or concerns about content of this publication may be addressed to: Teri Williams, Department of Business and Industry, 3300 W. Sahara Avenue, Suite 425, Las Vegas, NV 89102.

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