

The attached document was submitted to the  
**Washoe County Board of Commissioners** during  
the meeting held on OCTOBER 24, 2017.  
by DOUG ERWIN  
for Agenda Item No. 6  
and included here pursuant to NRS 241.020(8).



## **Entrepreneurial Ecosystems Update - Washoe County**

Doug Erwin, SVP Entrepreneurial Development

*October 2017*

# Updated Economic Development Stool

Workforce Development

Attraction

Retention /  
Expansion

Community  
Development

Entrepreneurial  
/ Startup Growth

# Why entrepreneurial development?

*entrepreneurs are the engines of economic growth and diversification*

“

Without startups there would be no net job growth in the United States economy.

Kauffman Foundation Research Series, July 2010

Our mission

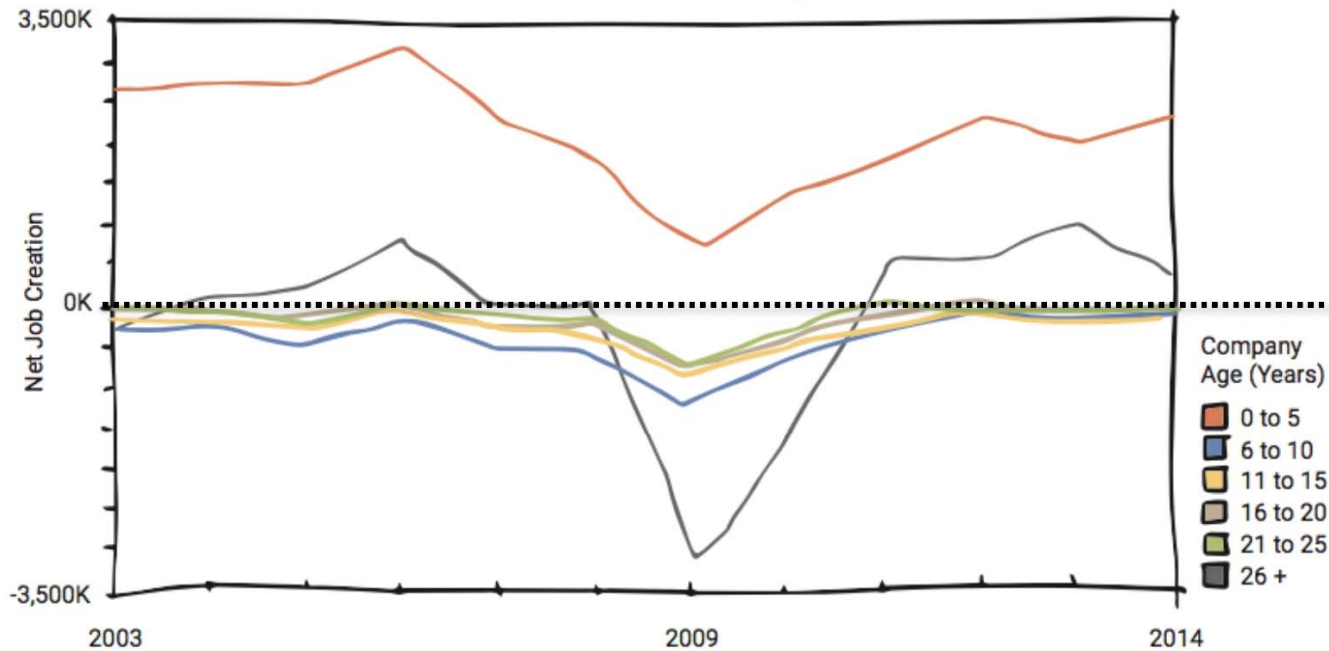
*To support entrepreneurs along every stage of their Journey.*

Our core values

- Entrepreneur 1st
- Raise the bar
- Service
- Impact
- Stewards of culture

# Entrepreneurs create nearly all the net new jobs

Job creation in the United States is fueled by new companies that have been in business five years or less

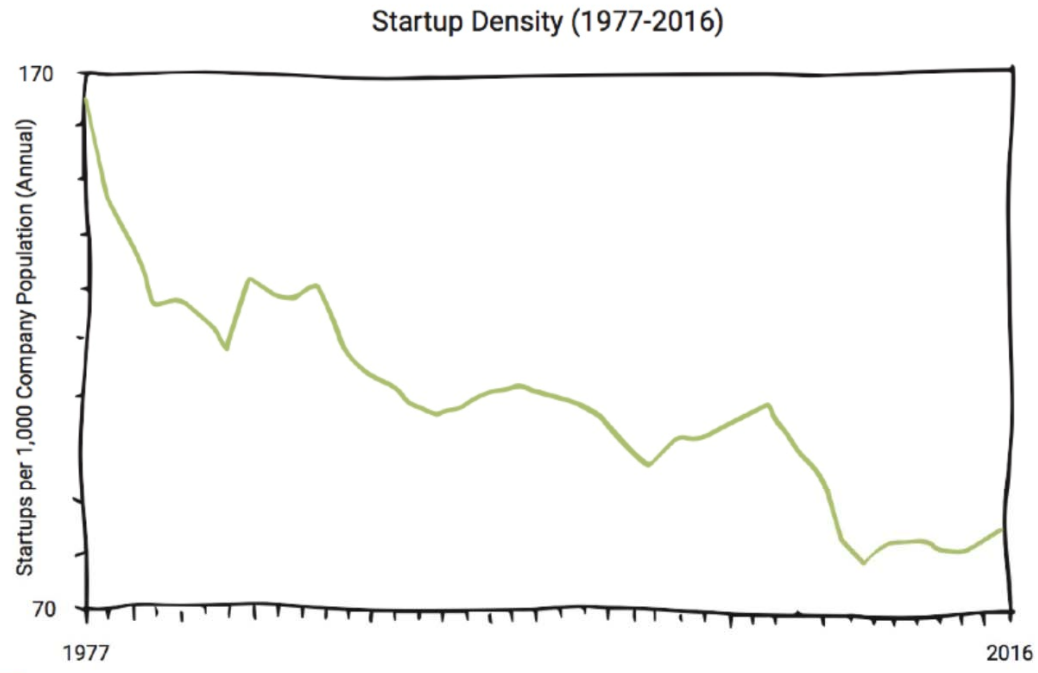


EWING MARION  
KAUFFMAN FOUNDATION

@andystoll @kauffmanfdn

SOURCE: U.S. CENSUS BUREAU BUSINESS DYNAMICS STATISTICS

# There is an entrepreneurship deficit.



@andystoll @kauffmanfdn

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SOURCE: U.S. CENSUS BUREAU BUSINESS DYNAMICS STATISTICS

**Startup Density is a measure of the number of startups relative to the total number of companies.**

...recent research suggests that the entrepreneurship deficit is related to some of today's biggest challenges: **the jobs deficit, slow productivity growth, stagnant wages, and rising inequality.**

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# Ecosystem Development Strategy



- **Communicate:** Highlight Region's Strengths As A Place For "Entrepreneurs With A Life"



- **Catalyze:** Engage Entrepreneurs To Lead Programs & Community Initiatives



- **Connect:** Facilitate The Connection Between Organizations, Entrepreneurs And Resources (Funding, Mentorship, Customers)



- **Showcase:** Highlight Our Startups & Entrepreneurs To Bring Visibility, Encouragement & Community Support



- **Attract:** Recruit startup companies and serial entrepreneurs to our ecosystem.



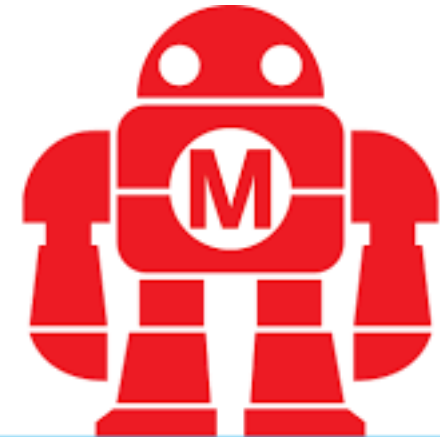
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CORE VALUES

*define*

OUR  
CULTURE

# Example companies we help

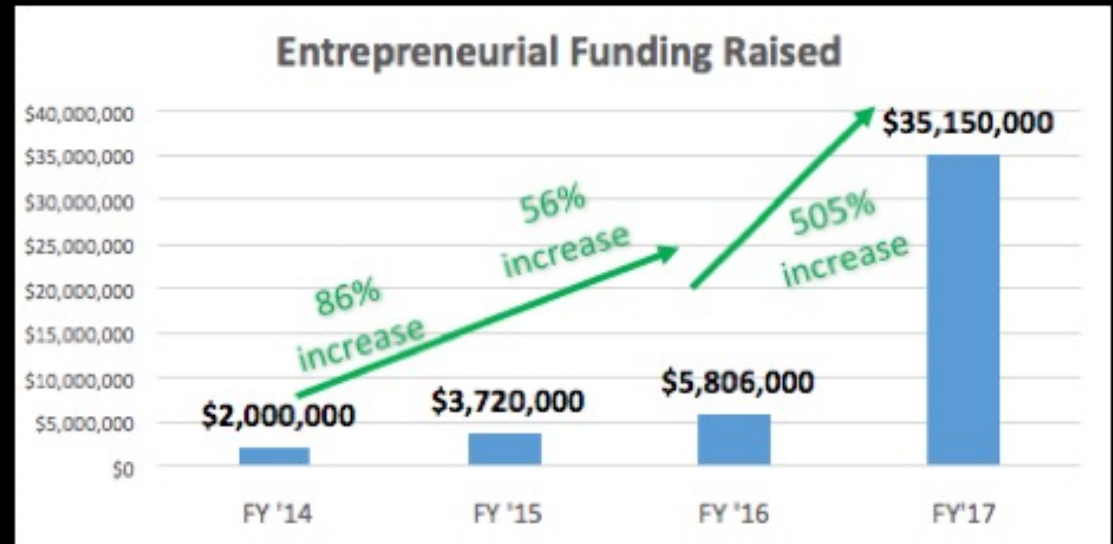
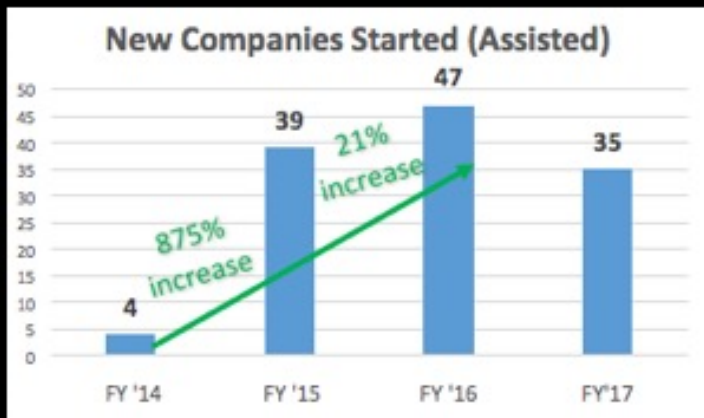
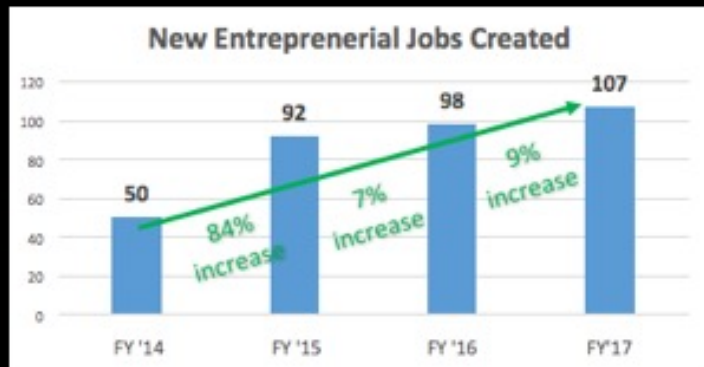
## Attracted



## Organic



# Ecosystem Measurements



# Questions



The attached document was submitted to the  
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# biz NEVADA

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SEPT. 2017

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IS RENO  
DRAWING INTO A

**ROYAL FLUSH**  
FOR STARTUPS?

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ERIC MADISON  
FRIEND · COLLEAGUE · PIONEER

LEGACY

COVER

## A TRIBUTE TO ERIC MADISON

*Eric's passion for helping others start and grow their businesses could not be contained. It was rivaled only by his desire to bring Nevada together to diversify and grow our economy.*

see page 20

**WHAT'S  
HAPPENING  
IN RENO?**

[www.biznevada.com](http://www.biznevada.com)



**Eric Madison:**  
**MY FRIEND**  
**NEVADA START-UP HERO**  
 Jeff Saling



**LETTER FROM THE**  
**EDITOR**  
 Corrine Casanova

In only 46 years Eric led an impactful life. He was killed by a drunk driver on August 19. Eric was a close friend, business partner and fellow traveller in the start-up world. I'll miss him dearly, but he'll be especially missed by the start-up community throughout Nevada.

Eric was born in Franklin, NC. He held degrees in computer science, math and physics from UNC. He spent his early career literally building the Internet's infrastructure then formed start-ups in Washington DC and Silicon Valley, including three that went to initial public offering. He brought that experience to Nevada in 2011 with a vision to build a start-up ecosystem to rival the communities where he had worked. He demonstrated his commitment by organizing StartUp Weekend Reno, through the Midtown board, 1 Million Cups Reno—and many other groups and events. Two partners and I joined with Eric in culminating his vision, founding a non-profit statewide business incubator, StartUpNV ([www.startupnv.org](http://www.startupnv.org)).

Eric's passion for helping others start and grow their businesses could not be contained. It was rivaled only by his desire to bring Nevada together to diversify and grow our economy. He led us at StartUpNV and did this work himself to "give back" in our community, not for personal gain. His commitment to our community and start-up founders, particularly in helping female founders, was a point of pride for him and for all of us at StartUpNV.

Eric helped hundreds of Nevadans start, grow and raise money for their businesses—and their dreams. He was always available and working to help others achieve their goals. His death is a heartbreaking loss to me personally—and to the entire Nevada business and startup community. StartUpNV will work to keep Eric's vision alive and thriving—it's the right thing to do.

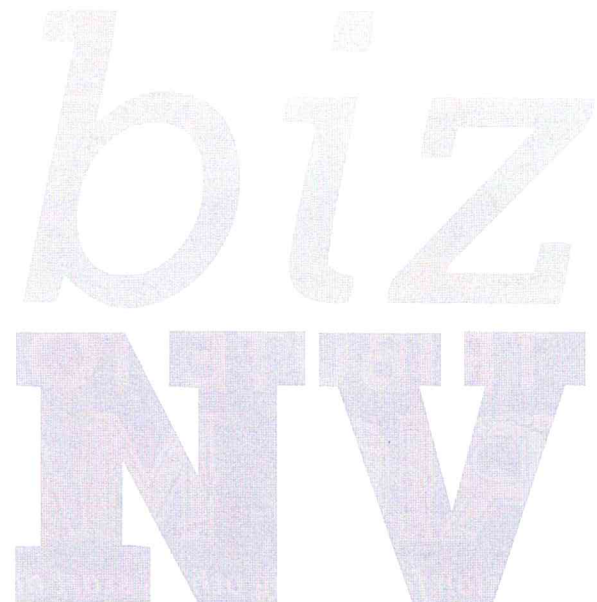


*image courtesy of Ken Lewis Studio*

**Letter to readers,**

I last saw and chatted with Eric Madison, entrepreneur extraordinaire, the day he died. Following his well-received business pitch for StartUpNV at the sixth annual Governor's Conference on Business on August 17, I tracked him down to let him know I appreciated his presentation, however, for the people's choice vote, I chose Jeff Saling's Buzz Tools. He chuckled. I asked him to send me a few files and he agreed to do so. I gave him a hug and joined the luncheon portion of the conference at the Nugget. I had no clue that would be the last time I would ever see Eric.

When we decided this issue was going to feature start-ups, I knew I needed to interview Eric Madison. His passion for helping entrepreneurs is downright inspiring. Because of Eric's dedication and insatiable desire to help start-ups in the Nevada community, I would like to dedicate this issue to him. As we all grieve the loss of Eric, we'll never know his full potential. The fire in his belly, his outspoken personality, his passion for entrepreneurs and his love for Nevada will forever be forged in our hearts. RIP Eric Madison.





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We welcome your feedback and ideas regarding BizNevada. Send a message to [info@biznevada.com](mailto:info@biznevada.com)

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# STARTUP DECK 2.0

*In a word – participate; meet the people, go to the events, visit the spaces, help a startup & above all have fun!*

by Corrine Casanova

*StartUp Deck 2.0 Images Copyright 2017 Matthew McIver ©*

It's fitting that a deck of cards reveals resources to produce a vibrant start-up community here in northern Nevada. After all, this state has a rich history in gaming and there's a certain amount of respect for a deck of cards. An added bonus: there are no losing cards in StartUp Deck 2.0. When it comes to entrepreneurship, there are many players (resources) who just happen to be featured in the deck and that is intentional by design. The Economic Development Authority of Western Nevada (EDAWN) created the promotional tool to connect and promote start-ups and entrepreneurs in greater Reno-Sparks. Each card features a business, person or place that helps incubate ideas and generate leads for our economy. StartUp Deck 2.0 was Breadware's introduction to Reno along with a short video conference call with EDAWN's Doug Erwin, Vice-President of Entrepreneurial Development. Never underestimate a deck of cards. Today, Breadware, a start-up that changes the way companies approach, design and purchase custom electronic hardware for their devices, is one of our region's hottest start-ups.

## THE LURE OF RENO

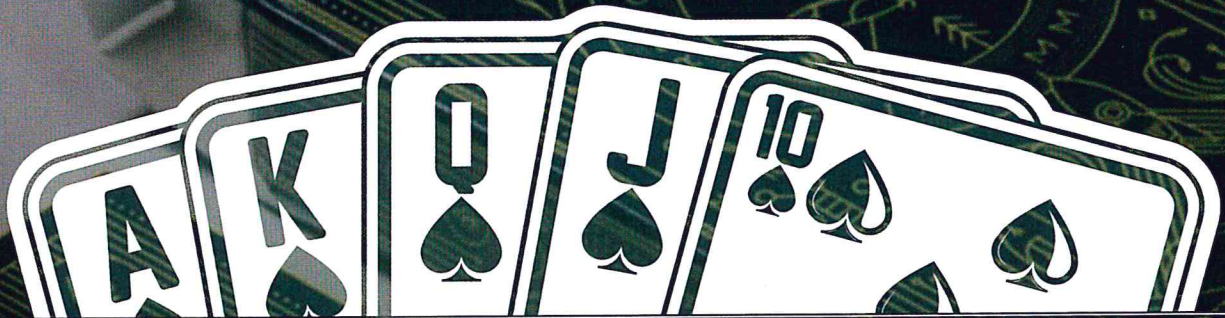
Breadware founders, Daniel Price and Daniel DeLaVeaga were in business for about 18 months before choosing to move their headquarters from Santa Barbara to Reno earlier this year. Prior to relocating,

they looked at Los Angeles, Boulder and Seattle. The game changer was meeting Doug Erwin of EDAWN. Price shares, "We came to Reno on January 2, 2017 and Doug organized a tour for us. We met a bunch of start-ups, toured the Innevation Center and we were sort of won over immediately. We didn't realize there was an entrepreneurial ecosystem that was burgeoning here. There were a bunch of pieces that came into the puzzle like the style and cost of living. Reno have everything you need in a city, but you can get out and be in Lake Tahoe quickly. That was something that was important not only to me and Daniel, but all our employees because we kind of made this decision to move together."

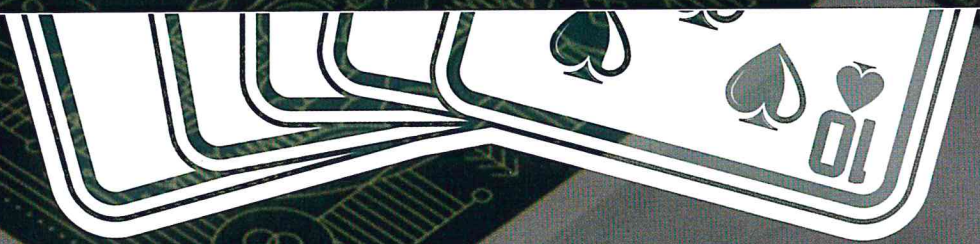
The biggest little city idea was also appealing. According to Price, "We have plenty of resources and there is a talent pool here. It is a nice balance between little and big. We are recognized here and the community itself is strong and growing. If we moved to the Bay area, we'd just be another fish out there."

Entrepreneur and natural-foods advocate, Kristen Jaskulski, chose to open her Kava bar in downtown Reno earlier this year. Through her previous work, she traveled across the country extensively and paid attention to what successful cities had and what Reno didn't. After researching the demographics and creat-





IS RENO DRAWING INTO A  
**ROYAL FLUSH**  
FOR STARTUPS?





ing a business and marketing plan, she felt Reno was a good fit for her new venture and opened Sol Kava in the West Street Market in downtown Reno. She is part of a unique community of businesses that share a collective space centered around food, friends, shopping and entertainment. Ron Jorgensen, Director of Counseling and Management Consultant of UNR's Small Business Development Center (SBDC) was someone Jaskulski reached out to while doing her research.

## NO SHORTAGE OF RESOURCES

Jorgensen knows the business landscape well as he's been with the SBDC in Reno for 27 years. Jorgensen has never been so ebullient about Reno and its future. SBDC specializes in providing networks for entrepreneurs. For example, if someone wants to open a particular kind of business, he looks for people who have already done that and some of the programs that can assist them in their endeavor. Resources are aplenty here, but Jorgensen shares, "Venture capital and angel funding is something Reno will always be short on. We are not Silicon Valley. We're never going to be. However, we are becoming more advanced as far as access to capital." Jorgensen praises the relationships between all of the entrepreneurial resources for start-ups. He encourages new and existing businesses to get involved with EDAWN, SCORE, Entrepreneurs Assembly (EA), Entrepreneurship Nevada, Summit Venture Monitoring Service (Summit VMS), NCET, Startup Weekend Reno, One Million Cups, StartUp NV, the Innovation Center and many other resources that are often free for the ask-

ing. Jorgensen notes how all these organizations work together. The philosophy is always client first. He notes how in some regions of the country, SCORE and SBDC don't even talk to each other because they are fighting over the same clients. That's not the case in Reno.

Summit VMS is a unique free mentoring opportunity based on a successful program developed at MIT. There are currently 35-50 high level mentors in the program here in Reno who hail from a deep variety of work backgrounds and life experiences. They are currently mentoring about 15-20 businesses in the local area. If accepted into the program, up to four mentors are assigned to the entrepreneur. Monthly meetings keep businesses on track and accountable.

The Entrepreneurs Assembly (EA) is another resource for start-ups. In 2010, Matt Westfield and Rod Hosi-lyk formed EA as a non-profit to help Nevada recover from the Great Recession by promoting job growth through entrepreneurial ventures. EA's big push was to build great partnerships throughout the community by mentoring entrepreneurs. Westfield shared, "We've mentored over a thousand startups. Entrepreneurship is not a job, a goal nor a profession. It's a mentality of problem solving. Originally, we thought mentors would only be providing those solutions but then we started putting new entrepreneurs in a room together without mentors to start putting those puzzle pieces together to solve problems. We'd put newbie entrepreneurs in who often don't believe they have anything to add to the entrepreneurial conversation. And suddenly, they

discover they have solutions to share too. They are now empowered and part of the solution. EA's philosophy is let's get together and help each other overcome whatever challenges we're facing. And interestingly enough, it rarely involves money."

Bryan McArdle, Manager of Entrepreneurial Development at EDAWN, is passionate about supporting start-ups and any kind of events that can empower entrepreneurs. TedX Reno, Ignite and Startup weekends are great examples. "StartUp Weekend is a 54 hour event that anyone with an idea can show up at. It's like getting a minor in entrepreneurship. Events like these allow everyone to communicate and collaborate. And if you do that enough, it starts

generating ideas and activity and everything else that goes along with it," said McArdle.

These resources appeal to businesses that have recently located here. Take Wes King for example.

## WHY RENO?

Wes King, founder of Tahoe Trail Bar, a gluten free energy bar, echoes those sentiments. He took the company over in 2010 from two women who were making the bars in a coffee shop. Those first few years in South Lake Tahoe he was spinning his wheels and didn't make any money. He chose to move to Reno because they were having logisti-

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cal problems with the snow in the winter up at Tahoe. That proved to be a good move.

According to King, "We made more money in the first week of July 2017 than we did in the entire 2015." After moving to Reno, he showed up on Saturday morning at Entrepreneurs Assembly. "I met organizers Matt Westfield and John Moran. I got paired off with a couple of mentors who ended up being really smart individuals and they helped me build my first cash flow models and projections. I then started with Summit VMS. The bar was continually being raised for something much bigger. Because of these relationships, I rebranded my company. We have been rewarded with revenue growth and are now part of an ecosystem that has given us the tools to provide us with even further growth. EDAWN was always able to offer higher and higher level of resources for us including Shyla Pheasant organizing our launch party at Mill Street Brewery," said King.

Matthew Navarro, head of operations at Group Gets, a company that empowers users to securely join or organize group buys for any existing product, just arrived in Reno. Navarro enjoys the small town feel of Reno and the networking opportunities. "Reno is a new and emerging community and we like the connection with UNR. Touring the Innevation Center kind of swayed our decision to move to Reno," said Navarro. Group Gets is now located at the Innevation Center. A neighbor of Group Gets is Capstak.

Capstak, a kind of match.com in the corporate commercial real estate market, recently relocated their headquarters from New York to Reno. Heather Goldman, president and co-founder of Capstak states, "We talk a lot about the cost structure being so much more favorable here in Reno than the Bay Area or in New York which is true but you're never going to want to compromise the quality of the work. You don't have to do that here. Start-ups are always trying to figure out a way to bring a service or product to market economically without compromising quality outside of the gateway cities, if you will. I think we're starting to see this emergence of entrepreneurship in markets away from the coasts in part because of this dynamic. For us, that was a critical part of our moving here from New York."

In addition, Goldman appreciates the community and the cultural services found in Reno. "I find the community here really open and supportive. We're building companies that have national appeal and national platforms. These aren't just small businesses or small ideas. These are people with big ideas and big ambitions who don't want to spend two hours on the subway every day," said Goldman.

## THE NEXT AUSTIN, TX?

Jeff Saling is the co-founder of Buzz Tools, a hot start-up that takes traditional off-line business networking to social media. It allows groups of strategically allied individuals and organizations to promote one another on social media using a simple tool. In addition to looking forward to having a successful start-up, Saling believes Reno is one of the best locations for businesses and he looks forward to growing his business here.

Saling compared what is happening now in Reno/Tahoe to one of the nation's hottest start-up cities, Austin, TX, which is often referred to as Silicon Valley's second city. "Austin has a unique combination of the university, art (music) and a tech community that works beside it. People started leaving Silicon Valley for Austin when they realized there were things they could do outside of work that made life more pleasant. Plus, everyone liked the cost of doing business and the lower cost of living. Even though people made less money, they were willing to do business in Austin to have a better life," said Saling.

According to Saling, "The Reno/Tahoe area has everything it takes to make this the next phenomenal place. We already know it's phenomenal but others are starting to see it now. We have that dynamic between the university, business community, tech engineering and a great arts community that comes along with it. It's a good combination and there are nice physical activities that you can go to and do. We have it all in Spades here."

## BACK TO THAT DECK OF CARDS

Everyone featured in the deck is a super connector. They are chosen based upon what their role in the com-

munity is. According to Startup 2.0 creator, Doug Erwin, "The real impetus of the deck is help people navigate the local entrepreneurial ecosystem and quickly connect with key people in it. The ecosystem is diverse and it has lots of different elements to it but one of the things that it runs on are these core values." The core values are:

1. *Break rules & dream*
2. *Open doors & listen*
3. *Trust & be trusted*
4. *Collaborate*
5. *Seek fairness, not advantage*
6. *Err, fail & persist*
7. *Pay it forward*

Erwin got the idea for the card deck when he was attending a conference in Boulder, CO. He walked into a co-working space and their Wi-Fi password was pay it forward. That's when he determined that Reno needed some kind of tool that would help communicate the assets in the community and reinforce the core values. Those core values are listed as rules in the deck. Erwin sees them as a strong foundation for the start-up community. The cards are also a functional tool to help new people quickly curate the environment. Erwin shares, "If you are an entrepreneur there are about a million different choices of where you can go. We help them understand what's available and then help them decide who are the first few people they want to connect with and the first few things they want to do." He joked that you can also play solitaire because it's a functional card deck plus it's a hit at trade shows when they use the cards to play blackjack which tends to draw a lot of attention.

The cards seem to be drawing Reno to more of a royal flush status. "People have a perception of Reno, it's getting better, maybe it's neutral or negative, but when they get something like this deck of cards that is creative, well designed and well thought out their first impression of Reno is not what they expected," said Erwin.

*The decks can be purchased at [renostartupdeck.com](http://renostartupdeck.com) and the revenues directly support many of the programs and events listed within the deck.*

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# DISCOVER



NEVADA  
BUSINESS



When it comes to personal and business banking, credit unions aren't always top of mind. Sometimes misunderstood in terms of who can join, what they provide, and even how advanced their services are, these member-owned financial cooperatives are gems for those who discover them. Greater Nevada Credit Union, here for everyone in Nevada, is a good example of how beneficial membership can be.

Since it was first formed by a small group of State of Nevada employees in 1949, Greater Nevada has grown to serve more than 56,000 consumers and small businesses statewide and beyond, with subsidiaries that include mortgage and insurance. The credit union's "passion for helping more people live greater" has led to numerous awards and recognitions, such as:

- *Named the United States Department of Agriculture (USDA) 2016 National Lender of the Year—the first for any credit union or Nevada financial institution*
- *Named a 2017 Small Business Administration (SBA) Lender of the Year*
- *Continuously recognized as a Best Financial Institution in many of its service areas, including Reno, Carson City, and Carson Valley*



• *Awarded first place for the large company category in the 10th Annual Best Places to Work in Greater Reno-Tahoe*

• *Recipient of the 2017 First Place Dora Maxwell Award for Nevada Community Achievement*

As Greater Nevada's membership has grown over the years, so has the credit union's presence in the community. In 2016, Greater Nevada Credit Union acquired the naming rights to Greater Nevada Field, home of the Reno Aces AAA baseball team and Reno 1868 FC soccer club. This year, the credit union is opening a new branch across from the University of Nevada, Reno, as well as building a new, state-of-the-art branch at its headquarters in Carson City. At year end, Greater Nevada will have 13 branches in northern Nevada, along with a network of more than 5,000 shared credit union branches and 30,000 fee-free ATMs nationwide.

On the commercial banking side, Greater Nevada is recognized as a major player in USDA and SBA lending. Businesses have also benefited from products and services such as flexible business checking account options, competitively priced merchant services, online ACH, wire services, remote deposit capture and access to payroll partners.

Basically, Greater Nevada Credit Union members can access products and services ranging from online and mobile banking to a full suite of mortgage lending services, financial planning and investment services, and competitive insurance programs—with complete confidence that their deposits are also federally insured. And since Greater Nevada members are also owners of the credit union, earnings are returned to them in the form of better rates, fewer fees and exclusive products and programs. Examples include payment saver auto loans, a hybrid of conventional financing and leasing; first time buyer and borrowers programs; checking accounts with monthly rewards; and exclusive discounts on events, travel and more. However, "helping more people live greater" doesn't stop there.

"An important way we serve our members is by helping their communities," said Wally Murray, Greater Nevada's President/CEO. "That belief is part of who we are and seen in the ongoing commitment of our employees, who in 2016 alone volunteered 2,836 hours of their time through the credit union's community service program."

The next time you're thinking about options when it comes to personal or business banking, call 775-882-2060 or visit [gncu.org](http://gncu.org) to learn more about one of the state's largest, locally-based and member-owned financial institutions, here to help you Live Greater.

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# Ready for a **REVOLUTION?**

by Corrine Casanova

While the Beatles were singing about a revolution long before Kyle Reeves, founder of Revolution Online Marketing, was born, he chose the name for his business because of its meaning. In Latin, revolution means turnaround in a relatively short period of time. His intent is turning marketing strategies and results around quickly for companies and organizations.

According to Reeves, "When I started this business, I knew we could provide a better business solution for marketing that could completely revolutionize an entire industry."

## *How Achieve Results? Big Data*

One of the ways they do that is by laser focusing on the customer's target market. They use big data to achieve results. Reeves explains, "Each and every one of us has our own individual consumer profile. Everything's tracked on consumers. That includes the certain type of shoes they like to buy and how much money they spend at grocery stores each week. Every time you swipe your credit card, search something online, open an email or interact with a social media post, your information and consumer habits are tracked and converted into data. On the back end the advertisers have access to this information. Big data influences all of your decisions."

For businesses and organizations, the idea is to hammer down on your ideal audience so you don't waste time or money recruiting people that aren't interested in your product or service. At Revolution Online Marketing, they can guarantee specific results once the client is clear on who their target customer is.

## *Where are Consumers Searching?*

Long gone are the days of paging through the Yellow Pages to locate a business. Today, it's mainly Google based. Nine out of every 10 consumers are using Google to search for things. Reeves aims to capture consumers on client's websites by grabbing their attention within five seconds of view-

ing as it has been statistically proven that if it takes more time than that, you will have lost the client. They streamline websites and make sure they are mobile friendly as most consumers search via their smartphones. Today, according to the Pew Research Center, 77 percent of Americans own smartphones.

Reeves noted that the Internet has changed the way businesses market and how it continues to evolve. Different platforms are popular and successful at different times. Twitter has become almost irrelevant for marketers while Facebook and Google are exploding. Revolution Online Marketing is constantly monitoring the ever-changing landscape and attempting to figure out where the next wave of consumers are going to be.

Snapchat is a social media outlet that is seeing more play. Fashion designers are now starting to advertise their new clothing collections on Snapchat. Google continues to revise their algorithms on a monthly basis and keeping businesses on the first page of a search is more important than ever.

### *Givers Gain*

One core philosophy of Reeves comes from vocal entrepreneur Gary Vaynerchuk (Gary Vee) who preaches give more than you take in relationships. For example, give 51 percent and take 49 percent. Reeves uses this philosophy in all aspects of his life including his business transactions. He enjoys sharing his insight with clients and providing genuine change. He started the company in the garage of his college

home with a vision. "I was just me as a kid with a computer and a dream. One of the biggest reasons why I got into this line of work is that I'm a humanitarian. I've been on mission trips where I work with local youth groups to achieve goals. I've dedicated my entire life to helping people. My company is no different. I try to figure out how best I can help others and still make money," said Reeves.

There are seven employees of Revolution Online Marketing and Reeves noted that six of those employees were his friends from high school or college. He shared his vision early on and let them know they could be a part of it but would need to work their "behinds off." He told them that it would be worth it if they trusted in the process. And it seems to be working. Reeves shares, "Our goal is to help our own business grow and help everyone else's businesses grow. When we do well with our clients, there is a ripple effect."

"At Revolution Online Marketing we love to get up in the morning and work hard. We know we're going to leave behind a legacy that will hopefully change the world in some form or fashion. That is a big part of why I started my business in the first place. I want to help local organizations and this community. I love the northern Nevada area and would never want to live anywhere else," Reeves concluded.

*Watch out, this revolution is changing the world.*



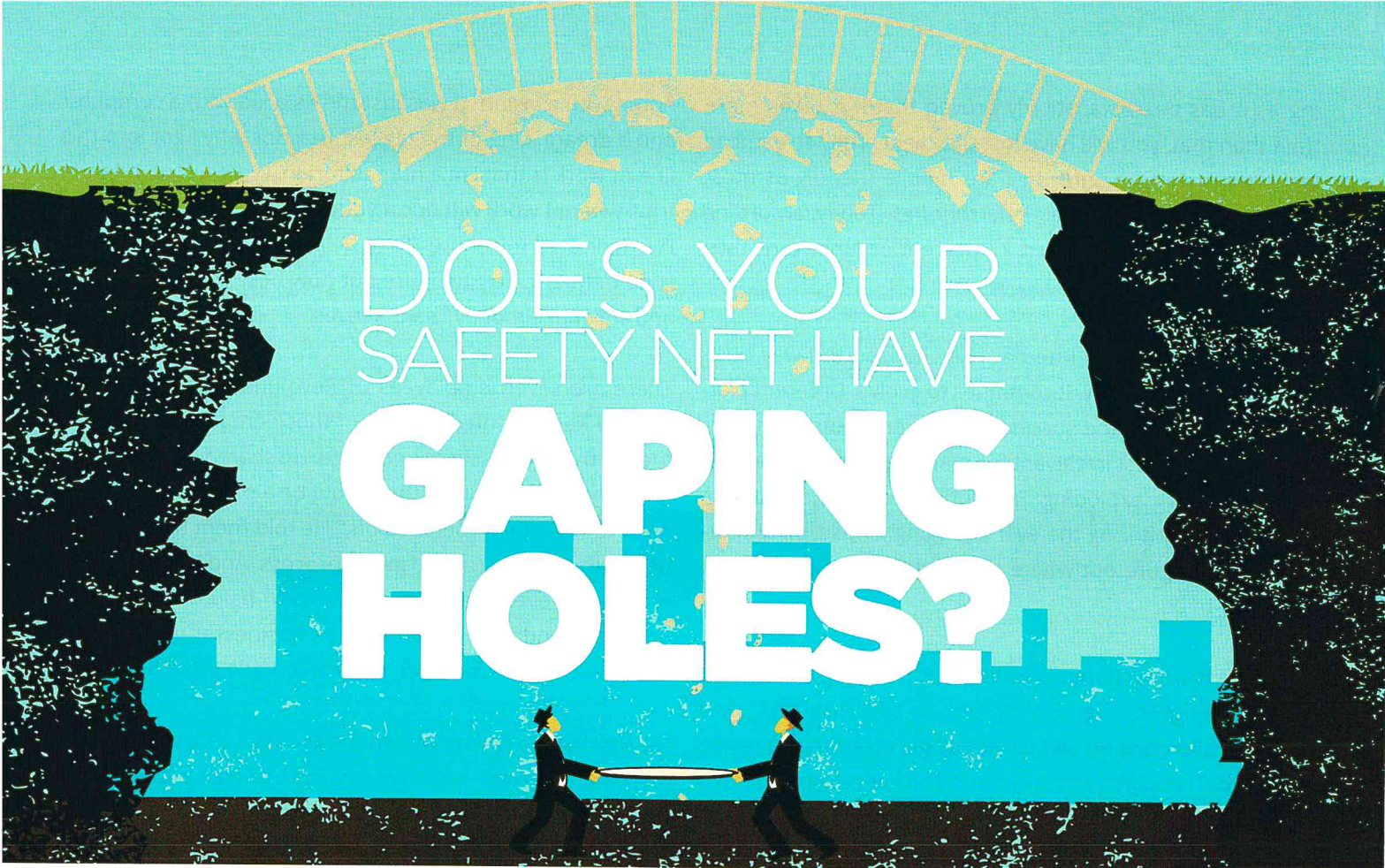
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# DOES YOUR SAFETY NET HAVE GAPING HOLES?



by Mike Menath

If you're like most business owners, running your operation can often feel like walking across a high wire, one mile up, in hurricane winds. Reaching your goals ahead is exhilarating each step of the way, but odds are there will be some major trip-ups along your envisioned path to success. And when these inevitable falls happen, the harsh truth is the people closest to you won't be there to catch you.

A major OSHA violation? A workplace injury that results in a lawsuit? A significant product failure? A staff member who drives the newly painted company truck into a telephone pole? A fire in the equipment room? Unfortunately, the list goes on...and on...and on.

Though you surely have the most talented, inspired and dedicated employees on the planet, if these type of disasters strike your business, don't expect to pass the hat to cover the costs of these potentially crippling set-backs.

Even if it was 100 percent their fault.

No. You are on your own when it comes to business losses. Sadly, many organizations are just a bad day away from financial ruin. They are just one key stumble away from shutting their doors. So, as you're walking the high wire today, how does your safety net look below?

The safety net most sharp business owners chose is providing themselves with adequate insurance coverage. But are the insurance carriers going to actually catch you if you fall? Well...they most certainly will. And they do this well. But...and it's a big but...it's incumbent on you to make sure you've weaved together the policies properly that comprise your safety net.

All it takes is an oversight here, or an inadequate strand of coverage there, and you're going to find out at the wrong time your net is incapable of covering you when

you need it most. So how do you really know if you've got the right safety net? The better question is, "Who are you working with to help you build it?" This is what separates one insurance broker from another. And this is where experience, knowledge and technical expertise makes all the difference. Choosing the right professional may actually be your most significant business decision.

Are you working with the right pro? Ask yourself these questions as you're making that decision:

### 1. ARE THEY REPRESENTING A SINGLE CARRIER?

The major carriers today provide sophisticated layers of coverage. They are often companies with a proven record of backing up their products. But, most specialize in one area or another when it comes to commercial insurance. They may offer a superior General Liability package, but their worker's comp offering is weak or non-existent. If you're working with an insurance broker who is representing a single carrier, there is a good chance there will be sizable gaps in your coverage.

### 2. ARE THEY PART OF A TEAM OF KNOWLEDGE-ABLE PROFESSIONALS?

The knowledge it takes to deeply understand the risks involved with workplace injuries and OSHA violations is much different than comprehending the vast complexities of medical insurance. If you are working with someone who is telling you they have a "basic understanding" of all things in insurance, then you are setting yourself up for failure.

### 3. ARE THEY PERFORMING COMPREHENSIVE AND ANNUAL REVIEWS OF YOUR COVERAGE?

Ensuring that you're well insured is one of the most critical business activities you can take as an entrepreneur or high-level executive. If you haven't done a comprehensive review of your coverage in a while, you should schedule one right away. And, as you know, your business is changing all of the time. If you're not working with a seasoned professional to review your coverage in detail on an annual basis, you are leaving your company vulnerable to disaster.

### 4. ARE THEY ASSISTING YOU PROACTIVELY TO AVOID THE USE OF YOUR SAFETY NET?

This is a big one. It's one thing to have a high performing

safety net. It's even better to not need it in the first place. Your insurance representative should be providing you with materials and expert advice in avoiding workplace safety accidents and OSHA violations. They should be keeping you abreast of the rapidly changing environment in healthcare. They should be giving you active feedback on how you can limit your exposure to risk. After all, if you are working with the right team of professionals, they are literally experts in accidents, and how to avoid them.

Ultimately, it is your responsibility as a business owner to ensure you have the right safety net in place. Make no mistake about it. You'll be writing the check if you're wrong. But getting your safety net properly designed, installed and consistently maintained is the role of your insurance professional. Being a business owner can be lonely at times. But, building your safety net is one activity you should never do alone.

*Menath Insurance is an independent insurance agency with headquarters in Incline Village, Nevada and an office in Reno, Nevada.*



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## HABITS FOR SUCCESS

### PART 2



by Jeffrey Benjamin

Your daily habits determine your destiny. You are the sum of your thoughts and actions. You can make a difference in your life. Last month I shared the first 10 of the 21 habits for success. Here are the remaining successful habits.

**11. Define yourself.** If you let others define you, you might not discover who you really are. Who are you? What do you stand for? Make the time to define your goals, values and beliefs. Who you define yourself as triumphs.

**12. Focus on your strengths.** Focusing on your weaknesses can dissipate your energy while emphasizing your strengths lifts you higher. What are you great at? Devote the majority of time to what your strength is. Sure, you want to turn your weakness into strengths too, but not at the ex-

pense of exploiting your strengths.

**13. Get physical.** Olivia Newton John's lyrics comes to mind, "Let's get into physical, let me hear your body talk..." Get in fitness motion. No need to run a marathon or become a power-lifter. Even 20 minutes a day of walking, hiking, yoga or whatever is enough to get the blood and oxygen moving. It makes you feel good and it's a great way to bust some stress.

**14. Stop talking.** Let your actions do the talking for you. Additionally, you'll learn a lot more about yourself and others. Enough said.

**15. Have a sense of humor.** Life can be challenging and stressful at times. A sense of humor can help you get through it. Elbert Hubbard was

right when he said, "Do not take life too seriously. You will never get out of it alive."

**16. Uplift others.** You will never reach a higher ground if you are busy pushing others down. People prefer being around people that make them feel good about themselves.

**17. Strengthen your team.** Your goal is not big enough if you can achieve it all by yourself. Running teams will make life easier and more fun. A family that is a team is happier and more fulfilled. The same is true with company teams.

**18. Accept yourself.** Mark Twain sums it up, "Everything in life changes as soon as you trust yourself. A man cannot be comfortable without his own approval."

**19. Tell people what you want.** Humans don't have the capacity to read minds. People won't know what you want or don't want if you don't tell them. Great relationships are created on an understanding of what each person wants or doesn't want.

**20. Expand your network.** People who have small networks limit their opportunities. Get out and meet others to build relationships that can help you.

**21. Make fear your friend.** Fear either controls you or sets you free. Which do you prefer? Dumb question, huh? Marcus Aurelius had a great perspective, "It is not death that a man should fear, but he should fear never beginning to live."

Life is a do-it-yourself project. Put at least one of these habits for success into practice to get a result in your personal and business life.

Best of success to you!

**Jeffrey Benjamin is the founder of Breakthrough Training in Reno. He is the co-author of Real Life Habits for Success. Contact him at BreakthroughTraining.com.**

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# TREATING PROSTATE CANCER WITH CYBERKNIFE TECHNOLOGY

by Stephanie Audain

September is National Prostate Cancer Awareness Month, a month observed every year in the United States by health experts, advocates and individuals concerned with men's prostate health. Designating a month for the disease serves the purpose of increasing public awareness of the importance of prostate health and screenings, educating about risk factors and symptoms and advocating for further research on prostate health issues.

Prostate cancer is the second most common cancer in American men, with about one in seven men being diagnosed with prostate cancer during his lifetime. According to the American Cancer Society, there will be almost 1,200 new cases of prostate cancer diagnosed in Nevada in 2017 alone.

There are several risk factors associated with prostate cancer, including family history, race, diet, etc., but the most common factor is age. Prostate cancer occurs mainly in older men. About six in ten cases are diagnosed in men aged 65 or older, and it is rare before age 40. The average age at the time of diagnosis is about 66.

While there are a lot of risk factors for prostate cancer, there are also good survival statistics associated with the disease. Survival rates for prostate cancer are very high. According to statistics from the National Institute of Health, almost three million men are estimated to be living with prostate cancer in the United States. One of the reasons why survival stats are high is because there are several treatment options for prostate cancer.

One treatment option that has been proven successful for prostate cancer, and the one that Reno CyberKnife chooses for its patients, is the CyberKnife® Robotic Radiosurgery System. At Reno CyberKnife, men diagnosed with prostate

cancer are treated with stereotactic body radiation therapy (SBRT) by the CyberKnife System. CyberKnife is a painless, nonsurgical prostate cancer treatment technology in which high-dose radiation is delivered to the tumor from a linear accelerator mounted on a highly maneuverable robotic arm. Hundreds of different angles enable the radiation to be contoured to the shape of the prostate, resulting in treatment aimed directly to the prostate gland, avoiding nearby critical anatomy. This precision reduces treatment time to just five outpatient visits, compared to the average 45 visits conventional radiation therapy requires.

In addition to shorter treatment time, patients choose CyberKnife treatment for several other benefits including no anesthesia or hospitalization required, little to no recovery time which allows for an immediate return to daily activities, few (if any) side effects, and minimal radiation exposure to healthy tissue surrounding the tumor.

Lattie Evans, Staff Sergeant, United States Army (Retired), chose treatment at Reno CyberKnife because he didn't want to have all the different side effects that came with surgery. "A friend of mine told me about CyberKnife and how it's a very short course of treatment, consisting of only five treatments over one week of therapy," said Evans. "The fabulous thing was there was no weakness. I could get off the table and go hit the gym and workout. It was awesome. If you get diagnosed with prostate cancer, and you have the option to receive CyberKnife treatment, that's the treatment to go for."

***Stephanie Audain is the Reno CyberKnife Public Relations Manager. To learn more about how Reno CyberKnife treats prostate cancer with CyberKnife technology, or to get a second opinion about a prostate cancer diagnosis, visit [RenoCyberKnife.com](http://RenoCyberKnife.com) or call 775-348-9900.***



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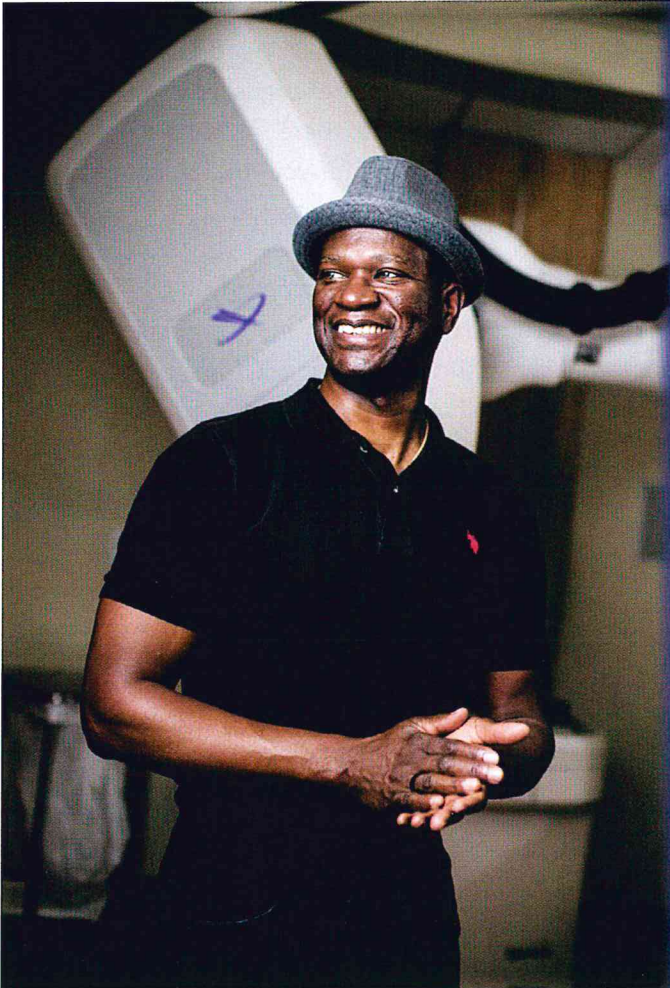


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**"If you get diagnosed with prostate cancer & have the option to get treated with CyberKnife, that's the treatment to go for."**

– L. Evans, Prostate Cancer Survivor

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# A Tribute TO ERIC MADISON

## STARTUPNV

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by Corrine Casanova

I interviewed Eric Madison for this story on July 25 as he was headed to Las Vegas for two weeks as he typically did each month to work at StartUpNV in the southern portion of the state. Because of Eric's untimely death on August 19 I would like to share with our readers my interview in Q&A format.

### *Here's a little background:*

With hubs in Las Vegas and Reno, StartUpNV is a non-profit 501(c)3 and is Nevada's only state-wide business incubator. They are also connected to Small Business Development Centers located throughout rural Nevada. StartUpNV provides resources and education, including start-up office spaces, highly experienced and connected mentors, access to capital—and proven methods to help Nevada based start-ups be successful. They currently have 17 start-ups in the program.

### *What's the typical success rate of start-ups?*

EM: About 90 to 95 percent of start-ups fail within the first three years. When there is a business incubator involved, that fail rate goes down to about 60 percent.

### *Why is that?*

EM: Start-ups get help and support to all aspects of their

business at business incubators. The founders will get access to mentors and their staff will get access to people that will help them in their job. You will also have access to start-ups that may be doing similar but different things and you will work with them. For example, if I'm a product company and I need a website, there might be a website company that can do the work for you for a discount and that collaboration piece will help out a lot.

### *Does collaboration happen naturally?*

EM: It does. Of course there is a culture to every incubator so you have to make sure you breed a culture of collaboration. Each month we have a dinner for our start-ups and they are required to come. And each month we talk about something different. You kind of have to force them in the beginning to have that collaboration but once they establish it, it is kind of organic.

### *Do you have a mission statement or core values that you'd like to share?*

EM: Yes. First, fostering an entrepreneurship culture of collaboration. Second, attracting and retaining talent in Nevada which is a big problem. We don't want all the smart kids going across the border. And lastly, creating Nevada as an entrepreneurially friendly state. On paper it seems



image courtesy of Ken Lewis Studio

to be but the culture is not quite there for Nevada. I think there is not an issue of urgency in this state. For example, if you go to California, it's different. People are working really hard and fast. Here, if we give start-ups a list of things they need to do in 90 days and check back in 60 days, they could say, "I haven't even started." In Silicon Valley, I did seven start-ups in 10 years. Jeff Saling, Bob Susskind and I are all from Silicon Valley. We come in with that fast paced culture in mind. Sometimes we get pushback from some of the old boy's network. My comment to them is, "Work with us, but don't work against us because we will steam-roll you."

### ***How does the Innevation Center tie in with StartUpNV?***

EM: It provides co-working and meeting space for our StartUpNV clients. There are 11 locations throughout Nevada with Las Vegas and Reno being our formal hubs. Reno is powered by UNR and Las Vegas is powered by SWITCH. The Innevation Center in Las Vegas is expanding in Technology Park. We will have about 50,000 square feet of office space. It's like we will be our own city. StartUpNV is the incubator for UNLV. My fourth co-founder of StartUpNV is Zach Miles. He is the associate vice president for economic develop at UNLV. If you know of Mridul Gautam at

UNR, he's the Mridul of UNLV. He is now a board member representing UNLV.

### ***How often do you travel between Las Vegas and Reno?***

EM: I am in Vegas the first two weeks of each month. So far this year I've taken 17 trips back and forth.

### ***I've noticed there is an intense rivalry or even dislike between UNR and UNLV. How do you manage working with both?***

EM: It's one of those things where there was some initial pushback from UNR because of our relationship with UNLV. However, the Innevation Center has been really nice to us. We have good relationships with faculty members on campus but not with UNR as a whole. But once we start incubating successful startups for UNLV and Reno, UNR is going to go, "Okay, at this point we are the odd man out."

### ***How does the economy help or hinder startups?***

EM: There are two aspects to it. Innovation in a recession time is really high because when a lot of people aren't working they have time to think of new ideas. Now getting funded can be a problem though. A lot of Silicon Valley big

names were started during the recession. They had to be creative about how they built their business model. For example, in the software industry, apps were invented where people could try them out for free. Features were added to create a premium model which people could purchase for a fee if they chose to do so. That all came out during the recession because people weren't buying apps. Essentially, invention comes out of necessity. If I don't have a job and I can't find a job then I have to create my own job. When there are bad economic times, good businesses get started out.

### *What does the pitch process look like for potential start-ups?*

EM: Everybody that comes to talk to us starts out by pitching. I don't care if we know you or don't know you or you have a company that just needs help. You sit in a room at the Innevation Center either here or in Las Vegas on a Monday or Wednesday afternoon and you pitch your company or idea and we give you feedback. It takes about 45 minutes.

### *Is it like Shark Tank?*

EM: We all sit on this side, they sit on that side of conference table. We spend about five minutes explaining what an incubator is, what services we provide and ask them, "Why are you here today?" And the answer better not be looking for money because entrepreneurs often assume money will fix every problem they have. But I would say over 80 percent of them aren't far enough along to attract investors yet. Our role is to get them to a certain point where they can attract investors.

### *Tell me about this 90 day process that you use with start-ups.*

EM: Every 90 days the start-up comes back and pitches for their spot. At this point we rank them on the startup feasibility index. We rank them on five things:

1. Team
2. Product
3. Market
4. Competition
5. Customers

We look at their knowledge and ability to execute. So, you might have a great product idea but you don't know how to build it. Your knowledge of the product is high but your ability to execute is low. We are looking for both knowledge and ability to execute. We create a graph which shows where their weak points and strong points are and that shows us what we can focus on.

### *As Reno continues to expand with start-ups, is there anything that concerns you about that?*

EM: The infrastructure. SWITCH is going to bring 3,000 jobs the area but where are these employees going to live? They are coming from Silicon Valley and probably aren't going to want to live in Dayton or other outlying areas. They are going to want to live in Reno/Sparks and what's the infrastructure for that like? Nobody wants to talk much about this.

**To learn more, visit [startupnv.org](http://startupnv.org).**



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# WHAT'S YOUR BUDGET AND TARGET AUDIENCE?



by Peter Fishburn

So, you are launching your long-awaited business venture. Congratulations. Did you put aside a marketing/advertising/promotions budget? I have been told this is something new start-ups either forget or begin with insufficient funds to really tell their audience their story and how to find them.

Once you have a budget, who is your audience? Is your business model business to consumer or business to business? Where will your targeted prospects reside? Are they located geographically close to you or are they spread out across the country? What are the demographics of your customers? Are they young, seniors, businesses? Is their income level high enough to afford your product or service? Do you know if there is a potential need or interest in your product or service? Is your new business a niche business that has a very specific audience?

A lot of people say, "Anyone can use my service or product." That may be true, but you may not have the resources to reach everyone. So, it is important to focus on the customers who have the greatest need, who you can easily target and more importantly communicate with economically.

How many customers do you need? If you are a service business like a restaurant or other brick and mortar business, you may need thousands of people to cross your door in a year. If you are a business to business company and depending upon the dollar volume of your product or service, you may only need a thousand customers.

I want to stop here and ask a very important question: Are you an expert in marketing, branding and advertising? Most new business owners are not. I strongly urge you to connect with someone who has a background in marketing or search for a representative who is very knowledgeable. For example, if you choose social media, do you know how to create the right kind of content for search engine optimization? There is a skill on how to do that and how to place ads in social media for the best advantage. There are experts in all the other areas as well. Interview these people to find the one who understands your business and you relate well with.

How you market your business and the type of advertising and marketing tools you will use depends upon how you have answered the above questions. If you target geographically around your business, then mass media tools such as TV, radio, newspapers, billboards and direct mail are options to consider. Join local organizations like the chamber, professional organizations or networking groups. On the other hand, if you only need to reach 1,000 specific people or businesses, a more targeted approach needs to be considered, such as direct mail and promotional items.

Email and social media need to be part of your marketing strategy. While there is only so much time in a work day, you need to choose which media will give you the greatest return on your time and resources. If social media is not your main source for customers be careful as it can consume a lot of your time. In a start-up, the need is for cus-

tomers to immediately purchase your product or service as cash flow is always an issue.

I did not forget the importance of a website for your business. A website has now become a necessity just like your need to have a phone and email address for customers to reach you. Your website is your store front and most of your marketing efforts will tie back to it. How you design your website depends upon the questions mentioned above so it will be the most effective. There are good websites and there are bad, we have all experienced both. Make sure your new website has all the right elements so you start out on the right foot. Here again, select a professional web designer who will be with you long-term and not be gone in six months as your website will have to evolve as your business grows. You don't want potential customers to be frustrated or confused as you begin your business. Good luck and I wish you great success.

*Peter Fishburn has been helping clients achieve positive results with branding over 20 years. For more information, programs or a consultation on how promotional campaigns could benefit your business, contact Peter at [pfishburn@brownandbigelow.com](mailto:pfishburn@brownandbigelow.com).*



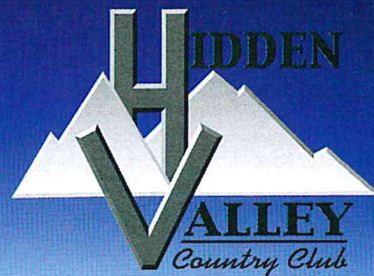
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# THE SKINNY

## ON NFC CREDIT CARD PAYMENTS



By Tim Kirk

### ACCEPTING CREDIT CARD PAYMENTS FROM SMARTPHONES: THE RIGHT MOVE FOR YOUR BUSINESS?

An awkward introduction of EMV Chip technology into the U.S. retail credit card payments environment has added a new level of security as well as a new level of complexity to credit card processing for brick and mortar retailers. It may seem that the near simultaneous roll out of smartphone credit card apps adds one more level of confusion, but could credit cards stored in “digital wallets” simplify and expedite your retail sales? These contactless transactions are a type of Near Field Communication (NFC) credit card payment and will be referred to as “NFC payments” for the remainder of this article.

**A short history.** NFC payments manifested as a contactless, card based payment system introduced at fuel pumps in the late 1990’s. As the technology continued to develop, major credit card issuing banks launched pilot programs beginning in 2006; subsequently, card brands and issuers introduced credit cards embedded with radio frequency identification (RFID) chips. Technology “enthusiasts”—the types who search for security vulnerabilities—

discovered a chink in the data security “armor” of RFID embedded payment cards: equipped with inexpensive scanners, scam artists could easily steal cardholder data stored on the RFID chip. To harvest sensitive credit card data a thief with a contactless sensor could merely walk near people carrying RFID embedded cards in their wallets or purses. (See the video on bizNEVADA website.)

While RFID embedded credit cards were still in their test phases, mobile phone producers and service providers had begun development of device based NFC technologies—the term “digital wallet” described their objective; currently, the three major players are Google, Samsung, and Apple. One of the earliest releases was Google Wallet, which is no longer used for credit card transactions; Android Pay is now Google’s mobile credit card payment App. Samsung has also entered the market with Samsung Pay. Both Google and Samsung initially approached mobile payments by working with major retailers to promote acceptance. Apple Pay, partnering with Visa, MasterCard



and AMEX in 2013, worked towards development of mobile NFC technologies for use with iOS devices. Officially announced in September 2014, Apple Pay is the most widely accepted form of mobile NFC payments.

**Security.** Apple Pay, Samsung Pay and Android Pay use similar security enhancements. Cardholders authenticate with their fingerprint. No password is needed; even if someone knows your phone's pin they cannot authorize payments. (Note: Android Pay will support pin authentication on older devices, but this will be phased out.) Apple Pay and Samsung Pay both enhance security of NFC payments with their own versions of proprietary hardware known as "the secure element." The secure element adds the factor of dynamic encryption and tokenization from the device. This means that information is converted into a nugget of encoded data before it is sent; because it is dynamic it is good for one transaction—even if it were somehow decrypted the information would be useless. Because of the hardware based secure element, contactless payments can be made wherever NFC transactions are accepted—even if the cardholder is outside digital coverage. Apple Pay and Samsung Pay also used sophisticated cloud based encryption and tokenization. Android Pay does not use a hardware based security solution however, all other factors are in effect, including an enhanced, cloud based, dynamic encryption and tokenization process known as Hosted Card Emulation. Android Pay users can perform a limited number of transactions outside coverage areas.

What does this mean when it comes to data security and liability for merchants? In-store purchases using Apple Pay, Samsung Pay, and Android Pay are all classified as "card present transactions;" which means that all three are placed in the same risk category as the insertion of an EMV embedded card into a terminal. NOTE: Neither BizNevada or the author are endorsing or rating the security of these NFC payment applications; the author is stating that payments made using these applications are placed in the same risk pool as other "card present" transactions by VISA, MasterCard and AMEX, and that no additional charges or downgrades are applied.

**Convenience.** Compared with card present EMV chip transactions, mobile NFC payments are convenient and quick. Customers paying at the register by inserting EMV cards are sometimes confused by the process, removing

their cards from the terminal prematurely, which complicates and prolongs the process. Even when payments process according to protocol, EMV transactions seem to take an inordinately long time. According to merchants, there is an increase in the number of cardholders who are now using mobile NFC payment applications because customers find them to be more convenient.

**Cost effective?** Two more factors that merchants will consider before reconfiguring their payment processing model are, "Will this technology make me more money," and, "Can I get by without it?" Do you like providing convenience to your customers while simplifying the process for your cashiers? If the answer is "yes," then that is a "check mark" in the plus column. The imperative to start accepting NFC payments is not currently in a state of high urgency; you can get by without it at this time. If your current terminal is reaching end of life, or if you are considering a change in processors, the next terminal you select should accept EMV and NFC transactions and it should be paired with a pin-pad, which enables merchants to gain the most benefit from both EMV and NFC technologies. The cost of these terminals, with pin-pads, varies from about \$200-\$600, depending upon manufacturer and model. If you are using, or plan to use a POS system, inquire about when NFC technology will be accepted. Estimates vary regarding when NFC acceptance will become necessary but, due to the proliferation of smartphones and the growing popularity of wearable technology, mobile NFC transactions will become most people's primary payment option.

**Summary.** When it comes to accepting NFC payments, there is no downside. There are no data security red flags at this time. They are at least as simple as other "card present" transactions and provide convenience and simplicity for your customers and employees. The adoption of electronic, app based digital wallets will eventually make NFC payments the primary payment method for most cardholders. There is no need to panic and commit to a contract or equipment lease to start accepting NFC payments immediately—it simply has not reached that level of urgency. Contact your payments professional and discuss a sensible plan to update your payment equipment on a reasonable timetable.

**Tim Kirk is an account executive with PaidRight; he has been helping merchants establish, grow and manage their revenue streams since 2009.**

# CALENDAR OF EVENTS

## RENO+SPARKS CHAMBER

### SEPTEMBER 20

4:45-7:30PM  
Accelerated Networking  
Transforming Your Money-  
Create a New Financial Reality  
Hidden Valley Country Club

### SEPTEMBER 21

8:30AM-3:30PM  
Littler Nevada Employer  
Conference  
Peppermill Resort Spa Casino

### SEPTEMBER 23

6-11PM  
American Cancer Society's Suits  
& Sneakers Gala  
Reno Ballroom

### SEPTEMBER 25

5:30-9PM  
Desert Research Institute  
Nevada Medal Dinner  
Peppermill Resort Spa Casino

### OCTOBER 18

4:45-7:30PM  
Accelerated Networking  
Three Ways to Grow Your Team  
Hidden Valley Country Club

### SEPTEMBER 14

7:30-10AM  
HR Bootcamp, Part 2  
Reno+Sparks Chamber of  
Commerce

### SEPTEMBER 19

4:30-6PM  
The Joint Force Meets the  
Workforce-Reverse Job Fair  
Reno+Sparks Chamber of  
Commerce

### SEPTEMBER 21

7:30-10AM  
HR Bootcamp, Part 3  
Reno+Sparks Chamber of  
Commerce

### SEPTEMBER 28

7:30-10AM  
HR Bootcamp, Part 4  
Reno+Sparks Chamber of  
Commerce

### SEPTEMBER 28

4:30-6:30PM  
Alive After 5  
The Discovery Museum

## NCET

### SEPTEMBER 20

2-4PM  
Tech Cafe  
Insurance Changes/ACA  
Valerie Clark  
The Basement

### SEPTEMBER 22

10AM-5PM  
NCET Small Business  
Expo  
Atlantis Casino Resort Spa

### SEPTEMBER 27

11AM-1PM  
Biz Bite  
IT Management  
Aaron Boigon  
Atlantis Casino Resort Spa

### OCTOBER 11

5:30-7:30PM  
Tech Wednesday  
West 2nd District

### OCTOBER 18

2-4PM  
Tech Cafe  
Sally Young  
The Basement

## WIN

### SEPTEMBER 29

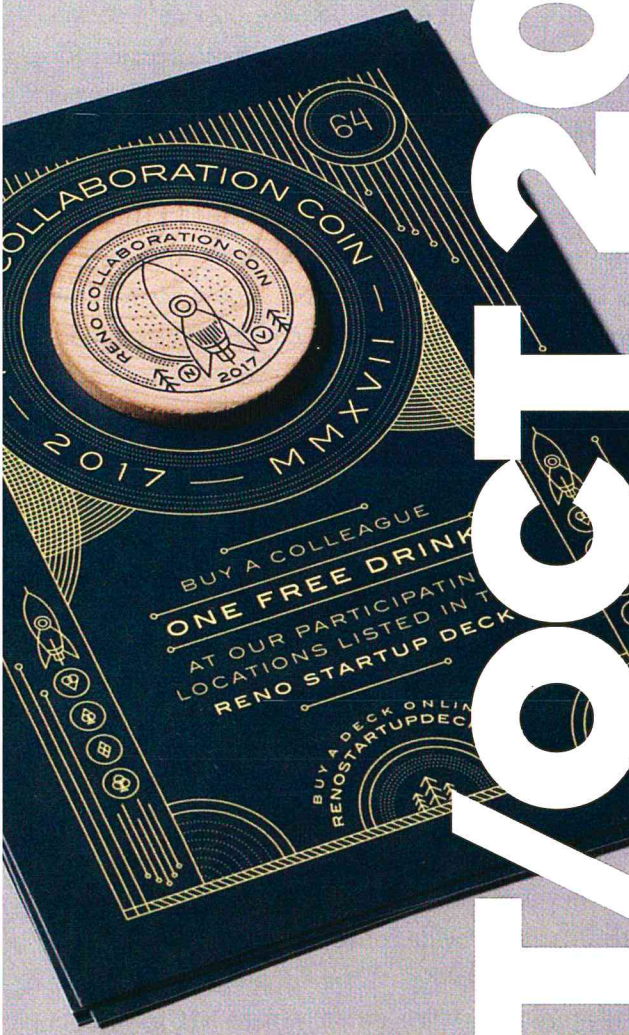
7-9AM  
WIN Breakfast Meeting  
Professionalism is a Choice:  
Reputation, Integrity and Owner-  
ship for Leaders  
Phillip Van Hooser  
Atlantis Casino Resort Spa

## CARSON CHAMBER

### SEPTEMBER 14

5-6:30PM  
Blink Aesthetics Grand Opening  
& Ribbon Cutting  
1910 E College Pkwy

# SEPTEMBER 2017



**SEPTEMBER 18**

10-11:30AM  
Chamber Travel Club Meeting  
Carson City Chamber of  
Commerce

**SEPTEMBER 20**

5-7PM  
Chamber Mixer hosted by Infin-  
ity Hospice Care  
Battle Born Social  
318 N. Carson St.

**CARSON VALLEY CHAMBER**

**SEPTEMBER 13**

7-8:30AM  
September Chamber Coffee  
Hosted by Carson Valley Ac-  
counting, LLC  
1663 US Hwy 395, Suite 201,  
Minden

**SEPTEMBER 15**

9AM  
Carson Valley Medical Center  
Hospital Foundation  
Fall Classic Golf Tournament  
Genoa Lakes Resort

**SEPTEMBER 21**

4:30-7:30PM  
Thirsty Third Thursday  
Wine Walks-Athletic/Sports  
Team  
Main Street Gardnerville Office

**SEPTEMBER 23-24**

9AM-5PM  
Genoa Candy Dance Arts &  
Crafts Faire  
Historic Downtown Genoa

**OCTOBER 10**

4-5PM  
Chamber Ambassadors Com-  
mittee Meeting  
Cultural Center & Museum,  
1477 Hwy. 395

**OCTOBER 11**

7-8:30AM  
Chamber Coffee, Networking &  
Continental Breakfast  
Location: TBD

**OCTOBER 18**

11:45AM-1PM  
General Membership Luncheon  
Corley Ranch

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9:00AM Swill Coffee and Wine  
3366 Lakeside Court, Reno

**BNI MEETINGS**

**TUESDAY 7AM**

Mimi's Café  
BizClub Zero  
Swill Coffee  
Napa Sonoma South

**WEDNESDAY 7AM**

Napa Sonoma South  
Meadowood Courtyard

**WEDNESDAY NOON**

Wildcreek Golf Course  
Famous Dave's  
Reno/Sparks Association of Realtors

**THURSDAY 7AM**

Swill Coffee  
Lakeridge 19th Hole  
The Plaza Hotel, Carson City  
Mimi's Café  
Napa Sonoma South

**OTHER EVENTS**

**SEPTEMBER 28**

8AM-2PM  
Nevada Builders Alliance  
Construction Career Day  
Reno-Sparks Convention Center

**OCTOBER 19**

4-7PM  
Nevada Builders Top Golf Mixer  
Challenge  
Top Golf Las Vegas

*For more complete and up-to-date  
calendar information, visit [www.  
bizNEVADA.com/events](http://www.bizNEVADA.com/events)*





# THE BARRACUDA CHAMPIONSHIP RECAP

Montreux golf Course - [www.parcforet.com](http://www.parcforet.com)



by Chris Hoff

The 2017 Barracuda Championship has come and gone and for the 19th time, northern Nevada played host to some of the best golfers in the world. Fans got an up-close look at major champions from all over the globe and sponsors enjoyed unparalleled benefits.

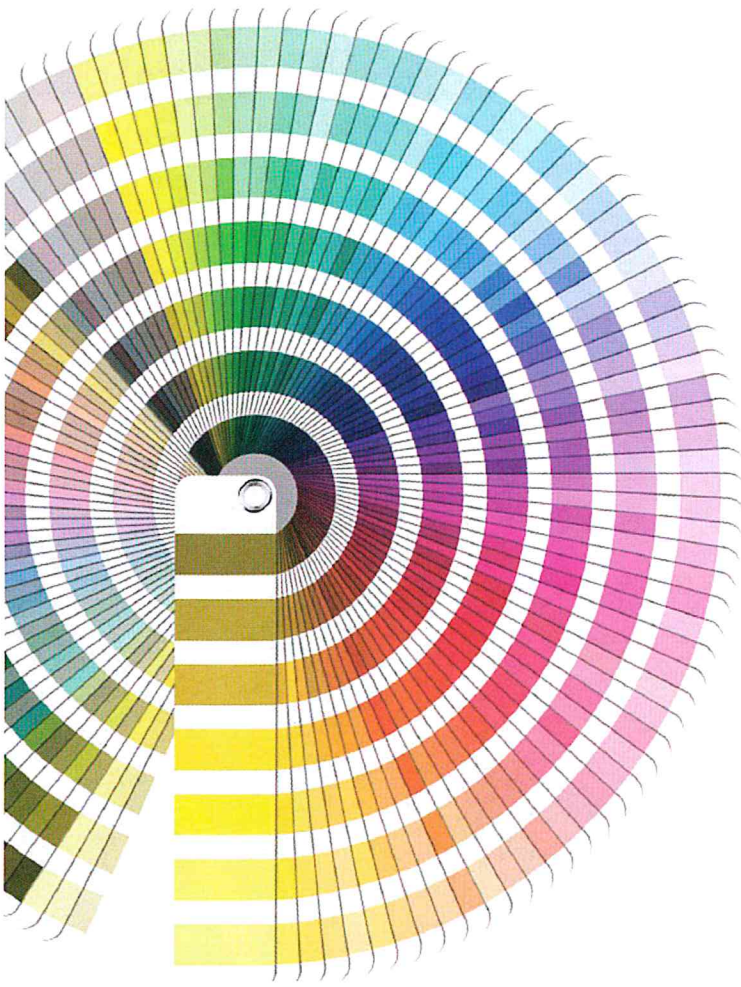
Hospitality clients were treated to dishes like Korean short ribs, fried chicken and biscuits and local greens salads all from our very own celebrity chef, Mark Estee. Ice cold cocktails with Tito's Handmade Vodka and cold beer from Coors Light and New West kept everyone hydrated. Whether it was a sponsor that has been involved for all 19 years or a new partner, the reviews were all positive and multiple reservations have already been placed for the 2018 tournament.

The tournament welcomed new marketing partners like Fairway Independent Mortgage Corp. who supported our

Heroes Hangout and helped showcase the great hospitality our military, veterans and first responders so deserve. Mt. Rose continued their creative sponsorship of the "quiet please" paddles with ski shaped signs which marshals held up throughout the golf course. Over 100 local and regional sponsors participated, allowing the tournament to continue to give back to charity; nearly \$4M since 1999.

2018 will mark the 20th Anniversary of the Barracuda Championship and hospitality and branding opportunities are available now. If interested, please contact the sponsorship team at 775-322-3900.

*See you at Montreux next year July 30 – August 5!*



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