



# LCC Business Newsletter

300 N 13th St. Las Vegas, NV  
89101  
(702) 385-7367

**Law:**  
Why over 5 million people in  
the U.S. are holding their breath

**Real Estate:**  
5 Tax Deductions Homesellers  
Should Know About

**Business & Industry:**  
Entrepreneurship + Innovation:  
A minute with Marcel



## LATIN CHAMBER OF COMMERCE FIGHTS FOR ITS MEMBERS

BY LCC AND CARLOS GOMEZ

Every once in a while, we must talk about the real strength behind the Premier Hispanic Business Organization that has been around now for over 40 years. But more importantly, the strength it has in advocating for its members. Most recently, this strength was on full display on behalf of one of its members named Amalgamated Safety Company. The owner, George T Lopez called me for some help. He went on to explain that Project Neon was a \$595 million dollar project and he felt he had no chance of getting into the project. After carefully explaining to me that he indeed had the capacity to participate, we made a call to Congressman Crescent Hardy's office. The Congressman's representative, Sonya Joya immediately spoke to the Congressman and within a couple weeks, we had a meeting. The Congressman invited the Latin Chamber of Commerce and the Nevada Department of Transportation. It was in this meeting, where I and my colleague Carlos Gomez, fought for our member. After about an hour and a half meeting, we were told that we would speak again. I felt confident that we would speak again because the meeting was very proactive and productive.

Well now comes the exciting part of this story. After a couple more meetings, our member did indeed get a six figure contract and we believe its only the start of possibly much more work on Project Neon. This is the power, value and passion that the LCC, Latin Chamber of Commerce, brings to its members. The LCC represents the small business community and it has been doing this for over 40 years. We are proud of George T Lopez and wish him much more success. To our members, please always understand that the Latin Chamber of Commerce has and always will stand with you, because it is the Small Business Community that keeps this community at the forefront of greatness.



In today's world, posting photos, video, status updates and discussions about your life on one or many social media websites for hundreds of your friends, family, and acquaintances to see is the new "normal." While social media is a great way to stay connected with others, it can also be potentially harmful to you during a personal injury case.

Social media has changed the way a personal injury case is settled and litigated. Before the days of social media, defense attorneys and insurance companies might hire a private investigator to uncover information about an injured person's claim. They would (and still do) utilize old tried and true methods of surveillance-like stakeouts and video monitoring of the injured party at the home or work. Well, the electronic world has made such investigations a bit too easy.

While many prefer to host their best and happiness moments, and not embarrassing, hurt, or painful moments on social media, the sites don't often paint an accurate picture. That "posted" profile of how someone may want to be seen can be used against their claims of pain, injury, suffering, and disabilities that may truly be in existence. Thanks to the immediacy and mass use of these social media sites, anything an injured party posts online can be used as evidence in his or her case. Attempts to prevent the use of such evidence of an invasion of privacy have failed. In fact, defense attorneys, insurance companies and private investigators are known to create fake accounts with alternative identities so they can gain access to the injured parties activities on social media. You may object because that practice seems unethical, however there is nothing illegal about it.

Social media can be an unexpectedly

## HOW NOT TO LET YOUR ENJOYMENT OF SOCIAL MEDIA NEGATIVELY AFFECT YOUR CASE

BY LEILA HALE



pivotal issue in your case because it can clearly show evidence of the "what and when" an event occurred and how an event may or may not have affected your quality of life. These sites may be a great place to share your memories, but they are also the perfect place to record your activities, your plans, your feelings about various things and can essentially become a log of your life. The more you post, the more information can be gleaned about your day-to-day activities. Pictures, video, comments and "status updates" paired with the exact time you are doing something can become very valuable information to a defense attorney or an insurance company, especially because it is their goal to pay you the least amount of money possible for your personal injury claim.

Take this example, Frankie is in a car accident and is suing for neck pain and lower back pain. The attorney for the insurance company produces pictures he posted on Facebook of him riding four-wheelers while at the dunes, and the time on the pictures clearly shows they were posted after the accident. Frankie isn't likely to get a good settlement offer, and is not likely to go to trial, because this social media gave the appearance that Frankie is feeling just fine (whether true, or not). When you have a personal injury claim, your social media activity may be just what the defense attorney or insurance adjuster needs to discredit your claim and deny compensation. That is likely the first place they will look to add insult to your injury.

Remember, there are two important factors your attorney must prove in a personal injury case. They must show that the injuries you suffered were related to the underlying accident and the credibility (how believable you are) of the injured party. That's you! Don't undermine your personal injury settlement by actively using social media and sharing otherwise hard-to-get information that could hurt your case. Either post with complete truthfulness about pain and disabilities, or temporarily suspend use of the accounts.

Some posts to avoid might include: Information about your medical diagnosis or treatment; derogatory comments about the other party, their insurance company, or their attorney; conversations you may have had with your own attorney; any other communications or information about your case; photographs of you exercising, hiking, playing sports, or even on vacation; and even check-ins at events, parties, and restaurants can become information the opposing party could use to question your case.

If you are injured in an accident, consider taking a break from social media. Instead, use that time to get better, and use a journal to document your thoughts and feelings because you will want to share that information with someone. Those individuals are your doctors and your attorneys, not your Facebook friends.

## WHY OVER 5 MILLION PEOPLE IN THE U.S. ARE HOLDING THEIR BREATH

BY JOCELYN CORTEZ, IMMIGRATION ATTORNEY AT DE CASTROVERDE LAW GROUP

While it may seem like an exaggeration to think that so many people are holding a collective breath, I can attest to this being a real phenomenon because I am one of them. Scores of people living in the U.S. who are undocumented, related to an undocumented person, or representing the undocumented are waiting to see how the U.S. Supreme Court will rule on *Texas v. U.S.* this summer. This lawsuit considers the challenge filed by 26 states (including Nevada) claiming that President Obama went beyond his powers as president in attempting to implement the directives in his November 20, 2014 Executive Order. One of those directives created Deferred Action for Parents of Americans and Lawful Permanent Residents (DAPA), which, if deemed constitutional, will provide an estimated five million people with protection from deportation for three years and a work permit if they can prove that they: (1) resided in the U.S. continuously since January 1, 2010; (2) were present in the U.S. on November 20, 2014; (3) have a U.S. citizen or legal permanent resident child who was born on or before November 20, 2014; (4) and do not have any disqualifying criminal convictions.

Since President Obama announced his Executive Orders on November 20, 2014, the aforementioned 26 states filed their lawsuit in Texas federal court. In February, 2015, this same court enjoined DAPA (and a more expanded version of Deferred Action for Childhood Arrivals – a program that has provided scores of immigrants brought as children to the U.S. with protection from deportation and work authorization). The Department of Justice appealed this decision to the Fifth Circuit Court of Appeals and in November, 2015, the New Orleans court in this circuit upheld the Texas federal court's injunction. On January 19, 2016, the U.S. Supreme Court announced that it had agreed to hear this case, choosing it amongst thousands that are submitted for review to the highest court in the U.S. Arguments will likely take place in April and a decision should be issued by the close of June of this year. As of the writing of this article, the ability of anyone to apply for DAPA has remained on hold for fifteen months.

### WHY DAPA IS SO CRITICAL TO SO MANY PEOPLE

After Congress passed the Illegal Immigration Reform and Immigrant Responsibility Act (IIRAIRA) in 1996, the face of immigration law drastically changed and many undocumented people were left with few options to legalize their status as they now faced new penalties and bars. There has been no meaningful legal overhaul to the Immigration and Nationality Act since IIRAIRA, aside from piecemeal reprieves and, indeed, executive orders (like the one being challenged *Texas v. U.S.*) passed by every president since then. And yet, the influx of immigrants to this country has only started to slow down in recent years after the economic crash of 2008. Thus, for about 20 years, the undocumented



with very limited options to become green card holders. The harsh limitations of IIRAIRA applied to real life scenarios best illustrate why many people are undocumented, without a pathway to a green card, and are eagerly awaiting DAPA. Let's say that in 1994, I enter the U.S. without documentation and without being inspected by an officer. In 1995, I have a U.S.-born child. I haven't left the U.S. since this entry 22 years ago. Like many, I believe that once my child turns 21, the child can petition for me and I can obtain permanent residency. However, IIRAIRA creates this legal quagmire: before my child can petition for my permanent residency, I must first return to my country of origin for a decade. This illustration serves to debunk the myth of the "anchor baby" – the allegation that a U.S.-born child can readily confer legal status on an undocumented immigrant – as simply untrue.

Another example: Let's say I was brought to the U.S. by my parents as a five year-old in 1993. In 1998, my parents take me back to my country of origin to say goodbye to my dying grandmother. My parents bring me back into the U.S., "without inspection" two weeks later. I now have married a U.S. citizen, hoping to start my family in the country that I have lived in since childhood. At my consular interview for a green card in my country of origin, it is very likely the officer would tell me that I must come back in 2026 to get permanent residency. Now I am outside of the U.S. and stuck. This is IIRAIRA's "permanent" bar at work which dictates that those who have been unlawfully present in the U.S. for more than 1 year and thereafter re-enter the U.S. without being admitted is inadmissible for 10 years. INA 212(a)(9)(C)(i)(I). This permanent bar exists, without explicit exceptions, despite my being brought in and out of the U.S. as a minor.

Both of these examples illustrate why so many people are literally stuck. They cannot legalize their status in any direct way under the immigration laws in effect now and so, they remain undocumented until something bigger happens, or they leave their lives and families in the U.S. behind.

### THE SUPREME COURT'S DECISION IN TEXAS V. U.S. AND BEYOND

The Supreme Court's decision in *Texas v. U.S.* will be crucial to the estimated 5 million people who will be eligible for DAPA because this is a population that has seen the tide to possible immigration reform rise, fall, and recede many times

## WHY OVER 5 MILLION PEOPLE IN THE U.S. ARE HOLDING THEIR BREATH (CONT.)

over in the last several years. As the presidential elections come ever-closer, it becomes clear that, yet again, that we will have to wait for any possibility of a legislative overhaul to immigration.

As illustrated, the road to a green card is often illusive, if not impossible for many. If the U.S. Supreme Court gives the green light to DAPA, many people will be able to obtain a work permit, protection from deportation, and peace of mind to that they will not be separated from their families.

And yet, the constitutionality of the President's executive order creating DAPA should not be the end goal. The above examples underscore why Congress must make it a priority to pass a comprehensive reform to immigration law that will provide a path to permanent residency and, eventually, U.S. citizenship for those who qualify. The immigration history of this country has never been simple and the last 30 years have been no exception. It is time to enact laws that honor our tradition of incorporating the immigrants that help build this great nation.

## MEMBER SPOTLIGHT



BY CECILIA RIVERA

We would like to thank Doña Maria Tamales Restaurant who has been a member of the Latin Chamber of Commerce for over 25 years. On January 1990 Doña Maria Tamales Restaurant became part of the LCC Family. Today, we thank them for thier loyalty and committment to our Chamber.

## LCC UPCOMING EVENTS

PLEASE CALL TO CONIRM THE EVENTS AT (702) 385-7367 (NOTE: CASH, CHECKS AND CREDIT CARDS ONLY- NO BILLING)

• April •  
8  
Friday

### DESAYUNO CON AMIGOS

NATIONAL HEALTHCARE ACCESS

Speaker: TBA  
Place: Florida Café Cuban Bar & Grill  
1401 S. Las Vegas Blvd. | Las Vegas, NV 89104  
Time: Networking: 7:30 a.m. – Breakfast: 8:00 a.m.  
Reservations: \$15 Members, \$20 Non-Members

• April •  
15  
Friday

### BUSINESS & NETWORKING LUNCHEON

Speaker: Bart Patterson, President of Nevada State College  
Place: Nevada State College, NSC Rogers Student Center Ballroom  
1021 E. Paradise Hills Drive, Henderson NV 89002  
Networking: 11:00 a.m. – Luncheon: 12:00 p.m.  
Reservations: \$45 Members, \$50 Non-Members

• May •  
6  
Friday

### DESAYUNO CON AMIGOS

Sponsor: TBA  
Speaker: TBA  
Place: TBA  
Time: Networking: 7:30 a.m. – Breakfast: 8:00 a.m.  
Reservations: \$15 Members, \$20 Non-Members

• MAY •  
14  
sday

### 11TH ANNUAL SEÑORAS OF EXCELLENCE & SEÑORES OF DISTINCTION AWARDS GALA

Place: Wynn Las Vegas, Latour Ballroom,  
Time: Reception 5:30pm Dinner and Dancing 7:00 p.m.  
Reservation: \$350.00 per person; \$3,500.00 table of 10  
Sandy Peltyn 702-375-0173 or Jenny Rosado 702-

## REAL ESTATE

## 5 TAX DEDUCTIONS HOME SELLERS SHOULD KNOW ABOUT

THE NEWS FUNNEL



## 5 Key Tax Deductions

Typically, the Internal Revenue Service (IRS) wants to know everything about your finances when you're selling a home. However, there are exceptions. For instance, when you're selling a home and making less than \$250,000 profit filing as an individual or less than \$500,000 filing jointly, and if you have lived in the home for two of the five years prior to selling, the IRS is not interested in the home sale. The reason is that the profit is excluded from being taxed, according to the US Code Section 121.

As far as taxes, there are five primary deductions that you should know about.

**1. Selling Costs**—If you do not qualify for the exclusion under US Code Section 121, you must pay taxes on any profit made. Therefore, be sure all selling costs from the gain are deducted. However, if you sell the home because of employment change, divorce, health problems, or other unforeseen circumstances, you may qualify for a partial exclusion. By working with a qualified tax preparer, you can easily determine whether you qualify.

**2. Moving Expenses**—When you're selling the home because of relocating

for work, some of the moving expenses can be deducted. For example, costs associated with storage, transportation, lodging, and other travel expenses for reaching the new destination are deductible.

**3. Property Tax**—For the portion of the year that you owned the home, property taxes can be deducted. Be sure that you deduct taxes up to the actual date of the sale. According to the Internal Revenue Service, the buyer is responsible for taxes starting from the date of sale.

**4. Improvements to the Home**—Beyond making improvements for your own enjoyment while living in the home, you might do upgrades and repairs to benefit the new owner. For instance, you may need to make changes to the home in preparation for getting it on the market, such as having a leaking roof repaired, an air conditioning unit fixed, and so on. If modifications are for that purpose or made within 90 days of closing, the IRS classifies the expenses as selling costs, which are tax deductible.

**5. Points**—When you're paying

points to reduce interest as part of refinancing the home, you may qualify for an additional tax deduction. Since a proportional share of the points can be deducted until the loan is paid, if you're paying off the loan by selling the home, the remaining value of those points are deductible.

Since tax deductions vary from one state to another and change year to year, you should always work with a reputable tax preparer when selling your home, so that you get the most deductions possible.

### WRITING ASSISTANCE

Whether creating content as part of your real estate business or writing blogs to market your home for sale, it is imperative that you write in a way that grabs the attention of intended readers. Sometimes, professional assistance is required, which is a service that we offer at The News Funnel.



**ENTREPRENEURSHIP + INNOVATION:  
A MINUTE WITH  
BY MARCEL SCHAERER**

When you are running a business, there comes a time when financing is a must for expansion and growth. At that point, and I know this from my own experiences, a business owner comes to the realization that revenues alone cannot fund growth because it is not enough to propel you to the next level.

Knowing that it is time to look for funding, we often times go out seeking financing as quickly as we can, and everywhere we can find it. However, accessing capital needed to grow a business remains a major obstacle to many entrepreneurs and small business owners. Funding is difficult to secure. In order for you to be better prepared to explore all options, take a look at the following 5-point checklist.

**1** Have a clear funding goal  
Jayson Demers, CEO of AudienceBloom, in his article about seeking financing says, “Before you start asking for funds, you need to know exactly how much money you need and why you need that much. There is a big difference between saying, I need money for my idea, and I need \$10,000 for equipment, \$15,000 for an office, and \$20,000 for a first run of products and \$5,000 to start marketing. The latter shows you have a plan, and lets your investors know exactly where the money is going.”

Also, providing solid numbers is important when presenting specific information related to revenues, expenses and profit margins. In other words, it needs to be based on actual data, not wishful thinking.

**2** Know the two options available: taking out a loan (debt equity) or selling company ownership (equity financing)  
The Nevada Department of Business and Industry provides a comprehensive directory of financing options available to businesses, from seed money to working and expansion capital. In the Access to Capital Directory: A Guide to Business Funding, you will tap into important information on grants, incentives, state programs, non-traditional financing and other resources such as crowdfunding and venture capital, and most importantly be able to continue building momentum to grow your business. To visit the directory, go to [http://business.nv.gov/Business/Access\\_to\\_Capital/Access\\_to\\_Capital/](http://business.nv.gov/Business/Access_to_Capital/Access_to_Capital/).

**3** Work extra hard on asking the right questions  
For instance: How do I really qualify for funding? A loan is a good way to grow a business, but if you cannot get one from a bank, explore other options such as microloans, small business credit lines, and options that provide transparency and offer a reasonable interest rate. Many programs collect money from investors and lend to small businesses.

**4** Network tirelessly and effectively to identify resources and create solid relationships  
This, of course, is a labor-intensive activity and you need to be strategic. Focus on creating a team of people who can help you achieve your funding goals, especially if your business model doesn't fit traditional financing.

**5** Have a written and complete business plan  
A simple and practical business plan is absolutely a must – it is crucial. A well thought out business plan can communicate your passion and how unique your service or product is.

A business plan is an essential roadmap for every business owner who wants to have a greater chance of succeeding and growing a business. I never get tired of telling business people “no excuses and buts when it comes to having a written business plan.” Make it simple and practical. It is a living and breathing document, not an academic exercise comprised of hundreds of pages. It is a visual tool that simply shows where you are and where you want to be in the future.

Because capital access remains one the most challenging and essential factors in the expansion and growth of a small business, you must remain resourceful and explore every angle when seeking the funds that will propel your business to the next level.

**ACCESS TO CAPITAL DIRECTORY**  
The Access to Capital Directory is a comprehensive listing of financing programs available to Nevada businesses. View online at [http://business.nv.gov/Business/Access\\_to\\_Capital/Access\\_to\\_Capital/](http://business.nv.gov/Business/Access_to_Capital/Access_to_Capital/)

This article was published in the 2016 Spring Edition of the Business Advocate Newsletter, a publication of the Nevada Department of Business and Industry. Please email subscription requests to [twilliams@business.nv.gov](mailto:twilliams@business.nv.gov)

Connect with us:  
Phone: (702) 486-2750  
Email: [biinfo@business.nv.gov](mailto:biinfo@business.nv.gov)  
Website: [www.business.nv.gov](http://www.business.nv.gov)  
Facebook: [www.facebook.com/businessandindustry](http://www.facebook.com/businessandindustry)  
Twitter: [@SmallBizNV](https://twitter.com/SmallBizNV)



It's a great time to celebrate and recognize the progress women entrepreneurs have made in Southern Nevada. The number of women-owned businesses has steadily grown in recent years. In fact, according to SCORE, there are currently 9.1 million woman-owned small businesses in the United States employing 7.9 million people and generating \$1.4 trillion in annual revenue.

From creating jobs to making capital investments and contributing to local communities, women entrepreneurs are an incredible force in today's economy. As the number of women-owned businesses grows, there are more opportunities for women to succeed in business ventures today than ever before.

There are many things to consider before starting a business. Here are four questions for women to ask themselves before leaping into entrepreneurship:

Do you understand your funding options? – When starting a business, it pays to explore all of your funding options, such as business loans and lines of credit. Start by meeting with a business banker who can help you determine the best financing options to meet your business goals in the short and long terms. Outside of traditional bank financing, numerous community-based organizations and microlenders offer grant funding opportunities designed for women business owners.

Have you set measurable goals? – When establishing goals, business owners should consider both their personal and business objectives, and see where they align. What's motivating you to open your business?

Do you want to grow your business and add staff, or operate as a sole proprietor?

One way to get your ideas down on

**FOUR TIPS FOR WOMEN TO CONSIDER BEFORE OPENING A SMALL BUSINESS**

**BY GLORIA ROBLEDO**



paper and set realistic, measurable goals is by creating a written business plan. Tools such as Wells Fargo's free Business Plan Center can simplify the process and guide you in developing a streamlined business plan that will take you through each stage of your business.

How will you prioritize work/life balance? – Small business owners wear many hats, and sometimes it can be tough to set boundaries between work time and personal time, especially when operating a business out of the home. If working from a home office is the plan, consider establishing dedicated office hours during which time you can focus exclusively on the business. Try not to let business needs bleed into family time, and commit to “unplugging” during family time. Balancing life and running a small business is no small feat, and there will be a period of adjustment. Take time to establish a schedule that works for you and your family, and do your best to stick with it.

Have you identified your support network? – Having a support system to lean on is a huge asset for any business owner, but it's especially important when starting out. It's a great idea to make connections and get involved with organizations dedicated to supporting women business owners, such as the National Association of Women Business Owners (NAWBO), SCORE or local chambers of commerce. From in-person

meetings and events, to online tools and resources, these organizations can serve as a great way to share contacts and connect with fellow business owners. It's also important to establish a relationship with a banker, a lawyer and an accountant who can help you keep your business organized and on a growth trajectory.

New business opportunities are created every day as more women embark on the path to entrepreneurship. Answering these four questions will make starting a business a smoother, less stressful process and go a long way towards ensuring your business thrives.



Gloria Robledo is a District Manager for Wells Fargo in Southern Nevada. More information about Wells Fargo Works for Small Business can be found online at [WellsFargoWorks.com](http://WellsFargoWorks.com).

## EDUCATION

### HISPANIC, BLACK PARENTS SEE COLLEGE DEGREE AS KEY FOR CHILDREN'S SUCCESS

BY RENEE STEPLER

Hispanic and black parents are significantly more likely than white parents to say it's essential that their children earn a college degree, according to a survey.

Today, 86% of Hispanic parents and 79% of black parents with children under 18 say it is either extremely or very important that their children earn a college degree. By comparison, about two-thirds (67%) of white parents say the same.

This gap may be linked to differing views on a college degree's importance in moving up the economic ladder. Roughly half (49%) of Hispanics and 43% of blacks say that a college education is a requirement to be part of the middle class, compared with just 22% of whites. However, white adults are more likely

than black or Hispanic adults to already be in the middle class or higher, which may account in part for the fact that fewer whites see college as essential.

Over the past two decades, educational attainment and college enrollment have increased substantially among Hispanics, the nation's largest minority group, and blacks. For example, the high school dropout rates among Hispanics and blacks ages 18 to 24 reached record lows in 2014: just 12% for Hispanics and 7% for blacks, down from 33% and 16%, respectively, in 1993.

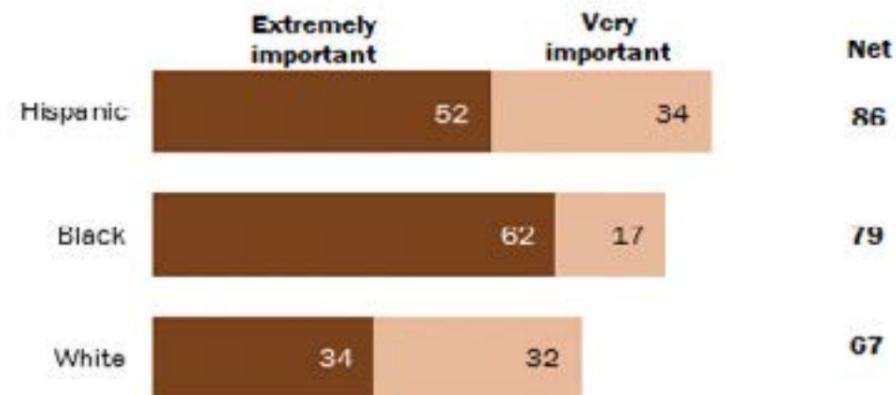
College enrollment has grown among all races and ethnicities since 1993, but gains have been biggest among Hispanics. In October 2014, 2.3 million Hispanics ages 18 to 24 were enrolled in either a two- or four-year college – up from 728,000 in 1993. Among blacks in

the same age group, 1.5 million were enrolled in college in 2014 – up from 897,000 in 1993.

And while the share of Hispanics who have finished college hit a new high in 2014, they still lag other groups on this measure. Among adults ages 25 to 29, 63% of Asians, 41% of whites, 22% of blacks and 15% of Hispanics had earned at least a bachelor's degree in 2014. This gap is partly due to the fact that Hispanics are less likely than other groups to enroll in four-year schools, attend academically selective colleges or study full-time.

#### Hispanic and black parents place high value on a college degree

% saying it is \_\_\_\_\_ that their children earn a college degree



Note: Whites and blacks include only those who are not Hispanic; Hispanics are of any race.

Source: Survey of parents with children under 18, Sept. 15-Oct. 13, 2015 (N=1,807).

PEW RESEARCH CENTER

## TOURISM & HOSPITALITY



### STUDY SHOWS SMARTER TOURIST VISA LAWS WOULD ADD MORE THAN \$7.5 BILLION IN REVENUE AND 50,000 JOBS WITHIN FIVE YEARS

BY NEW AMERICAN POLICY



The study showing how expanding the Visa Waiver Program to six new countries – Brazil, Hong Kong, Israel, Poland, South Africa, and Turkey – would result in \$7.66 billion additional spending and 50,000 American jobs within five years.

“Expanding the number of Visa Waiver Program countries could significantly impact the amount of international visitation we receive,” said Bill Malone. “With nearly 10% of our winter visitors coming from abroad; making it easier for guests to come and spend money in Park City and beyond would be a big boost to our local economy.”

“Our industry has been growing by 3% each year. We are a constant source of employment and economic opportunities. Our industry is greatly affected and tied to tourism,” said Melva Sine, President and CEO of the Restaurant Association. “Expanding the Visa Waiver Program would support our economy and continue to build valuable jobs. Additionally, the economy depends on sensible and meaningful reform. Immigration policy has been neglected for too long. The Restaurant Association firmly supports sensible immigration reform.”

The Partnership also released a new ad in its series highlighting the need for immigration reform across broad sectors of the economy. This ad showcases the role of international tourists as significant revenue generators and American job creators.

#### THE AD, WHICH PREMIERED TODAY, WILL PLAY IN THE FOLLOWING LOCATIONS:

- Washington D.C. taxis
- Washington D.C. airports
- Movie theatres in 8 key congressional districts
- On Facebook and Twitter

#### KEY FINDINGS FROM THE REPORT INCLUDE:

The Visa Waiver Program has a meaningful impact driving increases in U.S. tourist volumes. Our analysis found that when a typical country joins the Visa Waiver Program, it sees a notable increase in the number of tourists who chose to visit the U.S. in the immediate years that follow. Over the course of its first five years in the program, the number

of tourists arriving from a participating country rises by 16.4 percent.

If a handful of trusted countries currently being evaluated for membership in the Visa Waiver Program were to gain entry in 2015, the impact on U.S. tourism volumes would be sizeable. If just six countries—Brazil, Hong Kong, Turkey, Israel, South Africa, and Poland—were to gain entry into the Visa Waiver Program in 2015, more than 600,000 additional travelers from those countries would visit America in the year that followed. Between 2015 and 2019, an estimated 1.7 million more residents of these areas would arrive in the U.S. as tourists than would have otherwise.

Expanding the Visa Waiver Program would support our economy and create valuable jobs. Expanding the Visa Waiver Program to the six countries outlined above would result in \$7.66 billion in additional tourist spending within a five-year period. It would also create at least 50,000 American tourism jobs within five years.

## LAS VEGAS HIRING EVENT

THURSDAY, APRIL 7TH

HireLive is the Industry leader for Sales, Retail and Management Career Fairs and we are coming back to your Las Vegas market in two weeks for another great Hiring Event.

Please bring 15+ resumes and dress professionally for that important first impression. We will be posting the company line-ups at [www.HireLive.com](http://www.HireLive.com) the Friday before the events, April 1st.

If you are interested in attending the Las Vegas event and would like to register, please respond to: Lauren Baker, Email - [lbaker@hirelive.com](mailto:lbaker@hirelive.com) with an updated copy of your resume.

Below is the event information, please feel free to share this event information with anyone you might know also looking for employment opportunities in the area.

Las Vegas – Summerlin  
Thursday, April 7th  
9:00am – 12:30pm  
Suncoast Hotel and Casino  
9090 Alta Drive  
Las Vegas, NV 89145  
Parking: Complimentary

# JOB OPPORTUNITIES

## KLAS-TV, CBS, LAS VEGAS DESIGNER, WEB GRAPHIC

Job Title: Designer, Web Graphic  
Education: Associate Degree  
Career Level: Experienced (Non-Manager)  
Location: Nexstar - KLAS - Las Vegas, NV 89109 US (Primary)  
Category: Information Technology  
Job Type: Full-time

**Job Description:** 8 News Now, KLAS, CBS Las Vegas is seeking a Web Graphic Designer to join our digital team that is highly self-motivated, creative, energetic, and deeply knowledgeable about the latest digital based technologies and trends. This is a challenging job that offers the right person an opportunity to be a part of one of the nation's top television broadcasting companies.

**Position Summary:** Schedule/create ad campaigns in the stations web ad management systems. Design graphics including banner ads and other creative as needed. Perform testing, debugging, integration, documentation and deployment in accordance with industry best practices. Monitor ad campaigns weekly to ensure ads are being delivered as ordered. Social Media posting of relevant projects. Participate in workflow design, existing production and implementation processes. Consistently meet or exceed deadlines on projects. Research new technologies; provide ideas for technical or workflow/process improvements.

TO APPLY VISIT: <https://nexstar.hua.hrsmart.com/hr/ats/Posting/view/1947>



Open Positions For The Week Of  
3/21/2016-3/25/2016

To Apply Visit

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

### Accounting

Cage Shift Manager  
Lead Audit Clerk

### Food & Beverage

Barback  
Bartenders

### Casino

Slot Attendant

### Kitchen

Kitchen Runner

### Hotel Operations

Bell/ Valet  
Front Desk Training Supervisor  
Pool Supervisor  
Life Guard  
Spa Coordinator

Housekeeping Supervisors  
Asst. Director of Housekeeping  
Linen Supervisor  
Guest Room Attendant  
Maintenance  
Carpenter  
HVAC Tech  
Painter  
Lead Engineer

### Rides & Retail

Lead Attractions  
Monorail Operator  
Retail Cashier  
Ride Associate

### Primm Centers

Retail Cashier  
Fuel Desk Clerk  
QSR'S



## COMMUNITY CALENDAR

April 8 9:00am to 11:30am	Small Business Startup Steps Henderson Business Resource Center 112 S. Water Street, Henderson, NV 89015
April 13 9:00am to 12:00pm	JSM Nevada Supplier Opportunity Fair 2016 7055 Lindell Road, Las Vegas, NV 89118
April 14 8:30am to 10:00am	Twitter for Business and Twitter Ads Fashion Show Mall Microsoft Store 3200 S. Las Vegas Blvd., Las Vegas, NV 89109
April 16 9:00am to 3:00pm	Women's Money Texas Station 2101 Texas Star Lane, Dallas Ballroom, North Las Vegas, NV 89032
April 16 9:00am to 11:30am	Small Business Startup Steps Las Vegas Urban League 3575 W. Cheyenne Ave. Ste. 101, Las Vegas, NV 89032
April 16 9:00am to 12:00pm	City of Las Vegas and Summit Marketing Seminar Urban Chamber of Commerce 1951 Stella Lake Street, Ste. 26, Las Vegas, NV 89106
April 20 8:30am to 5:00pm	Nevada Facility Operator Certification for Utility System (FOCUS) Desert Research Institute 755 E. Flamingo Road, Las Vegas, NV 89119
April 21 8:30am to 5:00pm	Exportech Southern Nevada - Start or Improve Your Export Sales Desert Research Institute 755 E. Flamingo Road, Las Vegas, NV 89119
April 28 8:30am to 10:00am	Social Media Do's and Don'ts Fashion Show Mall Microsoft Store 3200 S. Las Vegas Blvd., Las Vegas, NV 89109
April 29 8:00am to 2:00pm	Small Business Legal Clinic UNLV School of Law 4505 S. Maryland Parkway, Las Vegas, NV 89154
May 3 8:30am to 5:00pm	Nevada Industry Excellence – Lean Manufacturing Workshop Desert Research Institute 755 E. Flamingo Road, Las Vegas, NV 89119
May 5 4:30pm to 7:00pm	Small Business Startup Steps University of Nevada Cooperative Extension, Classroom B&C 8050 Paradise Road, Las Vegas, NV 89123
May 6 8:30am to 10:30am	Where's the Contract? University of Nevada Cooperative Extension, Classroom A-D 8050 Paradise Road, Las Vegas, NV 89123
May 6 9:00am to 11:30am	Small Business Startup Steps Henderson Business Resource Center 112 S. Water St., Henderson, NV 89015
May 12 8:30am to 10:00am	A/B Testing Introduction and Social Media Fashion Show Mall Microsoft Store 3200 S. Las Vegas Blvd., Las Vegas, NV 89109
May 18 8:30am to 5:00pm	Nevada Facility Operator Certification for Utility System (FOCUS) Desert Research Institute 755 E. Flamingo Road, Las Vegas, NV 89119
May 19	Clark Co. Business Opportunity & Workforce Development Small Business Expo Dr. William U. Pearson Community Center 1625 West Carey Avenue, North Las Vegas, NV 89002
May 19 5:00pm to 7:00pm	Ask a Lawyer – Drafting a Contract or Lease West Charleston Library 6301 W. Charleston Blvd., Las Vegas, NV 89146

# You are Invited

**BUSINESS & NETWORKING LUNCHEON**  
 Highlighting Nevada State College's Commitment to LATINO ACHIEVEMENT  
**FRIDAY, APRIL 15, 2016**  
 11 AM | Resource Pavilion  
 How to do business with NSC  
 12 PM | Luncheon & Program  
 Nevada State College Rogers Student Center  
 1021 Paradise Hills Drive | Henderson, Nevada 89002  
 RSVP by April 12 at [bit.ly/nscc/LCC](http://bit.ly/nscc/LCC)  
 Contact (702) 385-7367 for more information

**1021 Paradise Hills Drive | Henderson | Nevada | 89002**  
**DIRECTIONS**  
 From US 515 South  
 Take Exit 56 - Nevada State Drive/Wagonwheel Drive  
 Turn right onto Nevada State Drive  
 Turn right onto Paradise Hills Drive



**APRIL 16**  
 SATURDAY

## Youth College & Career Expo 2016

Hosted by:  
  
**WHERE:**  
 The Boulevard Mall  
 3528 S. Maryland Parkway  
 Las Vegas, NV 89169  
**TIME:**  
 11am - 3pm

Open to High School Students, College Students & Young Adults

- Access to jobs and internships
- Connect with employers & recruiters

**FREE** Career Workshops, register at: [bit.ly/studentexpo](http://bit.ly/studentexpo)

- Professionalism & Management in the Work Place by McDonald's
- College Readiness 101 by Go to College Nevada

Be sure to:  Bring your resume  Dress professionally

\* Attention employers, recruiters and vendors, sponsor and exhibitor opportunities available at: [bit.ly/exhibitoratstudentexpo](http://bit.ly/exhibitoratstudentexpo) Proceeds go to college scholarships.

Sponsored by:



Honorary Chair Governor Brian Sandoval  
 Sandy Pelyon, Fred Keeton, Karen Cashman, Ellie Hirschfeld  
 cordially invite you to the



Señoras of Excellence  
 Señores of Distinction®  
 2016 Awards Gala

Benefiting

- The UNLV Foundation
- Nevada State College
- Nevada Hospital Association
- CAEO at UNLV
- College of Southern Nevada
- Puerto Rican Association Scholarship Fund
- H.E.A.R.T. for Children with Autism
- Latin Chamber of Commerce Scholarship Fund
- City Impact Center
- Miss Nevada Scholarship Organization

Saturday, May 14th, 2016

Six-thirty in the evening  
 Hosted Cocktail Reception  
 Followed by Dinner, Dancing and Awards Presentation

Latour Ballroom



Black Tie Attire Requested

Señora of Excellence

Elaine Sanchez  
 Community Philanthropist



Señores of Distinction

Senator Richard H. Bryan  
 Michael J. Brown  
 President, Barrick Gold USA



Corporation of Excellence

WellHealth Quality Care



Humanitarian of the Year

Diana Bennett  
 CEO, Paragon Gaming



Lifetime Achievement Award

Jan Jones Blackhurst  
 Executive Vice President, Government Relations & Corporate Social Responsibility,  
 Caesars Entertainment



Special Salute to Entertainment Legends

Siegfried & Roy

### Sponsorship Opportunities

Platinum Sponsor – \$25,000 and above  
 You or your company to present check on stage  
 Name or Company Logo at the Step & Repeat  
 – Interview at the Red Carpet as a Presenting Sponsor

Table of Ten and gifts for your guests  
 – A prime placement full page color Ad in program book

Receive a Presenting Sponsor Gold and Diamond pin  
 specifically designed for you by Tower of Jewels to be  
 awarded at the Pre Press Cocktail Party and Gala VIP After Party – Date TBD

Diamond Sponsor – \$15,000  
 You or your company to present check on stage  
 Table of Ten and gifts for your guests  
 – One full page color Ad in program book

Recognition in all printed material  
 Receive an appreciation award at the Pre Press Cocktail Party – Date TBD

Emerald Sponsor – \$7,500  
 Table of Ten – Full page color Ad in program book  
 Recognition in all printed material  
 You and a guest to attend the Pre Press Cocktail Party – Date TBD

Gold Sponsor – \$3,500  
 Table of Ten

Individual Tickets – \$350

Program Book – AD ONLY

Inside Front Cover (SOLD) Full Color Inside Back Cover \$4,500  
 Center Spread (SOLD) Full Page Color Ad \$3,000

# NOT JUST A DROP IN THE BUCKET

We upped our efforts to provide cleaner, more affordable energy such as wind, solar and geothermal. We put technology and services in place to help you monitor and reduce how much energy you use. We added a dedicated team of experts in our Business Solutions Center. And our rates are lower today than they were five years ago. All this adds up to lower monthly bills.

Because we're customers, too.



## UPDATE FROM THE PRESIDENT PETER GUZMAN



Quatesci id es mint aut ex et voloesaque int od ut am quas ipitatie core quam, ut as ex expliquamcus et aut abor audi dolorat occus exernatem vollaut eum volore eat aut lam eumet porem fugitatus aditius et doluptatur, ut volupti ostiusandi conem ulpa qui reicabor re, ut aut vellabore pro odist eum lant.

Antio dunto maximporio. Ucipsapidunt lam rersper untiur aut voluptates adit ex ea ipsam venihitentem am adipasant. Tem faccusciae. Us, aut veliam quaeritaque volorepelit excepe pari officiunt omnihillate evelit facepra tquaecae pos doluptatus aut doluptas saped ut dit litatio voluptae. Et erferuptis a solore vene num qui dolecte optinia est volutatquam re nobis dis aliquas vene pa verchic ilibus eatem quataes vel inctur, odia diant hilicaes dolo es volorepudae. Ut volum nullore pro totatemos vo-

luptas siti invelessed esecat poreic tem acianim ut quid qui qui nonectus, nonsed ute prae cumquam remquatusam es volupta taquatiatur, cus ut veles aut fugit fugiam quos dolore nonsecus ini optam fugit oluptasit faceptat aut que inverrovit estiis erat optaerio. Et laut entiatquam, simusci lisciendus, conse core mi, sus eium serro il experatiis restet expero exerferior rempos pel id explab is sum sit eum necus, comnime res et renimil iunt ulpa que et et fuga. Nam vollibus consequi dolupta quibus re, aut venecuptatur maxim et plandi omnimus con escimen dipsum inctas enditinus, sita nullibu sandam represt ratias aborrum eror si si is ipienectae diciliqui dolore, exerchil ipicit parchilit, velique voluptissimi, videlis am quo dolo et vollupta est la voluptatur atur andae odit, odis deri ant.

**To cone et facull itiati dolo eiume cumet utem dolesci isquibus ad et qui cum**

### CONTACT:

PHONE: (702) 385-7367  
E-MAIL [cecilia@lvlcc.com](mailto:cecilia@lvlcc.com)

[facebook.com/lvlcc](https://www.facebook.com/lvlcc)

[@latinchambernv](https://www.instagram.com/latinchambernv)

[@lvlcc](https://twitter.com/lvlcc)

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

The mission of the Latin Chamber of Commerce, Nevada Inc. is to promote the success of our members and Hispanic-owned businesses by facilitating positive business, cultural and educational relationships, as well as economic development and knowledge sharing in an efficient, effective and professional manner