

In this time of economic doubt, chamber is looking out for you

Our economic recovery is contingent on keeping commerce moving by conducting as much business as possible. By now, you should have kept your good employees working and dismissed your nonperformers.

While we are still in for some tough times, we are beginning to see signs of improvement nationally. And, yes, if we look hard enough, we are even beginning to see signs of improvement locally with some stabilization of the housing market.

In this time of economic uncertainty, the natural response has been to pull back and wait for the recovery; this seemed like the right thing to do. We cut spending, laid off employees, and hunkered down. However, except for adjusting your expenses to offset any significant decline in revenues, this was the last thing we needed to do. Our economic recovery is contingent on keeping commerce moving by conducting as much business as possible. By now, you should have kept your good employees working and dismissed your nonperformers. You've re-examined your marketing and business plans and adjusted appropriately. We've learned that we had to not only work smarter; we had to also work harder. It is no longer business as usual.



Sharon Powers

The chamber can help position you and your business for this much-anticipated time of recovery. We can provide the vehicle to get your name out and keep it out in front of potential clients and consumers. Membership has its privileges and with it comes the ability to be seen by the thousands that log onto our Web site each month looking for specific products or services. Add the phone calls and visitors that come into our office and


your market outreach just got significantly broader. Now, divide your annual chamber membership dues by 12. Where else can you get that kind of continuous exposure for the price? Cutting back on your marketing and advertising budget but want to maintain a presence in the community? Again, the chamber provides numerous advertising opportunities to fit even the small-business budget. The North Las Vegas Chamber's Look North newsletter offers affordable advertising and is mailed to the membership, business leaders across the valley, and can be picked up at City Hall or in the chamber office.

Keeping up on the latest business trends is paramount to staying ahead of your competition. With professional development budgets slashed, the chamber offers myriad workshops and seminars for a reasonable price that will help you stay on top of your game. We offer opportunities to our members to interact with government officials on all levels to discuss topics that matter to you.

We are also excited to announce that the chamber will add a new Chamber Insurance Program to its list of member benefits. The program will consist of

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competitively priced health insurance, dental and vision coverage, and a voluntary benefits package. These programs have been designed exclusively for the North Las Vegas Chamber and its members. With the cost of employee benefits rising especially health insurance premiums, the chamber plan will offer employers a viable option. Specific details will be forthcoming in the next couple of weeks.

So the next time you wonder what the chamber is doing for you and your business, you'll know that we're working to help you survive in these tough economic times, protecting your business and helping to make the community a better place to live, work, and play. Even while we've had to make adjustments to our own business, we've continued to do this for you, so that you can concentrate on running your business.

Sharon Powers is president and chief executive officer of the North Las Vegas Chamber of Commerce.