



RAN

Retail Association of Nevada

January/February/March 2016

LOOKING OUT FOR BUSINESS

410 South Minnesota Street • Carson City, NV 89703-4272

775-882-1700 • www.rannv.org

NEVADA NEWS

SPRING BRINGS INCREASED SALES

By Amanda Schweisthal

A S SPRING APPROACHES AND FLOWERS GROW, SO

do taxable retail sales in purchases of building materials, garden supplies and equipment. In this category alone, retail sales in Nevada have grown by 10 percent year on year, expanding from \$1.9 billion in 2014 to \$2.1 billion in 2015, according to figures from Applied Analysis.

“Nevadans have always enjoyed an earlier springtime than most, and they’ve proven time and time again that they’re very eager to take advantage of that fact. The warm weather draws people outside, encourages them to make repairs and improvements to their yards and homes, especially if it’s been a tough winter.

“Historical data has shown this behavior to be part of the spring ritual,” stated Bryan Wachter, senior vice president of the Retail Association of Nevada.

Based on the past year’s available data, overall taxable sales in Nevada have increased 5.5 percent

to \$51.7 billion, growing at a faster pace than increases in national retail sales.

According to information from the National Retail Federation sales of building materials and supplies increased 0.6 percent, and general merchandise was up 0.8 percent in January. Year on year, real retail and food service sales increased 2% in the United States.

A March report from the U.S. Bureau of Labor Statistics shows retail jobs were up by 247,300.

In Nevada, the retail community supports one in four jobs, aided by seasonal spikes in employment. Home Depot and Lowe’s with their 21 and 17 Nevada stores respectively, are expected to contribute a total of 1,264 seasonal jobs in the state.

Nationwide, Home Depot plans on hiring 80,000 seasonal employees while Lowe’s released plans for 46,000 employees across each of their respective enterprises.

“There’s no better time to join our team than spring, whether you’re a college student, recent

grad or a veteran hoping to build a career, a retiree who wants a fun job, or anyone who simply enjoys home improvement,” said Tim Crow, executive vice president for Home Depot human resources.

For more information on Home Depot and Lowe’s seasonal hiring, see their press releases at the below links:

● <http://media.lowes.com/pressrelease/loweshiring-46000seasonalemployees/>

● <http://ir.homedepot.com/phoenix.zhtml?c=63646&p=irol-newsArticle&ID=2135164>

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TECHNOLOGY FEE PROPOSED IN RENO, SPARKS, WASHOE COUNTY

By Lea Tauchen

THE RENO CITY COUNCIL, SPARKS CITY COUNCIL,

Washoe County District Board of Health, and Washoe County Commission have proposed imposing a regional technology fee on business license fees and permit fees to help recover the capital outlay costs of implementing a new regional license and permit system.

This newly created regional platform will replace several outdated platforms and streamline the permitting and licensing process for business owners in those jurisdictions. When this function goes live online,

customers will be able to apply for or renew a license or permit and pay their bill, as well as track the status of the license or permit through the process.

This program is anticipated to become available during the third quarter of 2016. This may impact your business as the proposed technology fees would be based on three types of fee structures¹:

1. For all business licenses at time of license application and for each license renewal:

- a. \$4 for annual licenses; and,
- b. \$2 for quarterly licenses (collected each calendar quarter).

2. 4% of the total permit cost for all other permits, to include permit renewal.

- a. Includes air quality, building, engineering, environmental health, planning, and utility permits.
- b. Certain agency fees will not be totaled as part of the total permit cost.
- c. Minimum regional technology fee is \$1, and the fee will be rounded to the nearest dollar.

3. No fee for exempted licenses or permits. Exempted licenses or permits include:

- a. New (first year of operation) business licenses (City of Reno only).
- b. Changes to existing

- business licenses (City of Reno only).
- c. Gaming licenses.
- d. Electric energy service and telecommunication service licenses.
- e. Federal Title V/PSD permits (Washoe County Air Quality Management).

The City of Reno and the Washoe County District Board of Health have adopted this fee schedule. Dates have not yet been set by the Sparks City Council or the Washoe County Commission to publicly hear the proposal.

RAN will continue to monitor the issue as it moves forward through each municipal body. ■

¹Source: www.washoecounty.us/techfee

RAN DONATES \$1,000 TO WILL

By Amanda Schweisthal

THE RETAIL ASSOCIATION OF NEVADA (RAN)

contributed one thousand dollars to the Women's Legislative Lobby (WILL) that empowers women legislators by training them in the communication skills necessary to be effective leaders.

Women's Action for

New Directions (WAND) created the Women Legislators' Lobby program in 1991, and has since helped train thousands of women legislators and activists on a variety of national security issues including federal policy and budget priorities.

Their communications training teaches women how to tell their stories,

how to use social media to communicate with their constituents and representatives in Congress, and about the federal budget process and how it impacts state programs.

Additionally, WILL/WAND holds a biennial conference in Washington, D.C., which brings

Continued on page 3



Retail Association of Nevada President and CEO Mary Lau, who gave the approval for the donation.



PHARMACIES AND THE PHARMACIST ROLE IN HEALTHCARE

By Liz Macmenamin

THE FACE OF HEALTH CARE IS EVOLVING AND CHANGING

in our country with the implementation of the Affordable Health Care Act. One of the most important changes is the need for more providers of health care. The National Association of Chain Drug stores has been conducting surveys by Public Opinion Strategies for the last four years to aid in describing the powerful interactions amongst pharmacies and the healthcare delivery services that can be provided in-store. The most recent survey was conducted in July of 2015.

According to an opinion column in the NACDS Fact Book, Steven C. Anderson, President and CEO of the National Association of Chain Drug Stores made some very interesting observations

regarding the results of the surveys.

Mr. Anderson states, "The survey results are consistent with the findings of other surveys – like Gallup's annual Honesty and Integrity Survey. In the most recent running of that survey in 2014, pharmacists maintained their second-place ranking among diverse professions, not limited to healthcare.

"In fact," Mr. Anderson added, "pharmacists have been in the top three for the past 12 years. The NACDS survey takes it to the next level, asking questions about the types of services that respondents have used in a pharmacy in the past 12 months, and their openness to allowing pharmacists to provide new services. In a powerful statement about the pharmacist's role within the store, nearly five-in-

ten respondents had spoken to a pharmacist about an over-the-counter medication question, and three-in-ten had spoken to a pharmacist about a personal health question.

"The 2015 survey also is showing positive movement in key areas when compared with the results of prior years' surveys. Based on respondents' reported use of various pharmacy services — including vaccinations, checking blood pressure, various out-patient tests, and more — the percentage of respondents who classify as "new service users" has gone up from 39% in 2014 to 46% in 2015", maintains Anderson.

"In addition, there has been an increase in support for allowing pharmacies to offer a diverse collection of services such as those listed above. When

asked about a specific array of services, 71% of respondents in 2015 indicated support for pharmacists being able to provide them, compared with 63% in 2014. This is consistent with a finding of the research that has been consistently clear since we began the survey in 2012: the more pharmacy services respondents use, the more willing they are to allow pharmacies to offer these newer services.

"Put simply, the more people know about and have experience with pharmacy services, the more they like them," says Steve Anderson.

The survey that Mr. Anderson discussed in his article affirms the necessity in Nevada to discuss the role of the pharmacist as a healthcare provider as part of the solution to the needs of citizens in our state. ■

RAN DONATES \$1,000 TO WILL *Continued from page 2*

hundreds of women legislators and leaders together for networking, strategic communication training, and in-person meetings with federal administration officials and members of Congress.

Assemblywoman Maggie Carlton, a member of WILL since 1999, and a board member since 2009, said this about RAN's donation: "With your support, our training will equip more than 25

women legislators and community leaders with tools to be more effective at communicating their policies and provide them with the skills to run for higher office."

This year's training in

February was located in Las Vegas, Nevada.

To learn more about WILL and the work they do, go to their website, **www.willwand.org.** ■

Got drugs?

Turn in unused or expired medication for safe disposal

In conjunction with the DEA's National Take Back Day



Prescription Drug Round Up Saturday, April 30

10:00 AM - 2:00 PM

Drop Off Locations

- Raleys - 18144 Wedge Parkway, Reno
- SaveMart - 4995 Kietzke Lane, Reno
- Walgreens - 10370 N. McCarran Blvd., Reno
- Walmart - 250 Vista Knoll Parkway, Reno
- CVS - 680 N. McCarran Blvd., Sparks
- CVS - 5151 Sparks Blvd., Sparks
- Raleys - 930 Tahoe Blvd., Incline Village

Acceptable Items:

- unneeded prescription drugs (in original containers with patient name marked out)
- prescription liquids
- pet medications

OTHER OPTIONS FOR DISPOSAL

- Dispose in permanent drop boxes located in the lobbies of Reno Police Department, Sparks Police Department, and the Washoe County Sheriff's Office.
- Crush prescription drugs in a seal-tight plastic bag. Add kitty litter or wet coffee grounds. Seal the bag and dispose in the trash.

Sponsors





DIGITAL SIGN CODE CHANGES

By Lea Tauchen

IF YOU HAVE A BUSINESS IN THE CITY OF RENO AND YOU CURRENTLY

have an on-premise digital sign or would like to have one in the future, please review these new changes as they may impact your business.

BRIGHTNESS:

- No animated sign shall exceed 1,500 nits between sunset and sunrise.
- No animated sign shall exceed 5,000 nits between sunrise and sunset.

RESTRICTED LOCATIONS:

- Animated signs shall only be allowed within 750 feet of residentially zoned property with the approval of a special use permit.
- No animated signs shall

be allowed within 300 feet of the travel lane of:

- State Route 431 (Mount Rose Highway);
- Interstate 80 west of Robb Drive;
- U.S. 395 north of North McCarran Boulevard; and
- Interstate 580 south of South McCarran Boulevard.

If you currently have an on-premise digital sign, you have until December 2, 2017 to conform to the brightness standards. And if your digital sign is located within a newly restricted area of the city, you may only enlarge or relocate your digital sign with the approval of a special use permit.

Additionally, Washoe County is seeking feedback from citizens regarding their draft of signage regulations. You may read the proposal and submit comments on their Open Washoe County Forum webpage at www.washoecounty.us/citizens/open_washoe.php.

The Washoe County Commission hearing date has not yet been set. But their intended requirements include: fixed display hold period of at least 20 seconds, static displays only, instantaneous display transitions, bright-ness not to exceed 0.3 foot candles, display area not to exceed 50% of the allowable sign area or 120 square feet, sign not to exceed six feet in

height, freestanding sign must be monument style, and digital signs cannot be within 200 feet of a residential zone or within 200 feet of another digital sign or along any road with less than four lanes.

Please note, however, that if this ordinance is approved for unincorporated Washoe County, nonconforming signs must comply with all requirements that were in effect at the time they were originally erected. There is no mandate to satisfy the new conditions.

If you have concerns about these changes or would like to provide input on this issue, please contact Lea Tauchen at lea@rannv.org or **775-882-1700**.

NEVADA BOARD OF PHARMACY UPDATE

By Liz Macmenamin

THE FOLLOWING REGULATIONS WERE HEARD AND APPROVED

at the Public Hearing held in Las Vegas on January 12th and 13th, 2016:

1. Amendment to NAC 453.540 will add lorcaserin to the controlled substances listed as Schedule IV.
2. Amendment to NAC 639.926 will now require that all pharmacies transmit to the board all controlled substances dispensed within 24 hours of the next

business day.

This regulation is a result of SB459, the legislation passed in 2015. The board will be working with pharmacies that do not have this capability currently.

These amendments passed unanimously and will now go back to the Legislative Council Bureau and be presented to the Legislative Commission for approval. RAN will advise members when these are scheduled for final approval and become law.

3. Amendments to NAC 639.620, 639.6282, and 639.6305 would have placed in regulation a definition for third-party logistics providers and would require a new licensure in Nevada. This was pulled from the agenda to await action be-ing instituted by the federal government at this time.

The Public Workshop was also held to elicit testimony regarding proposed changes to NAC 639.010 regarding the opioid antagonist drugs. The proposed language

establishes protocols and procedures along with educational requirements to dispense this drug. RAN was on the record to suggest that the record keeping portion of the language remain simple and easy to maintain. RAN also testified that the association would like to participate in any "educational" discussions going forward. This language was also discussed at the public hearing during the March 2-3 meeting in Reno. ■



Nevada Notes

BOULEVARD MALL NETS 31,000-SQUARE-FOOT AQUARIUM

The Boulevard Mall has landed some unusual tenants in its makeover bid, but its latest catch is really fishy.

The Sansone Cos.' turnaround project on Maryland Parkway has signed a lease with Sea Quest Aquarium to open a 31,000-square-foot interactive attraction that will let visitors feed caimans and swim with stingrays, among other activities.

Sea Quest is the latest move in a long-term strategy to transform the Boulevard from traditional mall into a regional family fun hub.

The Boulevard's overhaul began in 2013, when Sansone bought the distressed mall for \$54.5 million. The company has since pushed vacancy from around 30 percent to less than 10 percent.

Sea Quest, which will go between Macy's and Goodwill, is a natural family attraction. Together, the tenants will reel in families for an "all-day experience." Sansone is also eyeing plans for a movie theater complex "positioned strategically" near the aquarium.

The aquarium should open later this year with more than 1,500 marine animals, as well as exotic birds and reptiles in a "vast array" of interactive exhibits,

Shimada said. Local retail experts said Sea Quest may not be a typical mall tenant, but it could net good business for the Boulevard. *LVRJ*

NEVADA WORKERS' COMP INSURANCE RATES HEADED DOWN

Nevada state officials announced that workers compensation insurance rates are heading lower, with the biggest decrease in loss cost rates since 2010. The lower rates are good for employers, said the announcement from the state Division of Insurance.

Acting Insurance Commissioner Amy Parks approved a filing from the National Council on Compensation Insurance for an average decrease of 5.5 percent for Nevada workers' compensation voluntary insurance loss costs.

The filing took effect March 1, 2016. This decrease in loss costs is the largest since a 2010 filing when loss costs decreased by an average of 7.6 percent.

LVRJ

EMPLOYEE RIGHTS UNDER MEDICAL POT LEGISLATION UNCLEAR

Nevada legislation requires some employers to make accommodations for employees who engage in off-duty use of medical marijuana.

But there are still

many unknowns as to the interpretation and stability of the law, including for those employers who have zero-tolerance policies.

Nevada's lack of a wrongful-termination precedent leaves it unknown, at this point, as to whether state or federal law will prevail in cases where employees contest being fired for using medical marijuana during off-duty hours.

The state law does seem to enhance the rights of employees who use medical marijuana with protections such as requiring employers to make "reasonable accommodations" for an employee's medical needs, as long as they carry a valid registry identification card and an employee's use doesn't create a dangerous situation to others or property, along with not imposing an undue hardship for the employer.

Another stipulation says use can't impede an employee from being able to function or succeed at their job.

But employees can't light up on-site or get reimbursements by insurance or the employer.

Employers also don't need to alter the job or working conditions for a medical marijuana user, which, according to the law, is based on "reasonable business purposes of the

employer."

This could all be smoke and mirrors for the inevitable: Federal law prevails over state in the court system.

Las Vegas Business Press

SALES OF TANGIBLE GOODS SURGE 5.3 PERCENT STATEWIDE

Burgers, Buicks and bureaus helped push up retail sales across Nevada in December.

Sales of tangible goods jumped 5.3 percent statewide year over year in the month, to \$5.12 billion, the state Department of Taxation reported.

Sales in Clark County rose 5.5 percent in the same period, to \$3.8 billion. The biggest local spending category — bars and restaurants, at 20 percent of the total — jumped 6 percent, to \$760.7 million.

Other sectors that grew noticeably included furniture stores — up 4.9 percent — and retailers of building materials and garden equipment and supplies — up 7.4 percent. For the fiscal year, which runs from July 1 to June 30, the general fund's share of sales and use taxes was 1.2 percent, or \$6.8 million, below forecasts of the Economic Forum, a nonpartisan group that projects revenue for state budgets. *LVRJ*

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National Notes

NRF APPLAUDS SENATE SUPPORT FOR E-FAIRNESS LEGISLATION Urges Passage of Customs Bill

In response to comments from Senate Majority Leader Mitch McConnell that Internet sales tax legislation would be considered by the chamber during the current session of Congress, National Retail Federation Senior Vice President for Government Relations David French said:

“Retailers applaud e-fairness champions Sens. Dick Durbin, Lamar Alexander, Mike Enzi and Heidi Heitkamp for continuing to push for action on removing the government-imposed sales tax advantage that Internet sellers enjoy.

“Leader McConnell’s plan to work with his colleagues to facilitate a Senate vote on e-fairness legislation this year is a promising step forward, and it helps to ensure that the important Customs conference report can now proceed in the Senate. Retailers across America urge Congress to finish the job on e-fairness before more Main Street businesses are forced to close their doors due to unfair tax preferences.” NRF

DEA TALKS DRUG ABUSE

The head of the Drug Enforcement Agency (DEA) met with several pharmaceutical company

executives on Monday to talk about the industry’s “vital role on the front lines of preventing drug misuse and abuse across America,” according to a read-out of the meeting.

PhRMA, Generic Pharmaceutical Association and National Association Chain Drug Stores (NACDS) were all among the groups that were represented.

“We appreciate the chance to continue to urge a collaborative approach among enforcement and health authorities alike to address prescription drug abuse while maintaining legitimate access,” a spokesman for NACDS wrote in an email.

The Hill

RETAILERS ASK CONGRESS TO STOP ‘SHAKEDOWN’ PATENT ABUSE

The National Retail Federation (NRF) today called on Congress to pass patent reform legislation that would put an end to “shakedown settlements” forced on retailers by patent trolls.

NRF Senior Vice President David French said. “Only Congress can pass reform needed to put them out of business for good. Retailers who once engaged with small technology providers no longer invest in their innovation out of fear of increased litigation brought by patent trolls,” French said.

Patent trolls are companies that purchase often-obscure patents for technology they did not invent, then demand licensing fees from retailers and other business that sometimes do not realize the technology is even patented. Tolls usually lose in court, but court costs are so high that French said they often end up “effectively blackmailing a retailer into settlement.”

The hearing follows the recent release of a study by Unified Patents showing that a record number of patent disputes were filed in U.S. District Court and at the U.S. Patent and Trademark Office last year. Two-thirds of the court cases came from patent trolls. NRF

MEN ARE SHOPPING LIKE WOMEN

In a big shift, men are seeking out style trends, making impulse purchases and taking time to browse. Men’s shopping behavior has changed, and it’s now closer to how women do it, and stores are taking note. Men these days buy clothes on impulse. They scan websites for style ideas. They try new brands and fall for trends. In short, they are shopping more like women do.

This new behavior marks a big change in how men shop, retailers say, and is making this an important moment in men’s fashion.

Increasingly, men shop

for clothes on their phones and frequently check retailer websites for new products or brands. Traffic at a luxury online men’s store, which carries brands such as Givenchy, Brunello Cucinelli and Burberry, picks up noticeably on Tuesdays and Fridays. Those are the days when new products and brand launches arrive on the site—and a sign that men can get just as excited about the latest looks as women. 25% of its traffic comes from men shopping on their mobile devices, up from 12% in 2014.

Men have long preferred shopping trips to be quick and targeted. Now more men who go out to buy a jacket can be enticed to consider other items. More men are browsing and taking an interest in items beyond clothing, such as headphones, grooming products, books and other objects. Some of its men’s stores now feature bars, coffee shops, bookstores or a barbershop, which encourage lingering and browsing. WSJ

DRUG INDUSTRY ON EDGE FOR OBAMA PRICING ACTIONS

The pharmaceutical industry is anxiously awaiting a series of regulatory actions from the Obama administration aimed at combating high drug prices.

Continued on page 11



PRODUCT POSITIONING

By James Larsen

IMAGINE A SCULPTURE OF CHILDREN PLAYING WITH THEIR DOG,

frozen in bronze as they race across a grassy lawn. The dog's long ears flow behind him as he runs at full gallop in hot pursuit of a Frisbee that floats just in front of his wide-open jaws. The children, in close pursuit, flail their arms in encouragement with the girl's pigtails rising from the sides of her head.

OK, retailer. There's the product: a bronze sculpture, 2 feet tall and 5 feet long. How would you sell it? (Be glad you never had to answer a question like this when you were in college.)

Let's start with how your customers will encounter it, and let's try two choices. First, you can put it on the floor so customers will look down on it, just as it would appear on their lawns. Second, you can put it up on a raised platform. When these customers look into the eyes of the figures in the sculpture, they must raise their eyes slightly upward. Which will it be, low or high?

This problem illustrates a principle of decision-making that was the subject of a series of

experiments by Anneleen Van Kerckhove from Ghent University in Belgium. For this product, customers should look up.

The principle Kerckhove studied involved physical movement. Movement, she found influences the way we make decisions in predictable ways. In her most recent experiments, she studied head and eye movement. She explored trade-offs between desirability and feasibility in product choice problems provoked by upward and downward head and eye movements. She also explored brand loyalty to market-share leaders. She defined desirability as an emphasis on the "whys" of a choice. With feasibility, the emphasis was on the features of the product. The former provokes abstract thinking. The later, concrete thinking. For retailers, her work translates into product positioning rules that align decision-making preferences with products offered for sale.

Products stronger in desirability than feasibility, like the bronze sculpture described above, should

be placed so that head and eye movements rise as a purchase decision is considered. Spike heels, for example, should be placed high in a women's shoe display. Sensible, nurse shoes, should be low. Caribbean vacation cruises should be advertised high on billboards. Furnace filter

"Products with the largest market share should be placed low. More exotic, higher-priced brands should be placed high. If all products in a choice set are placed low, the share of the market leader will increase. If they are all placed high, it will decline."

advertisements should occupy the lower half of the page in print ads. Products with the largest market share should be placed low. More exotic, higher-priced brands should be placed high. If all products in a choice set are placed low, the share of the market leader will increase. If they are all placed high, it will decline.

When people look down, they're looking for things close by, snakes, for example, to avoid stepping on them. Products intended to protect customers from loss, like smoke alarms, should be positioned low. When people look up, they're looking at things

far away, like the ideal future selves they hope to fulfill someday. Sports cars, college degrees, and weight-loss programs should be positioned high. Pharmaceuticals intended to enhance your life should be placed high. Drugs to protect you, like vaccinations, should be placed low.

The decision-making preferences Van Kerckhove explored and the principles she discovered offer retailers a new set of considerations as they design the physical conditions of choice settings for their customers. Upward and downward movement of head and eyes are ubiquitous in brick and mortar stores and as customers face computer screens and print ads. Intelligently crafting these settings to make them consistent with the choice problems customers face is just one more advantage a knowledge of research findings offers to retailers. ■

Reference: Businesspsych.org



CREATE A WINNING BUSINESS PARTNERSHIP

By Barbara Wold

TODAY'S SMART BUSINESS OWNERS

understand that the sharing of ideas and resources among like-minded businesses can lead to newfound success. Develop and plan for long-term partnerships that will help grow your business for years to come.

The opportunities for these kinds of partnerships are endless. No matter what kind of business you're in, you share customers with other businesses. Find yourself a business buddy or two and you'll pass those customers around and keep them in your local shopping district

and community.

A business partnership can be a positive experience, so consider the following:

● HAVE THE SAME VISION:

For a partnership to be successful, all parties involved must agree on the same strategic direction of the companies. Set a clear agreed course for the businesses that meets the needs of all partners.

● DEFINE BUSINESS ROLES:

A winning business partnership capitalizes on the strengths and skills of each partner. Divide business roles according to each individuals



strengths. E.g. one partner may be strong in marketing, operations and finance, the other sales, human resources and leadership.

● HOLD A MONTHLY PARTNER MEETING:

A strong business partnership is built on an open communicating relationship. Meet on a monthly basis to share

grievances, review roles and go over new ideas.

Building a small business can be more rewarding and profitable in a partnership environment. Consider a business partnership when you have someone to complement your skill set and add value to your company. Partnerships can work when the right foundation is laid in the beginning. ■

WELCOME NEW BOARD OF PHARMACY MEMBER AND RETURNING PRESIDENT

By Liz Macmenamin

GVERNOR BRIAN SANDOVAL APPOINTED

a new member to the Nevada Board of Pharmacy, Dr. Darla Zarley who is the Director of Experiential

Education at Roseman University at Henderson.

Dr. Zarley obtained a Doctor of Pharmacy Degree from North Dakota State University. She worked for a retail chain pharmacy as a pharmacy

manager before joining Roseman University in 2001.

Governor Sandoval reappointed current board president, Leo Basch, RPH, for another three-year term. Mr. Basch has a broad

range of knowledge in the practice of pharmacy. He is currently employed at Sunrise Hospital and has practiced in a retail pharmacy and a specialty pharmacy. ■



Important Information for SIG Members

NRS requires all existing members of a self-insured group to be notified of all new members.
NRNSIG new members are listed below.

Apex Linen Service Inc
 Callahan Enterprises LLC dba Spifco Specialty Cleaning
 Campo Foods
 Chestnut Inn and Motel
 Chikiwi LLC dba Discount Gun Source
 CISS Corporation dba Decorating Den Interiors
 Creative Sales Associates LLC dba Creative Real Estate Associates
 Curtis Dental Labs
 DBIG Property Maintenance Inc
 Desert Health Care Facilities Inc
 Dziolek&O'BrienEnterprisesInc dba BlueKangaroo Learning Center Summit
 Early Adventures Daycare
 Fernley Pharmacy LLC dba Tuckers Pharmacy
 FF&E Logistical Inc
 Happy Me, LLC dba South Philly Steak & Fries
 Henderson Defense Industries LLC
 Interpretive Gardens Inc dba River School Farm
 Iron River, LLC
 J&J Navarro Inc dba Blue Kangaroo Learning Center
 Jason A Sterrett dba Northern Nevada Juniors LLC
 Lake Mead Christian Ministries

Lakeview 74, LLC dba Lakeview 74 Mobile Home Park
 Louie's Commercial Properties LLC
 Marmot Properties Inc
 Max Pro Restoration Inc dba SERVPRO of East Las Vegas
 Medical Marijuana Group Inc dba MMG Agriculture
 Moment LLC dba Moment Skis
 MST Surveying
 Neagle Freight Systems Inc.
 Nevada Haulers
 Project 150
 Quenchers LLC dba The Waterfall
 RSKS Investments LLC dba The UPS Store #1390
 Ruby Radio of Humboldt County
 Sherwood Chiropractic and Relax In Style
 Sierra Summit Children's Academy
 Skye Pie LLC dba Pizza REV
 Taco La Mexicana LLC
 Tall Sails Inc dba A-Z Truck Marine & RV
 Todd Thomsen dba United Property Maintenance
 Velocity Ventures Group LLC
 Wasting Arrows

NRNSIG members who wish to register a negative vote on a new group member, please write NRNSIG at 575 S. Saliman Road, Carson City, NV 89701, indicating which member and the reason(s) for the negative vote.



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(800) 480-1846 or (702) 740-4380

Elko Office
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MEMBERSHIP INFORMATION: Find out more about RAN's self insured group. Call Pro Group, **800-859-3177**, or the RAN office at **775-882-1700** (toll free in Nevada 800-690-5959). Don't forget to check out our website, **www.RANNV.org**.



NEVADA NOTES *Continued from page 6*

MAGIC TRADE SHOW CONTINUES TO GROW

Let's get one thing straight right off the top: MAGIC has nothing to do with illusions or sleight of hand.

Even though it's somewhat magical that the 83-year-old trade show that now draws 85,000 people to Las Vegas twice a year and has been a Southern Nevada staple since 1989, it doesn't include the likes of David Copperfield, Penn & Teller or Criss Angel.

The magic of MAGIC — an acronym for the Men's Apparel Guild in California — is that it has been one of the steadiest conventions on the authority's calendar for years. It's also the largest apparel show staged in

North America. The fashion trade show was on track to have more attendees than last year—at the end of the first official day of the show, there was a 3.5 percent increase in attendance over last year's February show.

On average, the Convention and Visitors Authority says MAGIC produces direct visitor spending of \$71.9 million per show with a total economic impact of \$121 million after indirect business sales.

The fact that MAGIC appears in Las Vegas twice a year is another reason it's so valuable. The February show focuses on fashions for the upcoming fall and winter season while a similar show

in August features what will be on store shelves in the following spring and summer seasons.

For now, MAGIC has signed for lease space in Las Vegas through 2018 and like most major conventions, representatives are constantly looking to update agreements for several years in the future.

LVRJ

CASHING IN ON RETAIL

Las Vegas attracts hundreds of conferences, conventions and trade shows every year but few attract nearly 50,000 people each time like the Affordable Shopping Destination (ASD) Market Week.

ASD Market Week and its parent company

Emerald Expositions, which acquired the show in 2010, are pleased with the turnout. There are several factors that have led to ASD Market Week's ascension as the premier show for merchandisers. Entry to ASD Market Week is free for anyone with proof they work in the retail industry, making it a more open and inviting environment than many trade shows which can often give a closed-off feeling to some attendees.

The show focuses on high-profit margin products across the entire retail spectrum, including: house wares, gift shops, toys, pet products, apparel, jewelry and accessories.

LV Business Press

NATIONAL NOTES *Continued from page 7*

The administration has made it clear it intends to take action this year on the issue.

"I know they're worried about it," said Joel White, the president of Horizon Government Affairs, who lobbies for the Pharmaceutical Research and Manufacturers of America (PhRMA).

"There's not a lot of threat on the legislative side. There's a major threat on the regulatory side." Read more here. <http://bit.ly/1RBnhCo>

The Hill

DON'T BITE ON PHISHY EMAILS

It's tax time, so you'd better think twice before clicking on that link in your email inbox.

What may look like a legitimate communication from your bank, human resources department or email provider may actually be part of a scheme designed to steal the confidential information stored in your computer, or to gain access to the network it's attached to.

Experts warn that tax

season is a prime time for this brand of fraud known as "phishing," with hackers out to steal your information in hopes of using it to file a false tax return.

Phishing emails remain one of the top causes of data breaches. While people are more aware of their danger than ever before, the lures continue to evolve and increase in sophistication, making it tough for the average person to discern which emails are legitimate and which ones aren't.

Phishing emails don't contain

a lot of specifics, but are quick and easy to send out in mass quantities. "Spear phishing" is much more targeted and personalized. The rise of social media has made this a lot easier. Thanks to Facebook and Twitter, details including a person's place of employment, where they bank, like to shop and the names and ages of their children are just a few clicks away.

And attacks don't just come in the form of email. They can come as text messages too, with those links often containing viruses. *AP*



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WASHINGTON RETAIL INSIGHT

NRF ENDORSES CUSTOMS BILL

WILL 'KEY VOTE' BILL DUE TO POSITIVE IMPACT ON RETAILERS' SUPPLY CHAINS

THE NATIONAL RETAIL FEDERATION SENT A LETTER

in early February, to Senate leadership voicing strong support for a customs reauthorization bill scheduled for action saying it may include votes on the measure in its annual voting scorecard.

"As major importers, retailers rely on efficient supply chain operations. This includes ensuring legitimate cargo is able to be quickly processed through our nation's borders," NRF Senior Vice

President for Government Relations David French wrote.

"Modernizing CBP operations is essential in the ever-increasing global economy. The elements within TFTEA will provide CBP with the tools needed to ensure companies can continue to compete in the global economy."

NRF is the world's largest retail trade association, representing discount and department stores, home goods and specialty stores, Main Street merchants, grocers, wholesalers, chain restaurants and Internet

retailers from the United States and more than 45 countries. ■

Retail is the nation's largest private sector employer, supporting one in four U.S. jobs – 42 million working Americans. Contributing \$2.6 trillion to annual GDP, retail is a daily barometer for the nation's economy. NRF's This is Retail campaign highlights the industry's opportunities for life-long careers, how retailers strengthen communities, and the critical role that retail plays in driving innovation. NRF.com

UPCOMING EVENT

Former Joint Chiefs Chairman Martin Dempsey to Address NACDS Annual Meeting

Gen. Martin E. Dempsey, U.S. Army, Retired, who in September 2015 concluded his 41 years of military service and his tenure as chairman of the Joint Chiefs of Staff, will speak at the Tuesday, April 19, Business Program during the 2016 NACDS Annual Meeting in Palm Beach, Florida

Meeting: April 16–19,
The Breakers,
Palm Beach Florida
For more info, go to:
www.nacds.org