

PRIMARY MOTIVATIONS

By Bryan Wachter

NOTHING WOULD BE EASIER DURING THIS PRIMARY

election cycle then to divert our attention away from good-quality candidates, and onto issues that become political white noise. Debates over issues such as grazing fees, common core curriculum standards, or Christmas gifts purchased with campaign funds, all take our focus away from where it should be during this upcoming election.

Instead, voters should be looking at the candidates themselves. For the incumbents running, how have they voted in the past? Did they fulfill their campaign promises from their last election? More importantly, were they effective policy makers? It takes more than just an election and an idea for a bill to become a law; state Senators and Assemblyman have to be able to navigate the legislative process and be successful in passing the bills that are most important to you, their constituents.

Determining the value of a candidate who has never held office before is trickier. Without a record to hold them accountable, voters should pay attention to how the candidate presents themselves in public

and at your doorstep. If the candidate is running against an incumbent, look at the record of that office holder—did they represent you effectively, or is it time for a change?

RAN, since 2005, has made it easy for retailers and business owners to view the voting habits of our incumbent state legislators. Our Legislative Matrix, which can be found in the Government Affairs section of www.rannv.org, looks at the most important bills to our members during the last legislative session.

The scores for each legislator are then calculated based on whether that legislator voted with or against the business community. It serves as a quick resource for identifying pro-business legislators and highlighting those legislators that vote against the business community. Feel free to share this with your employees, friends, and colleagues as they head to the polls later this month.

If historical trends remain true, voter turnout for the primary election will be very low. This means that every vote that is cast will weigh more heavily on the results. Your vote on June 10th could mean the difference between a business friendly Nevada and

an unfriendly Nevada. Before you go to the polls, consider your primary motivation for voting: are you distracted by the political white noise, or are you using your vote to support your employees, your family, and your business? ■

IMPORTANT PRIMARY ELECTION DATES:

May 24th–June 6th

Early Voting Period

June 3rd

Last day to request an absentee ballot

June 10th

Primary Election Day

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RETAIL SALES IN NEVADA EXPECTED TO INCREASE TO HIGHEST LEVEL IN SIX YEARS

By RAN Staff

AFTER EXCEEDING TAXABLE RETAIL SALES GROWTH REPORTED AT

the national level in 2013, Nevada is likely to move more in line with national averages in the coming year, as economic conditions move back towards “normal.”* The Retail Association of Nevada (RAN) predicts core taxable retail sales in the state will increase 4.5 percent in 2014, reaching a total of \$23.0 billion—the highest level in six years.

Preliminary estimates report retail sales in Nevada increased 6.7 percent last year, ahead of RAN’s prior year forecast which called for growth of 5.2 percent in 2013. As growth exceeding 6 percent is unlikely to be sustainable over a long period of time without significant population influx, the latest forecast indicates a decline in the annual growth rate when compared to 2013.

RAN’s estimates for 2014, are similar to forecasts from the National Retail Federation (NRF), which expects retail sales to grow by 4.1 percent nationwide, slightly ahead of last year’s national growth estimate of 3.7 percent (which exceeded the National Retail Federation’s (NRF) prior year forecast for growth of 3.4 percent).

The Nevada forecast model predicts that the miscellaneous store category, which includes florists, office supplies stores and gift stores, will report the greatest annual growth in 2014 (+23.7 percent).

Other categories that are expected to witness substantial year-over-year increases include motor vehicle and parts dealers (+12.5 percent), building material and garden

categories have had an even more impressive run, reporting 59 consecutive months of year-over-year increases. We predict that stable growth will continue through 2014, a year that appears to be developing into a healthy one on a number of levels despite some looming policy concerns.”

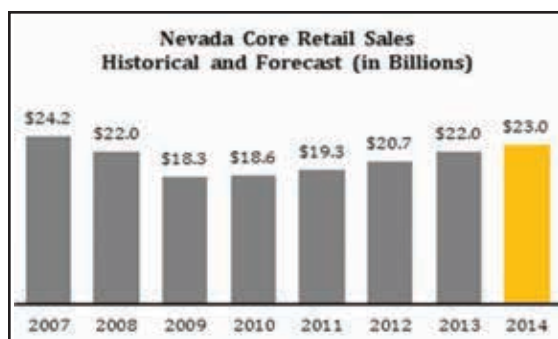
Other key economic indicators are continuing to demonstrate Nevada’s strong economic recovery. The most

recent unemployment data showed the state has reached a rate of 8.9 percent (January 2014), nearly 2.3 percentage points below the 11.2 percent reported in the same month last year. In addition, despite month-to-month

fluctuations, the Consumer Confidence Index (CCI) reported an average of 73.2 for 2013, up 9.2 percent from the average of 67.1 reported in 2012. Annual growth in the first two months of 2014, remained strong, with CCI up 36.0 percent in January and 14.9 percent in February. Furthermore, the housing market is showing signs of more modest recovery and stabilization in 2014. Wachter also noted, “In southern Nevada, as Las Vegas continues to report historically high visitation levels of nearly 40 million visitors annually, spending by both residents and tourists will likely help keep taxable retail sales on a healthy incline.”

Nationally, the 4.1-percent increase in retail sales is attributed to various factors, including real GDP, which is expected to grow by between 2.6 and 3.0 percent, the highest rate in the last three years. Employment numbers are expected to continue improving, with the unemployment rate forecasted to fall to 6.5 percent or lower by the end of the year. Other contributing factors include growth in the inflation rate and an improved housing market. ■

*Note that generally, both nationally and in Nevada, retail sales forecasts include sales in traditional consumer retail categories such as department stores, furniture stores, grocery stores and clothing stores (and exclude other types of taxable sales that comprise “total taxable retail sales” in Nevada, such as those reported in the construction or manufacturing sectors, as well as restaurants and bars, Nevada’s largest single category). There are slight differences between categories included in the NRF forecast compared to RAN’s forecast, such as automobile sales, which are excluded from NRF’s forecast but included in RAN’s.



equipment and supplies stores (+8.6 percent), nonstore retailers (+6.2 percent) and furniture and home furnishings stores (+2.4 percent).

Categories with projected year-over-year declines include sporting goods, hobby, book and music stores (-1.9 percent), general merchandise stores (-1.1 percent) and clothing and clothing accessories stores (-0.2 percent).

Bryan Wachter of RAN noted, “Taxable retail sales in the state have reported 42 consecutive months of year-over-year increases.

Traditional, or ‘core’, retail sales

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Traditional, or ‘core’, retail sales



HEALTH DISTRICT FUNDAMENTAL REVIEW RESULTS

By Lea Tauchen

THE WASHOE COUNTY DISTRICT BOARD OF

Health conducted a fundamental review of the Washoe County Health District (WCHD) to determine how to more effectively meet the public health needs of the community in the future. They hired a team of independent, nationally-known Health Department Performance Management/Quality Improvement professionals to conduct a systems based assessment. They

reviewed the WCHD programs, services, operations, oversight, governance, and finance. The auditors presented their final report to the Board at their meeting in February.

The fundamental review yielded 24 recommendations that included eight short-term suggestions, ten mid-term, and six long-term. Each item provided an option that would focus on efficiency, effectiveness, and opportunity for continuous improvement. The goal was for the

WCHD to control costs while producing maximum impact. As an example, for the mid-term, recommendations included: perform a cost analysis of all programs; execute a concerted effort of all parties to address the tensions regarding the current overhead/indirect costs; and, develop metrics for success.

The Board accepted the review results unanimously. They will prioritize the recommendations so that staff can begin implementation, and they



will provide public updates at their Board meetings each month.

If you have questions or would like additional information, please contact Lea Tauchen at lea@rannv.org or (775) 882-1700. ■

SMALL BUSINESS RETAILERS: NRF WANTS TO SEND YOU TO DC!

THE NATIONAL RETAIL FEDERATION (NRF) IS

launching its inaugural America's Retail Champions, a travel

scholarship program created to enable small retailers an outlet to advocate for the retail industry.

Through America's Retail Champions, up to 50 retailers from across the country will receive a complimentary trip to Washington, D.C. to attend the Retail Advocates Summit being held July 29-30, 2014. The event's theme, "Tell Your Story, Make a Difference" is a call to action to encourage retailers to participate

in fighting for the retail industry on Capitol Hill.

This free, retail-only event provides a chance to become more informed on industry issues and have face-to-face meetings with decision makers. There is no lobbying or government expertise necessary. By sharing personal stories about retail businesses, challenges, successes, and putting a face with

an issue, you can make a difference for the retail industry.

Answer three short



questions to apply. The submission deadline is May 30, 2014. Visit www.nrf.com. Scroll to the bottom of the screen to the Events & Conferences section and click the link to the Retail Advocates Summit for additional details. ■



PRESCRIPTION DRUG ABUSE RESPONSE FROM THE MEDICAL COMMUNITY

By Liz Macmenamin

MEMBERS OF THE MEDICAL COMMUNITY

attended a teleconference meeting in Las Vegas and Reno on March 27, 2014, to discuss Nevada's prescription drug abuse issue and possible solutions. The coalition would like to thank the State Board of Nursing for allowing the use of their facilities for this meeting.

THE FOLLOWING ARE SOME OF THE POINTS THIS GROUP DISCUSSED AT THIS MEETING:

Education—the group stressed the importance of this component, both educating the provider and the public on the opioid addiction.

Regulatory changes—discussed changes in regulation

that the Board of Medical Examiners is considering adopting.

Dental Board—the group discussed how compliant the dentists have become; over 85% of prescribing dentists are registered with the Board of Pharmacy to utilize the PMP program. This board requires that the dentists run their office profiles once a year, just to be aware of all activities that have transpired over a year's time.

Treatment—the substance abuse professionals that were in attendance will be giving this group some recommendations to add to any further discussions to take place during the legislative session.

Law Enforcement—this group is currently working with the State Board of Pharmacy on access to the PMP



program.

The National Governors Association (NGA) has made this issue the focus of their winter meeting and released finding from a project on prescription drug abuse that was first started in 2012. The NGA released the finding in this endeavor and worked to develop a plan to combat this public health and safety crisis. The following are the seven findings of this study:

- Leadership matters;
- Prescribing behavior needs to change;
- Disposal options should be convenient and

cost-effective;

- Prescription drug monitoring programs are underused;
- Public education is critical;
- Treatment is essential; and
- Data, metrics, and evaluation must drive policy and practice.

These findings are very closely aligned with the discussions that the Coalition has been having, and we look forward to working with Governor Sandoval and his office during the interim and the upcoming 2015 Legislative Session.

The next meeting of this group was held on May 8th, 2014, from 2 p.m. to 4 p.m. The meeting was available in both the north and south. If you have any questions in regard to these meetings, please contact the RAN office. ■

Washington Retail Insight

SPONSOR VOWS TO TRY AGAIN ON MINIMUM WAGE

LEGISLATION THAT WOULD INCREASE THE FEDERAL

minimum wage was narrowly blocked in the Senate the last week in April, but the bill's lead

sponsor says he isn't done trying.

"I can guarantee you we will be back on this issue," Health, Education, Labor and Pensions Committee Chairman Tom Harkin, D-Iowa, said.

Senators voted 54-42 in favor of Harkin's measure to raise the minimum wage to \$10.10 an hour from \$7.25 but the procedural motion failed to win the 60 votes needed to pass.

The vote came after the National Retail Federation (NRF) told senators in a letter that "there is clear evidence that mandated wage hikes undermine the job prospects for less-skilled



STRESS *By James Larsen*

WHEN THE PACE OF WORK INCREASES, impatient customers form lines, and a ringing telephone interrupts work, you might hear some angry outbursts from your employees. That's one symptom of work stress, and it's pretty dramatic when people open their mouths and unrepeatable words fly out. Shocked customers will make decisions at such times, and none of them are good for your business, but angry outbursts are just the beginning. People die from stress.

Researchers have been studying work stress for years, but the best advice they offer employers is to find ways to reduce negative aspects of the work setting: time pressure, long work hours, and role ambiguity. But Joyce Bono, from the University of Florida, feels this focus on the negative is a mistake. She feels positive psychology can help the problem of work stress.

Positive psychology explores the contribution

that positive experiences make to people's health and well-being. It seems simple, and it's very popular among mildly depressed people, but it hasn't been used to help people with work stress, and no one had experimented with positive psychology practices in a work setting. Professor Bono borrowed a well-known exercise, the three-good-things exercise, and experimented with it in a work setting. She wanted to counteract negative rumination, which she feels is a common cause of work stress.

Typically, people pay special attention to negative events at work. It is, Bono says, evolutionary. Paying special attention to threats has helped our species survive random visits of saber-toothed tigers and other dangers. But a persistent focus on the negative keeps us in a constant state of fight or flight, and being unable

to choose between them leads to a state of panic. This is the consequence of ruminating about negative work experiences.

Professor Bono used the three-good-things exercise to help 61 women who worked in medical practice offices in a large metropolitan area to focus

more on the positive. Bono's three-good-things exercise invites people to recall three good things that happened to them that day and to write these down as their last task of the workday. She

also asked them to include an explanation of why these things happened. Bono's experiment only lasted 15 workdays, and only 8 of these days included the three-good-things exercise, but Bono still managed to measure significant changes. The changes were small but consistent. The three-good-things exercise relieved stress, especially in

the realm of work-family conflict.

Why does this work?

Bono's three-good-things exercise crowds out negative rumination and replaces it with positive rumination. Since it occurs at the end of the workday, it allows positive rumination to carry over into evening family time.

Psychologists have identified four core features of psychological well-being: mastery, a purposeful life, quality interpersonal connections, and positive self-regard. Like physical exercises that strengthen core muscles, the three-good-things exercise strengthens the four core features of psychological well-being, and this reduces the negative impact of stress, particularly when people explain why these positive events occurred. These explanations create durable, predictable understandings of the person and the way the world works for this person. ■

Reference: businesspsych.org



MINIMUM WAGE *Continued from page 4*

and part-time workers."

With the economy still recovering, NRF's

National Council of Chain Restaurants said, "the last thing that the Senate

should be considering is a scheme to raise labor costs." ■

"Even if you're on the right track, you'll get run over if you just sit there."

Will Rogers



Information about the Margin Tax Initiative

NEVADA
2014
STATEWIDE
BALLOT INITIATIVE

The Margin Tax Initiative is a complex tax increase proposal that will appear on Nevada's 2014 statewide general election ballot.

The proposed initiative would impose a huge new tax on both Nevada's major employers and on thousands of small businesses throughout Nevada.

It's so poorly written that it would force many small businesses that are losing money to pay higher taxes, and it does nothing to guarantee that the Margin Tax revenues would actually be used to improve Nevada's educational system.

As a result, the Margin Tax Initiative would cause our state to lose many existing businesses and jobs, and make it harder to attract new ones – without ensuring better schools for our children.



"This tax is not based on the ability to pay. As a result many small businesses will find their profits wiped out. For any businesses hurt by this economy that have been struggling to keep their doors open, this tax may prove to be the proverbial straw that breaks the camel's back."

— Nevada Taxpayers Association

The Margin Tax Initiative is a giant tax increase that would hurt Nevada's large employers and thousands of small businesses

Would apply to both major employers and small businesses.

Under the Margin Tax Initiative, every business with total GROSS revenues exceeding \$1 million per year would be subject to a new 2% Margin Tax – regardless of whether any of that revenue is actual profit.

Overall, it would dump a massive \$750 million increase on the costs of doing business for Nevada employers. That would severely damage our state's already struggling economy and job market.

Deeply flawed and unfair tax system.

Proponents claim that the \$1 million gross revenues threshold protects small businesses. But in reality, the Margin Tax Initiative would hurt thousands of small businesses in Nevada that have total annual gross revenues of over \$1 million but also have high overhead and very small profit margins – such as family-owned restaurants, medical clinics, daycare centers, repair shops, veterinarians, janitorial services, ranches, and farms.

It would only allow businesses to deduct some of their actual costs from the revenues subject to the tax. For example, they could deduct their costs of goods or their payroll costs, but not both.

Another flaw in the measure is that it would create a "fiscal cliff." A business making one penny less than \$1 million in gross revenues would pay no tax. A business that grossed one penny more than \$1 million would pay the 2% Margin Tax based on the entire million. These small businesses would even have to pay the tax in years they make NO profit. The extra burden of the proposed Margin Tax would force these companies to cut jobs, and could even put many of them out of business.

Costly state bureaucracy and lawsuits.

The Margin Tax Initiative contains 84 sections of complicated legal and technical language that would create a logistical and legal nightmare for businesses to navigate.

The initiative language doesn't even match federal tax compliance definitions, so businesses would now be required to maintain two sets of books, one for federal law and one for the new Margin Tax.

It would cost millions of taxpayer dollars for the state government to interpret and implement the Margin Tax Initiative, and it would tie the state up in lawsuits for years due to the legal complexities and drafting ambiguities.



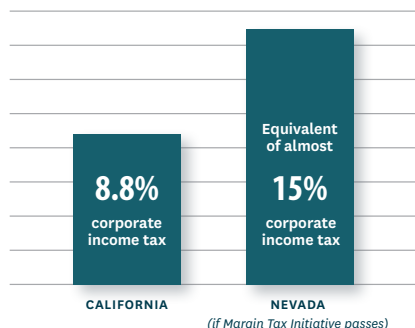
The Margin Tax Initiative: Deeply flawed and very costly



The Margin Tax Initiative would make Nevada's business taxes among the highest in the US

Imposing the initiative's tax on top of the state's existing Modified Business Tax would create the equivalent of an almost 15% state corporate income tax – nearly twice as high as the corporate income tax rate in California.

In fact, for businesses, the Margin Tax Initiative would make Nevada one of the highest taxed states in which to operate. This would severely damage our state's struggling economy, cause the loss of thousands of existing jobs and make it nearly impossible to attract new businesses and jobs to Nevada.



If the Initiative passes, Nevada would have the equivalent of an almost 15% corporate income tax.

(Source: Study by Jeremy Aguero, Applied Analysis, Jan. 2014)

The Margin Tax Initiative has **NO** accountability or oversight provisions to make sure money goes to the classroom

No guarantee of more money for education.

We all want to help our schools, but the Margin Tax Initiative does nothing to guarantee more money for education.

Technically, the dollars generated from the measure would be put into the "Distributive School Account," which is used to fund K-12 education. However, under the initiative, the state legislature could simultaneously take money from the regular budget away from education to fund other things. The District Court held in October 2012 that "the initiative does not prevent the Legislature from supplanting existing educational funds with the margin tax."

No plan of action or accountability.

Even if the legislature decides that education should get more money through the Margin Tax, the initiative provides no plans or requirements to ensure that its revenues go to the classroom instead of into the hands of bureaucrats. How and where the new tax money is spent would be left up to elected officials and school administrators, without any oversight, reviews, or accountability.

State government could increase the tax rate – without a vote of the people.

There are no checks and balances in the Margin Tax Initiative. Although the initiative sets the initial tax rate at 2% and sets the threshold for liability at \$1 million in gross revenue per year, the legislature would have unlimited authority, after three years, to: increase the tax rate, lower the revenue threshold at which it must be paid, or broaden the tax to apply to even more businesses – without any further vote of the people.

The Margin Tax Initiative would hurt all Nevadans by damaging our economy and increasing consumer costs

Would threaten jobs.

Nevada's unemployment rate is still one of the highest in the nation and the Margin Tax Initiative would only make it worse. Large employers like gaming companies, banks, hospitals, and manufacturing companies would be forced to lay off workers, and many small businesses would be forced to downsize or close altogether. This would damage Nevada's economy and drive unemployment even higher, hurting every business, employer and family in the state.

Higher consumer costs.

The Margin Tax Initiative would impose a new 2% tax on revenues generated by almost all types of goods and services sold in Nevada, including: food, clothing and other retail store products; gas, electricity and telephone services; prescription medicines sold by pharmacies; and, medical care provided by doctors and hospitals. Ultimately, the providers of these goods and services would pass on some or all of their tax increase to Nevada consumers.

"The [Margin Tax] would wipe out the profits of some companies, and even struggling, money-losing businesses would have to pay the tax. To inflict such punishment on companies after five years of economic weakness and nation-leading unemployment would be unconscionable."

— Las Vegas Review - Journal Editorial, June 2013

About the Coalition to Defeat the Margin Tax Initiative

A statewide coalition representing thousands of small and large employers, farmers, ranchers and other concerned Nevadans has been formed to mount a campaign urging a **NO** vote on the Margin Tax Initiative.

To join our coalition, make a donation or to get more information about the Margin Tax Initiative, please visit **StoptheMarginTax.com**, call us at (877) 359-5099 or email us at **info@StoptheMarginTax.com**.



Nevada Notes

NEVADA AFL-CIO OPPOSES PROPOSED MARGINS TAX TO FUND PUBLIC SCHOOLS

The Nevada State AFL-CIO voted to oppose the margins tax measure to fund public education that is on the Nov. 4 general election ballot.

Also known as the Education Initiative, Question 3 would impose a 2 percent business "margins tax" designed to raise an estimated \$700 million a year for public schools.

The measure is opposed by many Nevada businesses and elected officials, including Gov. Brian Sandoval. The Nevada State Education Association put it on the ballot.

LVRJ

NEVADA FOOD, AG EXPORTS HIT RECORD

Nevada's food and agricultural export sales last year exceeded 2012's export sales by \$19.5 million.

Export sales in 2012 were \$117.4 million while 2013 exports were \$137 million making for a 17 percent increase in sales between the two years.

According to the U.S. Department of Commerce, for every \$181,000 in export sales, one job is created and pays 17 percent better than a

job not associated with exporting. In Nevada, that equates to 756 high-end jobs being created in 2013 because of the state's food and agriculture exports. State exports in 2013 for all industries totaled \$8.7 billion, down from \$10.26 billion in 2012.

RGJ

MODERN ADDICTION: OUR HEROIN EPIDEMIC—HOW YOUR MEDICINE CABINET CAN LEAD YOU TO A BACK ALLEY DRUG

For all the reasons contributing to the increased rate of heroin use, one unusual perspective stands out. There's this kind of weird paradoxical appeal of heroin because prescription opiates (such as hydrocodone and morphine) have gotten so much attention and there's such a bad rap in the media about them being so highly addictive and dangerous

A key sign of heroin use is constricted, pinpoint-size pupils. The biggest risk of harm from opiate use is dependence, which can lead to the propensity to engage in dangerous behavior, such as sharing dirty needles. Users are susceptible to skin infections and sepsis, a severe blood infection that

can lead to organ failure and death.

And it is the Las Vegas Valley's fastest-growing drug problem, plunging a disproportionate number of teens and young adults into the throes of a powerful addiction.

In the last week of March, drug task forces in Southern Nevada recovered about 14 pounds of heroin in one seizure and about four pounds in another. Eighteen pounds might seem like a paltry amount given that authorities routinely snare thousands of pounds of marijuana, but consider this: In all of 2011, authorities seized about 20 pounds of heroin in Clark and Washoe counties combined, according to reports from a Nevada-based interagency drug task force.

Heroin seizures in those counties, home to Las Vegas and Reno, jumped to roughly 63 pounds in 2012 and 88 pounds last year. Heroin, formerly considered a back-alley drug favored by syringe-toting junkies, quietly crept into the mainstream when the prescription drug epidemic soared this decade. Family medicine cabinets became the starting point.

LV Sun

MORE RETAIL COMING FOR WESTERN LAS VEGAS

The retail choices for residents in western Las Vegas and Summerlin area continue to grow.

The 220,000 square foot Sahara Center at the northeast corner of Sahara Boulevard and Hualapai is scheduled to open in early October. It will join the 1.4 million square feet retail center The Shops at Summerlin that is also scheduled to open south of the Red Rock Resort this fall.

Construction at 18-acre Sahara Center site started in September and will feature a 205,000 square foot center and six pad buildings on the property.

The Sahara Center is deemed a mix-box retail center that will serve the surrounding neighborhoods and west valley.

The proximity of the retail projects will complement each other and bring more people to the area.

Renaissance was expected to have three big-box retailers and 50 smaller stores that could be accessed by Tivoli Village via a pedestrian bridge over Alta Drive. At the time, the developers opted for an indoor mall



National Notes

RETAILERS TO SHARE CYBER THREAT DATA

U.S. retailers are planning to form an industry group for collecting and sharing intelligence about cyber security threats in a bid to prevent future attacks in the wake of last year's big attack on Target Corp.

The National Retail Federation said it will establish an Information Sharing and Analysis Center, or ISAC, for the retail industry in June.

ISACs are industry groups that typically run security operations centers that operate around the clock, providing alerts about emerging threats to their members and sharing information provided by law enforcement and other government agencies.

They are set up under terms of a 1998 U.S. presidential directive to foster sharing of security information between the public and private sector.

There are more than a dozen such organizations among industries including financial services, emergency services, healthcare, technology companies, public transportation and utilities.

Retailers have been under pressure from Congress and consumers to bolster security since the attack on Target, which resulted in the theft of

some 40 million payment card numbers and another 70 million customer records, which were uncovered late last year.

After the breach was uncovered, retailers privately complained that they had difficulty obtaining information from law enforcement about what had happened and how to thwart follow-on attacks.

The new ISAC will also allow retailers to share tips on fighting hackers, which the industry hopes might prevent future attacks and make consumer data more secure.

Reuters

WALGREENS WAY TO WELL HEALTH TOUR WITH AARP

For six years, Walgreens and AARP have conducted the community outreach program dedicated to providing free preventive and early detection health services to communities across the country. Now through December, Walgreens will use the tour to provide free health tests, assessments, education and consulting services with a renewed commitment to the everyday health of Americans nationwide.

Additionally, the tour will provide important resources and incentives to help participants continue on their way to healthier living. Walgreens will in-

troduce visitors to various aspects of Walgreens Balance® Rewards for healthy choices, which is the first retail rewards program that not only rewards you for your purchases, but also for the healthy choices you make every day such as walking, running, weight management and testing your blood pressure and blood glucose.

The health tour's bundle of free health tests and risk assessments is designed to provide participants with personal health insights that may indicate symptoms and potential risks for cancer, heart disease and diabetes. Tests include total cholesterol, glucose, blood pressure, body mass index, body composition, skeletal muscle, resting metabolism, visceral fat, real body age and body weight*.

Collectively the health tests, valued at over \$100, are administered to adults age 18 years and older by certified wellness staff and can be completed in approximately 20 minutes. Afterward, participants consult with a Walgreens pharmacist or certified wellness staff about his or her results. This is a free service—insurance will not be billed.

To learn when the Way to Well Health Tour is serving a neighborhood near you, visit **Walgreens.com/**

WaytoWell.

**Tests are available to ages 18 and over.*

Press Release

STUDY: UPSCALE HISPANICS KEY CONSUMERS OF DESIGNER GOODS

Upscale Latinos are young, digitally connected and represent a growing and important segment for marketers, according to a study released Wednesday by Nielsen and AHAA: The Voice of Hispanic Marketing.

Identified as those whose incomes range from \$50,000 to \$100,000, upscale Latinos contribute \$500 billion or 37 percent of the \$1.3 trillion spent annually by Latinos in the United States. They represent 29 percent of all Hispanics and are expected to reach 35 million in number by 2050.

Upscale Latinos tend to be younger than their non-Hispanic counterparts. According to the study, 59 percent of upscale Hispanic luxury-seekers are millennials, compared to 31 percent of non-Hispanic luxury seekers.

Upscale Hispanics spent \$3.7 billion in online purchases during the past year and are much more inclined to engage in e-commerce, purchase designer shoes

Continued on page 11



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.

Adventure Scuba Center Inc.

Allstar Boat Inc.

Apex Nevada LLC dba K Speed Automotive

Carson Valley Conservation District

David Kurtzman dba Meadows Apartments

Frutilandia X

James A Hicks, Ltd dba Spencer Springs Animal Hospital

Mitchland Tools, Inc.

MTE 55, LLC


OM Ramakrishna

RSM 55, LLC

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.

NOTE FOR MEMBERS

**If you would like us to profile
your business in our newsletter,
or have any questions about
RAN or the NRF Partnership,
please contact Piper
at Piper@rannv.org or
call the business office
at 775-882-1700.**



RAN
Retail Association of Nevada


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575 S. Saliman Road, Carson City, NV 89701
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Las Vegas Office
175 E. Reno Avenue, Suite C9, Las Vegas, NV 89119
(800) 480-1846 or (702) 740-4380

Elko Office
557 W. Silver Street, #206, Elko, NV 89801
(775) 753-7771





MEMBERSHIP INFORMATION: Find out more about RAN's self insured group. Call Mike Olson, **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 8*

because it complements Tivoli, which is more of a boutique retail and restaurant center. *LVRJ*

TAHOE RIDGE WINES COMING TO SCOLARI'S

Tahoe Ridge Winery in Minden is expanding sales of three of its wines made with Carson Valley-grown grapes. About half of area Scolari's started stocking the wines in April.

The grapes are grown here for a red wine called Frontenac, a white wine called La Crosse and the newest one, Minden Rose, which was introduced a couple of months ago. *RGJ*

MALLS ARE STILL A DRAW IN LAS VEGAS

The announcement that owners of the Boulevard mall are planning a \$25 million face-lift couldn't have come at a better time.

For those who missed it, developer Roland Sansone bought the mall in November and is working to sign tenants that will expand the retail profile to include new entertainment offerings. Sansone wants to add restaurants, a movie theater, a miniature golf course, a bowling alley and an ethnic supermarket.

He wants to pour some money into function and aesthetics, resurfacing and restriping the parking lot, putting in new landscaping, improving the food-court area with big-screen televisions and free Wi-Fi and making plans for a farmers market and a fenced playground.

Although indoor shopping malls no longer are the traffic magnets they were pre-2000, they maintain a place in Southern Nevada's retail scene, if for no other reason than they're a comfortable place to window shop on those

brutally hot summer days.

The Strip's Fashion Show is still going strong, the Forum Shops at Caesars, the Grand Canal Shoppes at The Venetian, the Miracle Mile Shops at Planet Hollywood and Crystals at CityCenter rank among the highest in retail sales per square foot.

Henderson's Galleria at Sunset mall also recently announced plans for a \$7 million face-lift that includes a new wing due in 2015.

It's clear that, at least in Southern Nevada, the indoor mall is here to stay.

LV Business Press

NATIONAL NOTES *Continued from page 9*

and clothing, and are 137 percent more likely to have purchased high-end cosmetics.

For more information on the study, visit **www.ahaa.org** *Miami Herald*

CVS/PHARMACY BECOMES THE ARTHRITIS FOUNDATION'S EXCLUSIVE DRUGSTORE

Shopping for arthritis-related products just got easier. In conjunction with Arthritis Month, the Arthritis Foundation announced that CVS/pharmacy has become the only drugstore to receive the Arthritis Foundation's 'Partner for Better Living' designation.

This new distinction from the Arthritis Founda-

tion, the nation's trusted authority on arthritis, recognizes CVS as a company that is committed to addressing the needs of people with arthritis through arthritis-related products, services or resources.

The distinction recognizes the CVS/pharmacy commitment to helping people with arthritis and joint pain live better lives by providing a one-stop-shop for arthritis-related products and disease management information in stores and online.

As part of its 'Partner for Better Living' designation, CVS/pharmacy has launched a digital hub (**www.cvs.com/arthritis**) developed in partnership with the

Arthritis Foundation that provides resources, tips and tools to help people manage joint pain and arthritis. CVS/pharmacy also will have special retail sections in many stores with products and other resources for people with arthritis. To learn more, visit **www.cvs.com/arthritis**.

Press Release

NRF HONORED BY EPA

The National Retail Federation (NRF) was recognized on Earth Day by the U.S. Environmental Protection Agency (EPA) with its 2014 SmartWay Affiliate Challenge award. The EPA recognized NRF for supporting policies and practices that reduce truck

emissions and enhance freight efficiency.

"The SmartWay program is a valuable resource for retailers looking for new ways to build leaner and greener supply chains," NRF Vice President for Supply Chain and Customs Policy Jonathan Gold said. "Our members are very conscious of the fact that the retail industry is a key link in the supply chain and are making smart and sustainable choices to reduce their carbon footprint."

The SmartWay Affiliate Challenge is a national challenge developed by the EPA to acknowledge organizations that do an exceptional job supporting the partnership's freight sustainability goals. *Press Release*



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NEVADA NEWS

Nevada News is published by the Retail Association of Nevada, a nonpartisan, nonprofit corporation founded in 1969 representing the Retail Community, the Chain Drug Council and the Grocery Industry Council.

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WASHINGTON RETAIL INSIGHT NRF SAYS JOBS BOUNCE BACK AFTER SLOWDOWN

THE NATIONAL RETAIL FEDERATION ISSUED THE

statements below from President and CEO Matthew Shay and Chief Economist Jack Kleinhenz in response to the April jobs report. NRF calculated that retail employment increased 28,000 in April from March and 241,000 year-over-year. March's retail employment was revised upward by 2,700 jobs. The increase reflects the growth and positive momentum seen in the retail industry in recent months.

"While this is certainly a solid report and proves

that retailers continue to help lead the way in job creation, there is still room to address the underlying issue that the overall labor force remains underutilized," Shay said. "A concentration on pro-business initiatives by our leaders in Washington that would give companies the confidence they need to hire more out-of-work Americans would go a long way in this economic recovery."

"After a weak report on growth in the overall economy, the strong jobs report shows that the backlash from the weather-induced slowdown between December and

March impacted economic activity but was not a foreboding sign of what is to come," Kleinhenz said.

"We expect a rebound in economic activity. While only select sectors such as apparel and general merchandise reported higher results, we expect retailers to be stocked and prepared for one of the busiest times of the year—summer."

The federal Bureau of Labor Statistics Employment Situation Summary showed that total nonfarm payroll employment rose by 288,000 in April, above analysts' expectations. ■

UPCOMING EVENTS

2014 FMI FOUNDATION RETAIL FOOD SAFETY FORUM

Jun 9 (1pm)–Jun 10, 2014
(5pm US/Central)
J.W. Marriott Chicago
Chicago, IL

2014 NRF LOSS PREVENTION CONFERENCE & EXPO Jun 11–13, 2014 Ft. Lauderdale, FL

RETAIL ADVOCATES SUMMIT Jul 29–30, 2014 Washington, DC

NACDS TOTAL STORE EXPO August 23–26, 2014 Boston Convention & Exhibition Center Boston, MA