

## BEST PRACTICES FOR COMBATTING SEXUAL HARASSMENT IN THE WORKPLACE

By Laura Jacobsen

**I**N THE PAST YEAR, SEXUAL HARASSMENT COMPLAINTS HAVE ENTERED THE PUBLIC

consciousness and come to bear upon employers more than ever before. The headlines demonstrate that these issues are painfully widespread, affecting all industries and individuals from all walks of life. Now, more than ever, employers must be prepared to prevent harassment, and to put a quick end to harassment that does occur. By instituting strong anti-harassment policies, requiring effective and appropriate training, and conducting prompt investigations and taking remedial actions, employers can weed out bad behavior and send a message that they do not tolerate abusive conduct.

**UPDATE (AND FOLLOW) YOUR ANTI-HARASSMENT POLICY.** Whether you maintain an employee handbook or a separate anti-harassment policy, it is important to explain your anti-harassment policy to your employees in writing. Such a policy should include a statement that illegal harassment will not be tolerated, should define and explain harassment, including with examples of prohibited conduct, and should set forth a complaint procedure. The complaint

procedure should spell out where and to whom complaints should be made, including alternative individuals in the event the employee is uncomfortable discussing harassment with the designated individual. Your policy should also explain that all complaints will be thoroughly investigated, remedial action will be taken, and no retaliation against the complaining employee will be allowed. In addition to updating and maintaining a comprehensive anti-harassment policy, employers must be prepared to follow it, conducting thorough investigations of complaints and taking swift remedial action where harassment has occurred.

**ENCOURAGE REPORTING.**

Speaking of instituting a complaint procedure, you must encourage your employees to use it. For some, one of the more surprising aspects of the news stories of sexual harassment is that such conduct went unaddressed for years. However, according to a workplace sexual harassment task force convened by the U.S. Equal Employment Opportunity Commission, sexual harassment is vastly underreported. Approximately three-quarters of harassment victims do not report harassment even though many employers have anti-harassment

policies in place. Not only should victims be encouraged to speak up, but employers should encourage any employees who witness harassment to also report it. Employees with management authority should be required to report any potential issues to human resources. Conduct that may seem small or inconsequential could be part of a larger history of abuse. If an employer sees an increase in complaints, that means the policy is working, and employees trust the employer to handle claims (instead of

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# MY OPINION

By Mary Lau, President/CEO RAN

## LIKE EVERY OTHER TRADE ASSOCIATION IN NEVADA, RAN

wasn't totally surprised at U.S. Attorney General Jeff Sessions' rescission of the "Cole memo," which was promulgated under the Obama administration as a way to "allow" states to pass medical and/or recreational marijuana laws without the approval of Congress.

The Cole memo may have put the enforcement of federal drug laws on the back burner, but, as many pro-marijuana associations indicated even then, it left everything in limbo until a later date.

As recently as the Obama administration, there have been numerous bills before Congress to fix this problem caused by allowing states to pass their own laws regarding marijuana, without bumping up against the Supremacy Clause v: States Rights arguments, but, with the exception of the Rohrabacher-Blumenauer Amendment, have either failed or have not been allowed regular committee hearings by leadership. Interesting to note, Rohrabacher-Blumenauer takes away funding for the DOJ (Dept of Justice) to fund actions against

activities where medical marijuana is legal. In 2017 there were multiple bills introduced such as the introduction of three bills by Sen. Ron Wyden, (D-OR) and Rep. Earl Blumenauer (D-OR), which were:

● **Small Business Tax Equity Act**, which would repeal the tax penalty that singles out state-legal marijuana businesses and bars them from claiming deductions and tax credits;

● **Responsibility Addressing The Marijuana Policy Gap Act**, which would address discrepancies in federal and state marijuana laws by removing federal criminal penalties and civil forfeitures for individuals and businesses that act in compliance with state law;

● **And the Marijuana Revenue and Regulation Act**, which would remove marijuana from the list of banned controlled substances and establish a scheme to tax and regulate its sale.

In January 2017, Rep. H. Morgan Griffith (R-VA) introduced the Compassionate Access Act reclassifying marijuana for the purpose of consideration of scientifically-sound research conducted

in a state that allows medical marijuana and in accordance with state law even if they use non-federally approved marijuana.

In April 2017, there was also bi-partisan legislation introduced in the House that would have taken marijuana from a Schedule 1 drug to a Schedule 3, with the express purpose of making it easier for ill patients and scientific and medical researchers to obtain marijuana.

None of these bills passed, some didn't even get hearings, so it is no wonder that (paraphrasing) Sessions told congress that he didn't get to pick and choose what laws to enforce—"IT WAS THE RESPONSIBILITY OF CONGRESS TO PASS THE LAWS." Nevada's congressional delegation, along with other legislators, has called for Congress to act.

Let's face it, Sessions wasn't wrong—the work-around leaves too many good marijuana businesses in jeopardy.

You can't legally advertise a Schedule 1 drug, you can't ship marijuana—it's "non-mailable" both under CSA and USPS specific regulations. You can't get the best and brightest medical minds to study



Mary F. Lau  
RAN's President/CEO

the benefits in our labs and universities. Pharmacies cannot sell any marijuana product or they would lose their DEA license and state licenses to operate.

It's an interesting conundrum and one the prompted Marijuana Moment to publish an article by Tom Angell dated January 5, 2018 titled, "Why Sessions' Anti-Marijuana Move Might Be Good for Legalization". The article surprised me, but further research prompted me to reconsider the collapse of the industry in Nevada and damage to our tax base.

Sessions' opinion of marijuana won't change, as the minds of voters one way or the other may not either, but Congress has to stop forcing states to cross their fingers and legalize under stress. ■

Mary Lau



# PRO GROUP MANAGEMENT AWARDED BEST FOR WORKERS' COMPENSATION ADMINISTRATION - USA

**ON JANUARY 15, 2018 PRO GROUP MANAGEMENT (PRO GROUP),** a leader in Workers' Compensation Self Insured Group Administration received "Best for Workers' Compensation Administration – USA" for the second consecutive year in the Business Excellence Category from the leading voice of corporate America, AI Global Media.

The national award identifies leaders in the industry who demonstrate growth through business development, client retention, staying abreast

of regulatory changes and challenges that impact the clients. Also considered in the balloting and voting process is strong expertise in the Self Insured Group specialty practice, including underwriting, financial management, claims support, and customer care. Pro Group topped the votes in all categories to receive the national award.

Robert Vogel, Vice President of Pro Group said, "We are extremely pleased to have received this prestigious recognition for the second year in a row, this is fantastic news for Pro Group.

To be recognized as the best Self Insured Group Administrator is a huge compliment and winning is due to the hard work and dedication of everyone at Pro Group."

Acquisition International's Awards identify and honor success, innovation and ethics across the alternative risk transfer specialized communities. The awards are given solely on merit and are awarded to commend those most deserving for their ingenuity and hard work over the last twelve months, distinguishing them from

their competitors and proving them worthy of recognition.

Pro Group Management, Inc. along with Pro Group Captive Management Services, Inc. and their employees have received numerous distinguished awards including Captive Manager of the Year, Best Captive Manager Customer Care, Best Captive Manager – Nevada, Best Captive Manager – USA, Employer of the Year, Best Place to Work, Best for Financial Risk Management – Nevada, Best for Self Insured Administration Programs

*Continued on page 11*

## SEXUAL HARASSMENT *Continued from page 1*

filing charges outside of the company).

### **TRAIN YOUR EMPLOYERS, ESPECIALLY MANAGERS, EFFECTIVELY.**

We have all sat through passive training focused solely on liability and legal jargon. That harassment remains widespread speaks to the ineffectiveness of such training. Instead, employers should focus on teaching employees what is and is not harassment and tailor training to the workplace. Concrete

examples and open and honest question and answer sessions, and even role-play, that engage employees and encourage their responsibility for conduct in the workplace is recommended. It is especially crucial to train managers and supervisors to recognize harassment and effectively handle complaints. Direct supervisors are the first line of defense, both for the employer and for the employees who are being harassed. Employers may also consider anti-bullying

and general civility training, which generally encourages employees to respect each other.

**SHAPE YOUR CULTURE FROM THE TOP.** Every workplace has a culture; it is up to the employer to make sure the culture is one of respect that does not tolerate harassment in any form. Leaders will play an important role in condemning harassment and illustrating a genuine commitment to equal treatment. ■



**Laura Jacobsen**

*Editor's note: Laura Jacobsen is an attorney at McDonald Carano Law Firm and works with Josh Hicks, a McDonald Carano partner and RAN's General Counsel.*





# COMING FEBRUARY 2018 IN NORTHERN NEVADA



## THE RENO BIG HORNS AND MOXY HEALTH POLICY & CONSULTING, LLC ARE

bringing to the youth of Northern Nevada a **#MakeGoodChoices** night on February 21, 2018.

A young person's health status is dependent upon the environment they grow up in. This includes their home,

school, where they play, and work. Each day, it's important for youth to learn and witness that every moment counts for them to **#MakeGoodChoices**.

The **#MakeGoodChoices** Night is based upon a positive platform of mentoring for Nevada's youth. This includes interactive demonstrations

with First Responders of Northern Nevada through a basketball game.

In addition, the Reno Big Horns will provide autographs, pictures and guest appearances. The goal is to provide the youth with an encouraging experience of interacting with mentors, coaching on opportunities to **#MakeGoodChoices**, and a fun night of basketball.

To enjoy the experience for the youth and families; The Reno Big Horns, Moxy Health Policy & Consulting, LLC and community partners (RAN) are striving to ensure this

event is wholly sponsored to minimize the financial impact on the families.

The Retail Association of Nevada has made a charitable contribution to this event and is hoping



HEALTH POLICY & CONSULTING

they will be joined in sponsorship by other business members, etc.

If you want to make an impact on the youth in Northern Nevada and help the community, please contact Liz MacMenamin at **775-720-2528**. ■

## DEPARTMENT OF LABOR REGULATIONS ON ASSOCIATION HEALTH PLANS

*By Liz MacMenamin*

### THE U.S. DEPARTMENT OF LABOR (DOL) RECENTLY

released proposed regulations, following President Trump's October executive order, which would allow small retailers access to association health plans.

These plans will

expand affordable health care for the small retailers across the nation. Some states already allow for association health plans but these regulations, once adopted, would open access across the country.

These regulations allow a mom and pop business to negotiate for lower health care cost for their

employees by allowing these small entrepreneurs to come together under an association plan to purchase coverage that typically is only available to the larger companies.

The National Retail Federation has been supporting and working on the Small Business Health Fairness Act that

passed out of the House on March 2017, but the Senate has not taken any action on a similar bill that Senators Mike Enzi (R-WY) and Rand Paul (R-KY) introduced.

RAN will keep the small business members updated on the regulations as it moves forward. ■



# USDA SNAP RETAILER NOTICE

## AS OF JANUARY 17, 2018, SNAP-AUTHORIZED STORES

needed to meet new stocking requirements. Most stores are authorized under eligibility Criterion A. To continue to accept SNAP benefits, a store that is authorized under Criterion A must have a minimum of 3 varieties of staple food items in each of the 4 staple food categories. SNAP-

authorized stores must also offer for sale at least 1 variety of perishable foods in at least 2 staple food categories. In total, 36 staple food items are needed.

### Staple food

**category:** There are 4 staple food categories: Vegetables or Fruits (V/F); Meat, Poultry, or Fish (M/P/F); Dairy Products (D); and Breads or Cereals (B/C).

**Staple food variety:** Staple food varieties are

different types of food within a staple food category (Ex: Oranges and apples are staple food varieties in the V/F category; and tuna and chicken are staple food varieties in the M/P/F category). Stores need 3 varieties of staple food items in each staple food category.

**Stocking unit:** In order to count as a staple food variety, there must be 3 stocking units of the

staple food. Stocking units are a can, bunch, box, bag, or package that a product is usually sold in (Ex: 3 bunches of bananas = 1 V/F variety).

### Perishable Foods:

Products that are either frozen staple food items; or fresh, un-refrigerated, or refrigerated staple food items that will spoil or suffer significant deterioration in quality within 2 to 3 weeks

<b>3 Stocking Units</b> of a Staple Food	=	<b>1 Variety</b> of that Staple Food
<b>3 Different Varieties</b> in each of the <u>four</u> Staple Food Categories	<u>including</u>	<b>1 Variety of Perishable Food</b> in <u>two</u> Staple Food Categories
<b>meets stocking requirements</b>		

### PLEASE NOTE:

● If your store does not sell food items in all 4 staple food categories (for example, a butcher shop or a bakery), then more than 50% of the total dollar amount of all retail sales in your store must come from the sale of staple foods

(for example, meats at a butcher shop, or breads in a bakery). This is Eligibility Criterion B.

● Staple foods do not include **heated foods, prepared foods, or accessory foods.** Accessory foods include cakes, pastries, potato

chips, cookies, soda, or other items that are considered snack or dessert items, or considered to complement or supplement meals.

● These changes to stocking requirements do not change what food is eligible for purchase with

SNAP benefits.

For more information visit **www.fns.usda.gov/snap/enhancing-retailer-standards-supplemental-nutrition-assistance-program-snap** or e-mail **RPMDHQ-WEB@fns.usda.gov.** ■



# Nevada Notes

## BALLOT QUESTIONS RELEASED

From bolstering protections for crime victims to eliminating taxes on tampons and medical supplies, Nevadans this year will vote on a slew of new measures.

Secretary of State Barbara Cegavske released five questions facing voters in the November election.

**Question 1**, also known as Marsy's law, aims to protect victims of crime by preventing the disclosure of confidential information that could threaten their safety.

**Question 2**, also known as the "pink tax" question, would exempt feminine hygiene products from being taxed.

**Question 3**, which would allow Nevadans to choose their power provider and would prohibit monopolies.

**Question 4**, the Medical Patient Tax Relief Act, would exempt certain medical equipment from being taxed.

Voters passed both Questions 3 and 4 in 2016, but the measures require a second vote this year because they would amend the state constitution.

**Question 5**. If this measure passes, qualified Nevadans would be automatically registered to vote when they obtain certain services from the Nevada Department of Motor Vehicles.

Cegavske's office is looking for residents to serve on two committees to write the arguments for and against

Question 5. Each ballot question committee will have up to three members.

Committee members are not paid. To apply, contact the Secretary of State's Elections Division at **775-684-5705** or **nvelect@sos.nv.gov**. The deadline is 5 p.m. Feb. 16.

LVRJ

## NEW LAWS TOOK EFFECT – JAN. 1ST. AB249 + SB233:

### Contraceptive benefits from Affordable Care Act codified in state law

These two new laws codify certain aspects of the Affordable Care Act into state law.

The first, AB249, requires all public and private health insurance plans to provide contraceptive coverage without any co-pay, coinsurance or higher deductible. It also requires insurance companies to cover up to a 12-month supply of a drug dispensed at once, something not required by the Affordable Care Act.

The second, SB233, includes some of the same language as the first bill, while also requiring private insurance plans and certain public health insurance plans to cover without co-pay, coinsurance or higher deductible certain vaccinations, mammograms, counseling concerning interpersonal and domestic violence, screenings for certain diseases and well-woman preventative visits. It also includes the requirement that

insurers cover and pharmacies distribute a 12-month supply of contraception.

### SB194: Ban on purchasing and selling items made from certain animals

It is now illegal to purchase, sell or possess with intent to sell any item that is made in whole or in part from shark fin, lions, elephant, rhinoceros, tiger, leopard, cheetah, jaguar, pangolin, sea turtle, ray, mammoth, narwhal, walrus or hippopotamus.

The new law doesn't apply to antiques, musical instruments, knives or other items with a small quantity of one of the restricted animal parts or byproducts if certain criteria are met (such as the objects being obtained legally). It also doesn't apply to sales to a scientific or educational institution or sport-hunted items obtained legally with a small quantity of the animal part or byproduct.

TNI

### WAL-MART TO RAISE ITS STARTING WAGE TO \$11

● Wal-Mart is increasing its starting wage rate for hourly employees in the U.S. to \$11, following the passage of new tax legislation.

● The company said it will also expand maternity and parental leave benefits, and provide a one-time cash bonus for eligible employees of as much as \$1,000.

● Wal-Mart said it's still

accessing other "potential additional investments" that could come after the new tax laws.

Currently, Wal-Mart's starting wage is \$9 until workers complete a training program. Then, they receive \$10.

Wal-Mart will also be paying a one-time cash bonus to eligible employees of as much as \$1,000.

The company is also creating a new benefit that provides financial assistance to its employees who are looking to adopt a child, giving them as much as \$5,000 per child to cover expenses such as adoption agency fees, translation fees and legal costs.

"Tax reform gives us the opportunity to be more competitive globally and to accelerate plans for the U.S.," CEO Doug McMillon said in a statement.

USA Today/RGJ

### POLL FINDS MOST SHOPPERS AVOID WEB FOR GROCERIES

Most U.S. shoppers are fiercely loyal to local food stores, calling them better than online options, according to a new Reuters/Ipsos poll.

Seventy-five percent of online shoppers said they rarely or never buy groceries online, according to the survey of nearly 8,600 adults from Aug. 12 to Sept. 1. Even among frequent online shoppers who make internet purchases at

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# National Notes

## CVS BANS PHOTO FAKES IN MAKEUP MARKETING

CVS Health said that it will ban photo manipulation in its store-brand makeup marketing and promotional displays, a move that acknowledges growing awareness of the harmful nature of touched-up images.

The nation's largest drugstore chain will require other makeup and beauty brands that sell products in its aisles to commit to a photo-manipulation ban by 2020 or face having an alert label placed on the images.

CVS, which has about 9,600 stores nationwide, is one of the nation's largest sellers of beauty products. The company has significant influence over makeup marketing.

CVS Pharmacy President Helena Foulkes, who made the announcement at the National Retail Federation's convention in New York, said "unrealistic body images" are "a significant driver of health issues," especially among women.

The company's ban on image editing in its beauty marketing, including store displays and social media posts, is scheduled to take effect by April 2019.

The move puts pressure on major CVS store makeup sellers to follow suit. Early indications suggest that makeup manufacturers may do so.

USA TODAY

## IT'S PRIME TIME FOR CHARGE-CARD REVERSALS

Hundreds of millions of dollars of credit-card charges are reversed each year, and the peak period occurs in the weeks after Christmas

According to one analysis, U.S. merchants and credit card issuers can expect to see \$980 million in disputed charges reversed in consumers' favor.

The volume of these post-holiday charge-backs is 25% to 35% higher compared with other times of the year, according to Aite Group, a research firm focused on the financial-services industry, which also estimated the chargeback total.

Playing a role is so-called friendly fraud, when consumers make online purchases with their own cards and then, after receiving the goods or services, request charge-backs.

Fraud was the most common explanation for the charge-backs, accounting for 40% to 50% of disputes.

Aite puts the total even higher, attributing 60% to 70% of charge-backs to fraud, often in transactions when a consumer doesn't physically present a card (as with online shopping).

Other reasons consumers give for seeking charge-backs include: The purchased goods or services were never delivered. The product quality was inferior. The charge was for a subscription or service that had been canceled. Or the purchase wasn't recognized.

If a charge is disputed in error, perhaps because the vendor name appearing on the billing statement is unfamiliar, a chargeback won't be issued.

WSJ

## WHY YOU WON'T STOP GETTING JUNK MAIL

Some chains—and even online startups—have learned they risk losing business without a steady flow of weekly circulars to nudge shoppers.

Paper advertising circulars remain popular because retailers believe people who don't read banner ads online or emails still read mail delivered to their homes.

One old-school retailing trick has survived the e-commerce shakeout—the lowly advertising circular.

Some grocers and other retail chains have learned they risk losing business without a steady flow of paper mailings nudging shoppers to stores.

Even online startups that don't have physical shops are embracing the idea.

Paper ads that arrive in homes spur more buying than emails or texts.

Most retailers still see digital advertising as a growing focus of their spending, and many continue to cut back on traditional print ads as well as mailers. But more are also experimenting with new ways to send out deals on paper, sometimes mining online behavior or databases of shopper trends to improve their so-called junk mail.

At **Jet.com**, the e-commerce site that Wal-Mart Stores Inc. bought in 2016, direct mail makes up 10% of the media budget and is the online retailer's largest offline marketing expense.

Annual spending on newspaper circulars, coupons, direct mail and catalogs hit about \$76 billion in 2017, slightly lower than the previous year but up 85% versus 2012, according to Borrell Associates, a media consulting firm.

For now, paper fliers keep piling up on doorsteps because most people still read their mail, even as they easily ignore most online banner ads and many emails. Product manufacturers support the system by paying for coveted circular space.

Retailers often ask suppliers to reduce prices of items they plan to feature in a mailer, or require a marketing fee—a source of revenue.

WSJ

## KROGER EXPANDS FAIR TRADE OFFERINGS

The Kroger Co. is expanding its Simple Truth brand in 2018 to offer more Fair Trade Certified products.

Kroger currently carries nearly 300 Fair Trade Certified products representing 60 brands spanning multiple commodities, including coffee, cocoa, coconut, tea, sugar and agave. The Cincinnati-based retailer said that it leads the private label grocery industry in Fair Trade offerings.

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# BOARD OF PHARMACY UPDATE

By Liz MacMenamin

## THE BOARD OF PHARMACY HELD A MEETING

on January 10th and 11th 2018, at the Hilton Garden Inn in Las Vegas. The workshop and public hearing for regulations was held on January 11th. The following regulation was heard during the public hearing:

**LCB FILE NO. R007-17** — This regulation revises the provisions for partial fill of a controlled substance prescription by a pharmacy. This regulation requires:

1. The remaining portion of a prescription for a controlled substance listed in schedule II that has been partially filled must be filled not later than 39 days after the date on which the prescription was written.

2. In an emergency situation, the remaining

portion of a controlled substance prescription must be filled not later than 72 hours after the prescription was issued.

3. Requires a pharmacist to refuse to fill or partially fill any prescription for controlled substance listed in schedule II more than 30 days after the date on which the prescription was written.

This language was passed unanimously by the board and must now go before the Legislative Commission to be reviewed by legislators. Notification will be sent when the final passage and approval has occurred. ([http://bop.nv.gov/uploadedFiles/bop.nv.gov/content/board/ALL/2018\\_Meetings/20.Jan2018.Public.Hearing.pdf](http://bop.nv.gov/uploadedFiles/bop.nv.gov/content/board/ALL/2018_Meetings/20.Jan2018.Public.Hearing.pdf))

The following

language was heard during the workshop:

**1. NRS 639.070(1)(d)** — This regulation relates to the dispensing of veterinary medicine by veterinarians and includes those within a veterinary facility.

**2. NRS 435.162; NRS 639.23507** — This language establishes regulations regarding access to the Prescription Monitoring Program in order to protect health information for patients in Nevada. This language became necessary upon passage of AB 474 during the 2017 session.

A practitioner may now use an “agent” to access patient utilization information regarding controlled substances. This language seeks to clarify how many “members of staff” the practitioner may have, the prescribers’

ultimate liability, and the remedies if a “breach” should occur.

**3. NRS 639.070; NRS 639.251; NRS 639.253; NRS 639.255** — this workshop language amended and clarified the boards authority to discipline a licensee and issue an order to show cause when a licensee has failed to comply with an order entered by the Board.

(The workshop language was not posted on the website at the time of publication, however, there are copies in RAN offices. If you are interested in obtaining a copy please contact Liz MacMenamin.)

These workshop items passes unanimously and will be heard in a public hearing at the next board meeting that will be held in Reno on March 7-8th 2018. ■

## NEW REQUIREMENT FOR MEDICARE CARDS

By Liz MacMenamin

## BY APRIL 2019, ALL MEDICARE CARDS ARE REQUIRED TO

have the Social Security Numbers (SSNs) removed.

There will be a new identifier referred to as

the Medicare Beneficiary Identifier (MBI). This will replace the Medicare claim number that is currently used for billing, eligibility status and claim status.

The Centers for Medicare & Medicaid

Services (CMS) is making these changes to help address concerns of medical identity theft of Medicare recipients. The belief is that by replacing the SSN on these cards it will allow CMS to

protect sensitive patient information; such as health care information and financial information in the future.

The new cards will be mailed beginning April 2018. ■





# HOW TO INCREASE RETAIL SALES THIS WINTER

By Rieva Lesonsky, Small business trends

**JANUARY AND FEBRUARY ARE TYPICALLY SLOW SALES MONTHS FOR**

most retail entrepreneurs. The credit card bills have come in for the holiday shopping sprees, consumers have made resolutions to save more money and blustery weather keeps people inside.

Here are 11 ideas you can try to boost your retail store's sales.

**1. TAP INTO INFORMATION ABOUT YOUR EXISTING CUSTOMERS.**

Use your customer loyalty software to tailor promotions to your best customers.

**2. REACH OUT TO NEW CUSTOMERS WHO PURCHASED FROM YOU OVER THE HOLIDAYS.**

**3. TRY DIRECT MAIL.** In addition to email marketing messages, a postcard or flyer mailing campaign can get customers' attention.

**4. TAP INTO THE "NEW YEAR, NEW YOU" MENTALITY.** Just about any type of retailer can position products to help



customers keep their resolutions.

**5. TEST OUT DEAL SITES.** Many consumers tighten the purse strings in January, and look to deal sites such as Groupon or Living Social so they can shop, but spend less money.

**6. GET HELP FROM YOUR SUPPLIERS.** See if any of the brands you carry have co-marketing campaigns going on.

**7. PROMOTE YOUR MOST PROFITABLE PRODUCTS.** Even if you

make fewer sales during this time of year, selling higher-profit items will help to make up for that fact.

**8. BOOK BUSINESS AHEAD OF TIME.** Do you sell gift cards to your store? If so, offer a \$25 gift card for \$20, a \$50 gift card for \$40, etc.

**9. CELEBRATE A HOLIDAY.** Encourage shoppers by celebrating a wacky holiday. For example, how about National Spouses Day, National Love Your Pet Day or Random Act of

Kindness Day?

**10. HOST A CHARITY DRIVE.** Why not host a charity drive to take donations of discarded items?

**11. GET YOUR STAFF IN GEAR.** Give your salespeople some extra motivation with bonuses tied to sales. Instead of making it a competition, however, build team spirit by giving the entire team bonuses based on exceeding the goals that you set. ■



## 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.*

**Anesthesia and Intensive Care Specialists LLC dba AICS**

**Bsteg Services LLC dba Window Genie**

**Cardinal Construction Corporation**

**Extreme Truck and Trailer Repair**

**Hang Ten 2 LLC dba Yogurt Beach**

**Lahontan Storage**

**Las Vegas Water Sports Inc dba Proshop Motorsports and Marine**

**Leticia Arreaga International Kitchen Inc**

**Nancy M Morelli dba 7-Eleven Store 1609-17606F &1609-2446C**

**On Command 2, LLC**

**Patrick M Hsueh MC Ltd**

**SCDC LLC dba Homewatch CareGivers of Summerlin**

**Scotland Yard Lawn Care Inc**

**Viaggio Vita LLC dba Island Flavor**

**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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**Las Vegas Office**  
175 E. Reno Avenue, Suite C9, Las Vegas, NV 89119  
(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**,



## NEVADA NOTES *Continued from page 7*

least weekly, almost 60 percent said they never buy groceries online or do so just a few times a year, according to the poll.

The poll also found that around 60 percent of all adults said their local food markets win on price, selection, quality and convenience. *LVRJ*

### GOVERNMENT SHUTDOWN

In Washington, Democrats

want dreamers protected in any funding bill moving forward. Last fall, President Trump ended their Obama-era protection and gave Congress until March to figure something out. What to do about immigration and dreamers is a sticking point in legislation that would keep the federal government funded. The House Republican plan that keeps the government

funded until mid-February doesn't offer protections for dreamers, but it does offer six years of funding to keep the Children's Health Insurance Program (CHIP) running, which in Nevada, provides health care to 40,000 low-income families. Governor Brian Sandoval, R-Nevada, said, while he supports protections for young dreamers, he wants the Senate

to approve the House measure because of the CHIP funding it includes. "I firmly believe pitting one group of children against another group of children in need doesn't serve either," said the Governor.

*KSNV-TV*

## NATIONAL NOTES *Continued from page 8*

The announcement comes on the heels of Kroger's plans to expand the natural and organic offerings available under its Simple Truth brand.

In 2018, Simple Truth will expand its Fair Trade collection

by introducing 10 new products. "Kroger's partnership with Fair Trade USA supports our Zero Hunger | Zero Waste vision and allows us to 'Live Our Purpose: to Feed the Human

Spirit,'" said Gil Phipps, Kroger's VP of Our Brands. "The Fair Trade model supports income sustainability, environmental stewardship, empowerment and the well-being of every participating

farming community. As customer interest in Fair Trade products grows, Kroger is proud to be leading the industry with our Simple Truth offerings and increasing our product selection every year."

*Supermarket*

## PRO GROUP MANAGEMENT *Continued from page 3*

Administration Programs – USA, Best in Finance Captive, Most Outstanding Captive Manager USA and Recognized Leader in Captive Management Services - USA. They also serve on numerous national industry committees. Pro Group Management, Inc.'s awards underscore their on-going commitment to their employees, community and the positive progress of the industry.

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Pro Group Management, Inc. specializes in cost-effective workers' compensation coverage for many industries that are key to the economy. More and more employers are seeking "Alternative Risk Management" programs to escape the chaotic, uncertain and less stable traditional insurance market while gaining control to their risks and claims.

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# RETAILERS ENCOURAGED BY SUPREME COURT'S DECISION TO REVISIT 'ANTIQUATED' ONLINE SALES TAX RULING

## THE NATIONAL RETAIL FEDERATION (NRF)

welcomed the U.S. Supreme Court's decision to take up a South Dakota case on whether online sellers can be required to collect sales tax the same as local stores but also urged Congress to address the issue through federal legislation.

"Retail is a dynamic industry that's rapidly transforming," NRF President and CEO Matthew Shay said. "Unfortunately, antiquated

sales tax collection rules have resulted in an uneven playing field that's making it harder for Main Street retailers to compete in today's digital economy. This is a basic question about fairness, which all of our members deserve whether they're selling in stores or online.

"Congress should not sit on the sidelines as the Supreme Court considers this case. It's time to pass legislation to settle this critical issue once and for all. Even if the court rules in favor of a modern sales tax policy,

legislation will still be needed to spell out how that would work."

In November, NRF filed a friend-of-the-court brief urging the Supreme Court to take up an appeal brought by the state of South Dakota, saying the 1992 Quill Corp. v. North Dakota decision is outdated. In Quill, the court said sales tax laws across the country were too complicated for retailers to know how much tax to collect unless they were physically present in the customer's state. NRF argued in November's brief

that computer software has made that concern obsolete today.

In addition to the case before the Supreme Court, NRF is continuing to support the Remote Transactions Parity Act, which would allow states to require out-of-state sellers to collect sales tax. Even if the Supreme Court were to allow that, NRF believes federal legislation is necessary to resolve details on how collection would take place rather than leaving it to each of the states to interpret the court's ruling. ■