

## WHAT'S NEXT?

By Bryan Wachter

### AS WE CONTINUE TO EVALUATE THE DATA FROM THE 2017 HOLIDAY SHOPPING

season, retailers have reason to celebrate the results. While it will be nearly a month before actual sales data reflects the nearly five percent increase in spending that was expected; preliminary data, anecdotal stories from customers and single-store figures bolster the optimism many of our members are feeling. So what's next? As retail evolves from the infancy stages of a "post-internet" market change, what role will physical stores play going forward?

Physical stores are expensive and must comply with vast amounts of government regulations and requirements just to have the chance to be successful. They're also not going anywhere. According to the recent report "The State of Retail 2017" by Timetrade, 85% of respondents to the 2017 report stated that they planned to shop in retail stores at least as much next year as they did this year. In fact when asked "If the item you want is available online and in a nearby store, do you prefer to buy the item in the store or online, including your mobile device?" 75% said they would prefer to make the purchase in store. Customers went further with 71% saying that if given the

opportunity, they would even prefer to shop at an Amazon store over amazon.com.

That customer experience is what will drive the future of retail and retailers themselves are listening. General consensus places the closure of many retail businesses at the feet of larger internet powerhouses, but the reality isn't as cut and dry. After causing reverberations in the bookstore market and driving so many independent book stores to closure, in 2015 Amazon opened its first physical book store. In February of last year Amazon announced that they expected to open additional bookstores slowly as it tries to navigate their first introduction to physical stores. It's not just book stores, in June of last year the company announced their purchase of Whole Foods for just more than 13 billion dollars, giving the on-line-only giant its next steps into what traditional retailers are already accomplishing—a seamless customer experience both digitally and in-person.

For years analysts were predicting the end of retail stores, but very few foresaw the movement toward the opposite direction that ecommerce retailers would be seeking out their own physical footprint. All of this is good news for customers and the governments

that rely on sales to maintain their own spending. The same Timetrade report projected that by 2020 "disposable income spent by consumers in stores will reach \$5 trillion dollars."

Retail will endure as one of the largest and fastest growing industries both nationally and here in Nevada. The truth seems evident, individual retailers cannot survive in a bifurcated system. Soon there won't be "on-line only stores" or physical retailers without an online presence, but rather companies that can allow customers to move effortlessly between their mobile devices and their store experiences ... and they will be with us for a long time. ■

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# A NEW YEAR'S WISH

By Mary Lau

**DURING THE HOLIDAY SEASON, MANY ARE** inspired to sit back with a warm cup of coffee/tea or favorite drink and, if available, a warm fire. It is a time of introspection and remembering the last year coupled with anticipation for the upcoming year.

The retail community has had its challenges in recent years and has faced many financial difficulties, and those that weathered the storm have earned that quiet moment to reflect while enjoying their beverage of choice. There's been so much going on, mergers and acquisitions, on-line competition, and government interactions with your business.

Competition has been and remains fierce, no matter what your line of business. Now, while you're taking that moment to sit back and relax, also take the

time to pat yourself on the back and recognize your accomplishments.

There is so much negative news, hostile emotions and conversations going around that it does take an effort to remember to be grateful. The old adage that good news doesn't sell newspapers or TV ratings seems to have been in play but maybe that cycle will end too. Hopefully it does seem that the public is tiring of anger and leaning towards a kinder, more thoughtful approach to problem solving. Inch by inch maybe, but then, that's all it takes to get to center again!

As the President and CEO of the Retail Association of Nevada this yearly introspection was filled with gratitude to you — our members. It is because of you and your businesses that we exist. It is because of you and your businesses that our communities



Mary F. Lau  
RAN's President/CEO

are served, that products are available and that our member-businesses, both large and small, can help their employees to attain their goals and either start their business careers or provide for and, if necessary, supplement their income to help support their families. So many of our business-members are unsung heroes in the ways that they give back and that is also a source of gratitude for me. RAN's team is able to

represent you, our members, at the federal, state and local government arenas with the knowledge and pride in all that you provide for the citizens of our state. Retailers contribute financially to all, as is highlighted in our Economic Bulletins that are shared with the press and elected officials.

I would also say that I am grateful that 2018 is *only* an election year and that the legislature is not in session! Following our usual holiday break we will be in chambers meeting with elected officials, talking with candidates, discussing issues and policy and doing so with all of you in mind. And all the while, looking forward to a successful 2018 for everyone!

**Large, medium and small businesses alike — you rock and thank you for what you do for this great State of Nevada. ■**

*Mary Lau*

## ANTIMICROBIAL RESISTANCE IN NEVADA

By Liz MacMenamin

**A T A RECENT PRESENTATION BY DR. JAMES MILLER**

**WILSON V, MD FAAP,** the director of the Nevada Medical Intelligence Center at the University of Nevada-Reno, it was

clear, from the research information he presented to the audience that Nevada has a serious problem. Dr. Wilson stated, "The spread of antimicrobial resistance has accelerated and is the direct result of

inappropriate use. While the agricultural and food industry plays a role in this, the medical community is a major contributor to resistance through overprescribing and inappropriate antibiotic selection."

The University of Nevada-Reno has entered into partnerships with the healthcare and public health institutions to determine resistance data across all ages and multiple care settings.

*Continued on page 6*



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### Notice to District Managers, Pharmacy Managers, Pharmacists

#### **Reporting Schedule V Controlled Substances (Effective Immediately)**

Pharmacies and dispensing practitioners are now required to report their dispensations of **schedule V (CV) controlled substances (CS)** to the Prescription Monitoring Program (PMP). Previously, dispensers were only required to report information regarding their CII-CIV CS dispensations. Please adjust your pharmacy's policies and/or software to ensure all **CV CS** dispensations are reported to the PMP. (See SB 59 (2017).)

#### **Controlled Substance Prescription Requirements (Effective January 1, 2018)**

Starting January 1, 2018, the following new components must be included on every prescription for a CS.

- Patient's date of birth;
- ICD-10 diagnosis code for the disease being treated with the CS;
- The days supply of the medication as indicated and determined by the practitioner;
- Practitioner's DEA number. If the prescription blank lists multiple preprinted practitioners, the prescriber must clearly indicate his or her DEA registration number with a mark.

**Please continue to provide care to your patients.** A pharmacist may, after obtaining approval of the practitioner who issued the prescription, add or change the following items on a prescription for a CS listed in schedule II:

1. The strength of the drug prescribed;
2. The quantity of the drug prescribed;
3. The directions for use;
4. The date that the prescription was issued;
5. The ICD-10 code;
6. The patient's date of birth; and
7. The days supply of the medication

As of January 1, 2018, a pharmacist may **NOT** add or change the DEA registration number of the practitioner on a prescription. A prescription without the DEA number of the prescriber who issued the prescription is not valid and **MUST NOT** be filled or dispensed. (See AB 474 (2017).)

#### **PMP Reporting Requirements Changes (Effective January 1, 2018)**

Starting January 1, 2018, every pharmacy and dispensing practitioner that dispenses a CII-CV CS must also transmit the **ICD-10 code** indicated by the practitioner on the CS prescription to the PMP.

Additionally, pharmacies and dispensing practitioners must transmit all fields listed in NAC 639.926 and include that information in its submission to the PMP for every CS prescription dispensed. Starting January 1, 2018, dispensers who submit incomplete data will receive an error message for the submission and must correct the error(s) before the submission can be accepted. Failure to submit accurate information for all the required fields to the PMP for each CS dispensed can result in disciplinary action by the Nevada Board of Pharmacy. **See NAC 639.926 for a complete list of all the required fields to be submitted to the PMP for each CS dispensed.**



# RETAILERS HELP PREPARE NORTHERN NEVADA FOR ECONOMIC GROWTH

By Josh Hicks

**I**N 2015, THE NEVADA LEGISLATURE CREATED THE Public School Overcrowding and Repair Needs Committee for Washoe County (PSORN), composed of sixteen individuals representing a blend of businesses, parent and labor associations, and elected officials. The Retail Association of Nevada (RAN) served as one of the sixteen members.

PSORN was tasked with studying public school infrastructure needs in the County and considering funding sources to address overcrowding and school repair.

Over the course of thirteen public meetings during an approximate seven-month period, the PSORN heard testimony regarding the status of school construction and repair in

Washoe County. The facts were striking. Many schools were over 30 years old without any major renovation or repair. Almost half of the area high schools had a student population in excess of their designed capacity. The school district was considering double sessions, meaning significantly earlier and later start and end times to the school day, creating additional hardships on area families.

Against this backdrop, Washoe County was emerging from the recession and becoming a nationally recognized emerging area for economic development.

Creating an environment for steady and sustained economic growth is a priority to the Retail Association of Nevada. A county with overcrowded and poorly maintained schools is a

significant obstacle to economic relocation. The Retail Association of Nevada therefore supported PSORN's decision to encourage a sales tax increase in Washoe County to be used exclusively for the acquisition, construction, repair and renovation of public schools. The Retail Association of Nevada also sponsored language in the PSORN resolution setting forth an intent that the Legislature rescind the tax increase if it is ever used for a different purpose.

PSORN's recommendation was approved by the voters of Washoe County in November 2016.

In December of 2017, the results of the successful ballot question are evident. An expansion at Damonte Ranch High School, one of the most overcrowded high schools, is currently underway.

Ground breaking for one

new elementary school and two new middle schools is scheduled for 2018, with an operational date of 2019. By 2025, an additional three high schools, one middle school and eight elementary schools are expected to be built. Many other schools will see much needed repair and renovation.

These new and improved schools will allow Washoe County to continue to grow into a vibrant place to do business, and an attractive area to raise a family. The Retail Association of Nevada is proud to be a community partner with other industries to help improve the quality of life for everyone in Washoe County. ■

*Joshua J. Hicks served as RAN's representative on the PSORN and serves as RAN's General Counsel. He is a partner with the McDonald Carano Law Firm.*

## CONSUMERS AND RETAILERS WIN BIG OVER THANKSGIVING HOLIDAY

**F**ROM THANKSGIVING DAY THROUGH CYBER MONDAY, more than 174 million Americans shopped in stores and online during

the just-concluded holiday weekend, beating the 164 million estimated shoppers from an earlier survey by the National Retail Federation and Prosper Insights and Analytics.

Average spending per person over the five-day period was \$335.47, with \$250.78 – *Continued on page 11*





# NNORCA—OFFICER DENNIS RODRIGUE

## **I** N 2008, THE SPARKS POLICE DEPARTMENT, ALONG WITH

a network of Loss Prevention/Asset Protection Managers and Supervisors, created a partnership in Northern Nevada. This partnership was named the A.L.E.R.T. (Area Law Enforcement & Retailers Team) program.

The goal of the network was designed to share information about the criminal elements that target the theft of retail products from the stores in the Reno/ Sparks area and surrounding communities.

Since that time, Crime Prevention Officer Dennis Rodrigue has headed the organization. Under his leadership, monthly

meetings were established to share information and A.L.E.R.T. program was converted to the Northern Nevada Organized Retail Crime Alliance (NNORCA). A website was created that allows retailers to share information and research criminal activity.

During a December meeting, Officer Rodrigue announced that he is



returning to patrol duties. Over the years, Dennis Rodrigue has impressed retailers with his diligence and dedication. RAN has appreciated and been grateful for his organizational talents. He will be missed. ■

# ORGANIZED RETAIL CRIME ON THE RISE

## HIGHLY TARGETED ITEMS for ORC



**Grocery:**  
Cigarettes  
Energy drinks  
High-end liquor  
Infant formula

**Over-the-Counter Medicine:**  
Allergy medicine  
Diabetic testing strips  
Pain relievers  
Weight loss pills



**Clothing:**  
Denim jeans  
Designer clothing/denim  
Handbags

**Electronics:**  
Cell Phones  
Digital cameras  
Digital recorders  
GPS devices  
Laptops  
LCD monitors & televisions



**Health and Beauty:**  
Electric toothbrushes & replacement heads  
Lotions and creams  
Pregnancy tests

**Home:**  
High-end vacuums  
Kitchen Aid mixers



Source: National Retail Federation 2012 Organized Retail Crime Survey

## WASHINGTON: ORGANIZED RETAIL CRIME (ORC) IS

continuing to grow, with 67 percent of retailers surveyed reporting an increase in the past year, according to the 13th annual ORC study released by the National Retail Federation.

The survey of retail loss prevention employees found that 96 percent of responding companies had experienced ORC in the past year. Losses averaged \$726,351 per \$1 billion in sales, an increase from \$700,259 last year.

“Organized retail crime continues to be one of the biggest challenges to retailers of all sizes,” NRF

Vice-President for Loss Prevention Bob Moraca said.

“These crimes happen across the country every day, with criminals getting smarter, more brazen, more aggressive and sometimes even attacking store employees and shoppers. Fighting ORC is a full-time job, and retailers must learn how to stay a step ahead of these thieves.”

The survey found six in 10 retailers had recovered merchandise from physical fencing locations including pawnshops, flea markets kiosks and temporary “pop-up” stores, about the same as last year. Criminals

*Continued on page 11*



# Nevada Notes

## NEVADA UNEMPLOYMENT INSURANCE RATE 2 PERCENT FOR 2018

The state insurance rate will remain the same and, with the 0.05 percent statutory education assessment, will total 2 percent.

That is significantly lower than the 2.63 percent this year because the state has now paid off the \$592 million in bonds used to pay the federal government back for loans taken during the recession. While that seems like a small reduction,

Employment Security Economist Alex Capello told the Employment Security Council it saves businesses an average of \$192 per employee over the coming year.

The insurance rate paid by Nevada businesses ranges from 5.4 percent to a quarter of a percent depending on employee turnover in each of those businesses but the average comes to 2 percent.

*Nevada Appeal*

## LAS VEGAS HALTS PET-SELLING APPLICATIONS FOR THREE MONTHS

The city of Las Vegas will not accept applications from new businesses that want to sell pets for the next three months.

The moratorium is aimed at giving city officials time to work with Clark County to draft similar ordinances aimed at stemming the sale of inhumanely bred animals

without hurting existing pet shops in the valley.

In the meantime, city officials are working on a new local law aimed at cracking down on "puppy mills," profit-driven commercial breeding operations. *LVRJ*

## RENO BEATS SEATTLE IN RANKING OF TOP HIPSTER CITIES?

A website built to help people choose where to move when they realize America is full of hipsters has determined that Reno is a hipster city -- not as hipster as Vancouver, Washington (known for its proximity to Portland), but more hipster than Seattle.

Reno ranked No. 18 in **MoveHub.com's** list of 20

hipster cities across America. Reno beat Albuquerque, New Mexico, thank god. But Tampa, Florida, and someplace called "Huntsville, Alabama," managed to beat us. Austin, Texas, appeared nowhere on the list, proving that the whole thing is a meaningless crapshoot.

The US Hipster Index draws from five data points according to **MoveHub.com**, which seems to have arbitrarily invented this index for the purpose of getting clicks. "The first four are the number of microbreweries, thrift stores, vegan restaurants and tattoo studios per 100,000 city residents, while the fifth scales rent inflation in the last year. *RGJ*

## ANTIMICROBIAL RESISTANCE *Continued from page 2*

The scientist's analysis indicates dangerous indicators of antimicrobial resistance. (Antimicrobial is any substance of natural, semisynthetic or synthetic origin that kills or inhibits the growth of microorganisms but cause little or no damage to the host.)

According to Dr. Wilson, "The answer to uncontrolled antimicrobial resistance is stewardship." This stewardship is defined by the Infectious Disease Society of America as:

*"...coordinated*

*interventions designed to improve and measure the appropriate use of antimicrobials by promoting the selection of the optimal antimicrobial drug regimen, dose, duration of therapy, and route of administration."*

Dr. Wilson is speaking to groups within the healthcare community regarding the necessity to address this situation. He recently spoke to the Nevada Board of Pharmacy and stated he would like to work with pharmacists due to the fact that they are the ones dispensing these

products and are aware of this growing situation.

The University of Nevada-Reno hosts a series of operationally-focused Antimicrobial Stewardship Summits every six months.

There is a review of the latest intelligence for Nevada and Dr. Wilson strongly encourages healthcare providers to attend these meetings. They have also released out-patient prescribing guidelines and would recommend prescribers consider following these guidelines.

For more information go to: **[http://www.idsociety.org/Stewardship\\_Policy/](http://www.idsociety.org/Stewardship_Policy/)** ■



Liz MacMenamin  
Vice President of  
Government Affairs/RAN



# National Notes

## TARGET HOPES CLOTHES DRAW THE MEN

Guys have never really cottoned to Target. Women make up about 55 percent of the chain's core customers, according to an industry study by market researcher Magid.

Ignoring guys is no longer an option. Chief Executive Officer Brian Cornell calls them "white space" — retail jargon for an unrealized opportunity.

Target is betting the wait is over. The retailer has unveiled Goodfellow & Co., a line of stylish everyday shirts,

pants and shoes, \$23 slim-fit chinos and \$50 herringbone blazers.

Reaching out with ads Target is reaching out to men with ads in GQ Magazine and during televised football and baseball games, hoping to lure guys. Sales are up more than 10 percent compared with Target's previous men's offering. Target's courtship of men goes beyond clothes, to beard wax and craft beer.

*Bloomberg News*

## WAL-MART'S NEW NAME: IT'S NOT JUST A STORE ANYMORE

The world's biggest

retailer, with 11,700 stores, announced it will shorten its legal name from Wal-Mart Stores to just Walmart Inc.

The move highlights the company's shift away from building traditional stores toward competing online.

The company incorporated in 1969 as Wal-Mart Inc., then became Wal-Mart Stores Inc. in 1970 when it went public.

Stores still account for more than 95% of its revenue, but in recent years the company has shifted away from opening hundreds of new stores to pouring funds into growing online and

improving existing stores. *WSJ*

## GEN Z LATE TO HOLIDAY SHOPPING

Generation Z consumers start their holiday shopping later than any other age group, with about 33% admitting they didn't start shopping until after Black Friday, according to Yes Lifecycle Marketing.

Additionally, 15% noted they did not start until after Dec. 15. In contrast, 30% of Millennials said they shop for gifts year-round, and Gen X and Baby Boomers shop primarily between September and November. *MarketingDIVE*

# SERVICE ANIMALS IN GROCERY STORES

By Liz MacMenamin

## FI (FOOD MARKETING INSTITUTE) AND THE

Department of Justice recently presented a comprehensive overview of how the Americans with Disabilities Act (ADA) apply to service animals.

The current ADA requirements direct businesses that provide goods or services to the public to make "reasonable modifications" in their policies, practices, or procedures when necessary to accommodate people with disabilities and the service

animal rules fall under this general principle.

General guidelines from the ADA presentation:

Businesses may ask if an animal is a service animal or ask what tasks the animal has been trained to perform, but cannot require special ID cards for the animal or ask about the person's disability.

People with disabilities who use service animals cannot be charged extra fees, isolated from other patrons, or treated less favorably than other patrons. However, if a business such as a hotel

normally charges guests for damage that they cause, a customer with a disability may be charged for damage caused by his or her service animal.

A person with a disability cannot be asked to remove his service animal from the premises unless: (1) the animal is out of control and the animal's owner does not take effective action to control it (for example, a dog that barks repeatedly during a movie)



or (2) the animal poses a direct threat to the health or safety of others.

In these cases, the business should give the person with the disability the option to obtain goods and services without

Continued on page 11



# 5 WAYS RETAILERS CAN SUCCEED IN A FUTURE THEY CAN'T PREDICT

By Kristina Stewart, *Shop.org*

## THE OLD RULES THAT DEFINED CORPORATE SUCCESS

don't apply anymore — businesses are being forced to carve their own way. Speaking at NRF's Shop.org conference in Los Angeles in September, Trevor Hardy, CEO of The Future Laboratory, said one of the biggest challenges is the "insane trust vacuum in the world today." The 2017 Edelman Trust Barometer says corporate/brand trust is at an all-time low; there's a new contract with customers, and businesses must be more engaged and active.

Hardy laid out some ways businesses can renew trust.

### RADICAL TRANSPARENCY.

Technology is driving the ability for businesses to be more transparent, Hardy said, providing tools to talk to consumers and show them aspects of the products or business they may not have heard about. He pointed to beauty brand Deciem, which uses plain language on packaging to clearly demonstrate what's in a product — no marketing buzzwords — and the website of H&M's new

MARKET brand, which offers shoppers the ability to browse by country of origin or materials.

### CIVIC DUTY AND EDUCATION.

Businesses are stepping in where governments are failing, Hardy said, acting as a force for good in society.

"Customers feel we have a responsibility to drive social change in the countries and the communities in which we operate," he said, and they want retailers to deliver knowledge beyond the products and brands they are purchasing

Westfield's 2016 "How We Shop Now" survey found that 49 percent of New Yorkers and 56 percent of Londoners would like to learn a new lifestyle or creative skill at their favorite store. Levi's Music Project, which launched in 2016, introduces students to sound engineering, audio-visual production, mastering and songwriting.

**SERVICE.** While technology is clearly changing retail, Hardy reminded attendees that it's a tool to help drive business success.

"The future of tech in

retail is to make the retail experience more human," he said — Farfetch's "store of the future" concept, announced in August, integrates tech while

maintaining the human element. The concept, Hardy said, enables staff to be in-store influencers rather than

simply being there to facilitate a sale and make sure something is available on the shelf.

### HYPER-LOCALISM.

Consumers are looking for relevance and a connection to the brands they support with their dollars; Hardy said there's a craving for more localness.

Technology can help answer that demand — retailers have tremendous amounts of customer data they can use to personalize the shopping experience — but it needs a grassroots approach as well: Pernod Ricard's Our/Vodka brand is sourced from independent distilleries; Amazon's new Seattle headquarters will include a homeless shelter.

### "EXPLORIUM" RETAIL.

The race to frictionless

shopping has taken the joy out of the experience, and it's up to retailers to reintroduce complexity.

Show the journey to purchase, Hardy said —



facilitate the journey rather than dictate it.

The "Music Matters" campaign at Selfridges in London

is turning the department store into a performance venue for a few months, letting customers enjoy the store in a different way. It's a change from focusing on sales per square foot to "enjoyment or wonder per square foot," he said, and balancing the two to make a better business and a more engaging customer experience.

Focusing on regaining consumer trust may feel like a distraction from the important business of making money, but it's that focus on the long-term that makes businesses successful. Retail is good at moving into new areas as markets and consumers change, Hardy said; it's the move to a culture of thinking for the future that must happen. ■





# 10 RECOMMENDATIONS FOR RECRUITING, HIRING AND RETAINING MILITARY VETERANS

By Dana Stallworth/NRF

<https://nrf.com/sites/default/files/Documents/SyracuseU%20Military%20Research%20...>

## MORE THAN 200,000 MEN AND WOMEN TRANSITION

out of the armed services each year. After dedicating their lives to serving the country, they are often left wondering what the next step will be in their careers. Whether it's experience in supply chain, logistics, team building or cybersecurity, veterans leave the military equipped with skills that are easily transferable to retail's fast-paced environment.

Many retailers have recognized veterans as a rich talent pool and have put programs in place to hire and foster careers for vets.

NRF partnered with Syracuse University's Institute for Veterans and Military Families to examine the business case for hiring veterans in retail. The report looks at the opportunities and challenges faced by retailers who have embraced veterans in their organizations and includes case studies from Walmart, Disney and Starbucks on their individual military hiring programs.

Based on these case studies, here are 10 recommendations for how

retailers can best recruit, hire and retain this untapped pool of highly skilled talent.

**1. Create a company mission statement that outlines the retail-specific business case for hiring veterans.** Identify key roles where veterans may have unique skill-sets compatible with positions open within your company.

**2. Develop an accurate description of your company with a focus on the retail-related skills veterans are likely to have.** Include economic and geographic opportunities, career trajectories and projected pay scales to attract veterans with the skills you are looking for.

**3. Use retail-specific trade networks, publications and events to publicize successful veteran hiring initiatives and solutions to overcoming barriers.** Share best practices and identify company-specific opportunities to leverage veteran and military experience.

**4. Identify company-specific areas of opportunity in collaboration with**

**stakeholders in the veteran community (e.g., military installations, veteran and military service organizations, industry-partners, state workforce development programs).** Focus on aligning open positions with skillsets common to transitioning veterans. Use common language to describe military skillsets in civilian terms.

**5. Establish enduring partnerships with veteran service organizations, military installations and workforce development agencies to facilitate initial sourcing of veteran employees.** Identify emerging and relevant issues specific to certain geographic locations or types of businesses within the retail industry.

**6. Outline key opportunities in your company, areas of growth and paths to employment, particularly those that map to military career paths.**

**7. Work with your human resource team to encourage military cultural competence and enable pathways to employment for qualified**

**veteran candidates.** Encourage the team to create job descriptions that allow job-seeking veterans to understand the level for which they are currently qualified and how they can advance if desired.

**8. Identify and publicize pathways to achieving employment at various levels within your organization (e.g., educational opportunities, mentorships, on-the-job training, scholarships and certifications).**

**9. Determine additional metrics for the current industry climate.** Military veterans are often goal-oriented and respond well to clear, established metrics for success, which may include retention figures.

**10. Encourage planning and implementation of veteran hiring initiatives to minimize stigma and avoid poor hiring decisions.**

Find more resources for hiring veterans and download "Military Veterans in Retail: A Sound Business Decision." ■



## 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.

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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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10 ♦ 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](http://www.RANNV.org).



# ORGANIZED RETAIL CRIME *Continued from page 6*

often turn to the internet for the anonymity it offers in fencing, but only 56 percent of retailers had found stolen goods online, down from 75 percent. And 28 percent had found their stolen merchandise exported illegally outside the United States.

ORC criminals look for items that can be stolen and quickly resold. Some of the top items this year include designer clothes, denim pants, razors and designer handbags.

With the help of state retail associations, 34 states now have ORC laws in place — but with criminal operations often crossing

state lines, 69 percent of retailers support passage of a federal ORC law.

The survey found that 40 percent of retailers were victims of cargo theft — merchandise stolen on its way from distribution centers to stores or elsewhere along the supply chain — down from 44 percent last year.

Los Angeles continued to be the hardest-hit area for ORC in the nation, a position it has held since 2012. Following in order were New York City, Houston, Miami, Atlanta, Chicago, Orlando, San Francisco/Oakland, Orange County, Calif., and

Northern New Jersey.

## RETURN FRAUD CONTINUES TO RISE

Return fraud continues to pose a serious challenge for the retail industry.

Retailers expect 11 percent of purchases to be returned this year, and that 11 percent of those returns are likely to be fraudulent. The return rate for items purchased online but returned to a store is the same, but with a lower fraud rate of 9 percent.

Of items returned without a receipt, 17 percent are believed to be fraudulent. During the holiday season, 13 percent

of purchases are expected to be returned, with 11 percent believed to be fraudulent.

Of retailers that have experienced return fraud, the most common method is the return of stolen merchandise (68 percent), followed by employee return fraud (65 percent), returns of merchandise purchased on fraudulent or stolen tender (57 percent), returns made by ORC groups (54 percent), ward-robing (40 percent), returns using counterfeit receipts (29 percent) and returns using e-receipts (19 percent). ■

# SERVICE ANIMALS *Continued from page 7*

having the animal on the premises.

Businesses that sell or prepare food must allow service animals in public areas even if state or local health codes prohibit animals on the premises.

A business is not required to provide care or food for a service animal or provide a special location

for it to relieve itself.

Allergies and fear of animals are generally not valid reasons for denying

## **“Violators of the ADA can be required to pay money damages and penalties.”**

access or refusing service to people with service animals.

Violators of the ADA

can be required to pay money damages and penalties.

As a business owner,

if you encounter a situation where you must request a customer leave because you believe the

animal is not a “service” animal, it’s suggested you memorialize the event.

It is important that you demonstrate “good faith” in complying with the current law. ■

(NOTE: Although

RAN previously sent out information on this subject, this is an updated reminder.)

# CONSUMERS AND RETAILERS WIN BIG *Continued from page 4*

75 percent – specifically going toward gifts. The biggest spenders were older Millennials (25-34 years old) at \$419.52. “All the fundamentals were

in place for consumers to take advantage of incredible deals and promotions retailers had to offer,” NRF President and CEO Matthew Shay

said. “From good weather across the country to low unemployment and strong consumer confidence, the climate was right, literally and figuratively,

for consumers to tackle their holiday shopping lists online and in stores.” ■



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# NRF CALLS PASSAGE OF TAX REFORM A MAJOR VICTORY FOR RETAILERS

## **T**HE NATIONAL RETAIL FEDERATION RELEASED

the following statement from President and CEO Matthew Shay following House and Senate passage of the tax reform bill:

“Passage of tax reform is a major victory for retailers

who currently pay the highest tax rate of any business sector, and for the millions of consumers they serve every single day. Our priorities were clear: reform must jumpstart the economy, encourage companies to invest here in the United States, increase wages and expand opportunities

for employees, and protect our small business community, of which the vast majority are retailers. That’s exactly what this legislation will achieve. Most importantly, this historic tax reform will put more money in the pockets of consumers — the best Christmas gift middle-class Americans could ask

for this holiday season.” NRF has led the retail industry’s fight for tax reform for years, calling on Congress to eliminate tax breaks that benefit only some industries and to use the revenue saved to lower rates for all companies, including small businesses. ■