



RAN

Retail Association of Nevada

DECEMBER 2014

LOOKING OUT FOR BUSINESS

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NEVADA NEWS

ORGANIZED RETAIL CRIME

By Lea Tauchen

ORGANIZED RETAIL CRIME (ORC) INVOLVES HIGHLY

sophisticated individuals or teams who steal mass amounts of merchandise from retailers with the intent of selling it for a significant profit. These are professional criminals who move from store to store, or from community to community, committing theft and fraud to fund other criminal activities such as human trafficking, drugs, or terrorism.

This is very distinct from petty shoplifting. These products are not stolen for personal use or consumption. ORC affects retailers of all sizes and formats. Industry experts estimate that retail theft accounts for \$30 billion in industry losses each year. In Nevada, approximately \$310 million worth of merchandise is stolen annually. That equates to \$21,291,541 in lost sales tax revenue that could be funding education or social programs in our state.

ORC rings typically target household commodities and consumer items. Some of the top stolen items include laundry detergent, infant formula, liquor, energy drinks, teeth whitening strips, razors, over-the-counter

medications, designer denim/clothing/handbags, and consumer electronics and appliances. The ease of selling these products through fence operations has made ORC a high-profit, low-risk crime.

According to the National Retail Federation's annual ORC survey, these criminal "fence" operations pose significant threats to retailers. Sixty-three percent of survey respondents have identified or recovered stolen merchandise from a physical fence, such as a pawnshop, flea market, or temporary store. Sixty-eight percent have identified or recovered stolen merchandise from an e-fence, such as a third party website, auction site, or blog. Fraudulent returns also play a role in ORC. More than three-quarters of respondents have experienced thieves returning stolen merchandise for store credit to sell that credit to secondary market buyers or sellers.

Prevention is the industry's most effective line of defense against ORC. According to the survey, three-quarters of retailers polled report they are allocating additional resources toward fighting ORC. The goal is to create an environment that makes it more difficult to steal

by maintaining extensive security systems that include highly-trained loss prevention specialists, advanced surveillance cameras, merchandise protection devices, special shelving units and high-tech detector alarms at store exits. Industry leaders also utilize mobile response teams and world-class forensics labs to investigate criminal activity. (See story on Target Forensic Lab in Las Vegas on page 5.)

Retailers also communicate and network with industry peers about this problem. On a federal level, retailers have partnered with several national associations to establish committees and coalitions

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RETAIL THEFT *Continued from page 1*

dedicated to educating and working on the issue with industry experts and law enforcement. On a state or local level, merchants gather regularly to collaborate. Southern and northern Nevada have each organized retail crime associations that meet to share intelligence

and identify local patterns and trends that can be presented to authorities to help apprehend offenders. (See story on NNORCA and SNORCA on page 4.) In addition, retailers are lobbying Congress and state legislatures about the necessity of legislation that will specifically

address organized retail crime. There are currently 26 states that have enacted legislation. Nevada legislators passed an organized retail theft law during the 2007 Legislative Session that aggregates the thefts of criminals involved in ORC, and enhances law

enforcement's ability to prosecute offenders with enhanced penalties. However, since ORC sprees can span across multiple states and thieves can transport product over state lines, there is still a need for Federal legislation. (See map below) ■



Map by NRF

ADVOCACY, STATE LAWS & ORGANIZED CRIME

A **S OF MAY 2014, 26 STATES HAVE ENACTED** legislation related to

organized retail crime, a focus of states and retailers for the better part of the last decade. But until there is a federal ORC law to

counter the ability of these groups to transport stolen products across state lines and even overseas, it will be nearly impossible

to put a dent in the \$30 billion a year problem that threatens retailers, the economy and consumers across the country. ■



A VIEW FROM THE BENCH OF LAS VEGAS JUSTICE COURT

By Judge Janiece Marshall

“ONCE A THIEF, ALWAYS A THIEF”...

a proverb so old it must be true, right? Well, not so fast. In fact, based upon a theft-diversion program established in my Court this past year in conjunction with the Neighbor Justice Center Senior Mediator Malcolm White, Clark County Senior Deputy District Attorney Brian Kochevar, and Clark County Assistant Public Defender Mariana Kihuen, not one offender has re-offended. Due to the success of the Theft Diversion Program, and with the additional assistance of Sergeant William Seifert with Las Vegas Metropolitan Police Department (Metro) and the Southern Nevada Organized Retail Crime Association, we have now developed the Retailers Association Diversion (“RAD”) Program.

The goal of both programs is to restore justice to the community by making the offender accountable for the harm caused, ensuring the community’s safety, and addressing the underlying

factors that gave rise to the criminal conduct. The programs restore justice by requiring the offender to undergo an assessment to determine the underlying factors that gave rise to the criminal conduct, such as drug or alcohol addiction, unemployment, lack of education, or an unstable living environment. The offender then must obtain counseling, sit for the high-school equivalency test, or take a job-readiness class, whatever is needed. The offender is also held accountable to the victim for whatever damage was caused.

“The goal of both programs is to restore justice to the community by making the offender accountable for the harm caused ensuring the community’s safety, and addressing the underlying factors that gave rise to the criminal conduct.”

The RAD program is unique in its approach because the offender is given the chance to complete the diversion program before being charged and convicted of theft. If the offender is successful, then Metro is never called to arrest the offender, the District Attorney’s Office never prosecutes, and the Court never hears the case. The retailer saves time and money because its



employees do not have to testify at preliminary hearings or trials or preliminary hearing. The offender benefits because a theft conviction affects hiring or acceptance into the military, college, and law enforcement—no matter how many years previous to application. The community benefits

It is a moment of poor judgment that can affect a person’s future like few other criminal charges or convictions because “Once a thief, always a thief,” right? ■

Judge Janiece Marshall was elected to the Las Vegas Justice Court Department 3 in November 2010. [Editor’s note: This article was originally published in the printed magazine

Communiqué, the official publication of the Clark County Bar Association (August 2014) and is reprinted with permission.]

If you are a retailer in southern Nevada interested in participating in the RAD program and would like additional information, please contact Lea Tauchen at the RAN office at **775-721-3541** or **lea@rannv.org**.



NNORCA: NORTHERN NEVADA ORGANIZED CRIME ALLIANCE

By Dennis Rodrigue, Crime Prevention Officer, Sparks Police Department

IN 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 and Retailers Team) program. The goal of the network was 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.

As a network, the retailers share their experiences about criminals, active crime sprees and what trends they are seeing, with other retailers, down the block, across town, and even regionally. By sharing the tricks of the trade being used by today's criminals, they are finding ways to reduce these thefts by pinpointing the criminals and their behaviors.

Monthly meetings have been established to exchange information and discuss any issues relevant to the Retail Loss Prevention/Law Enforcement program. These meetings are held the 2nd Wednesday of

every month at the Sparks Police Department. Along with these meetings, communication is maintained through the sharing of information via E-mail, as events occurred.

In the spring of 2009, the A.L.E.R.T. program consisted of 20 retail participants. As of September 1, 2014, there are over 250 retail, security director and law enforcement contacts spanning no less than 4 states. Due to the growth of the A.L.E.R.T. program and the need for an up-to-date means of instantaneously sharing information, the concept of converting the A.L.E.R.T. program over to the Northern Nevada Organized Retail Crime Alliance (NNORCA) was formed.

As the A.L.E.R.T. program converts over to the Northern Nevada Organized Retail Crime Alliance (NNORCA), it will continue serving retailers and security directors who partner with law enforcement statewide, to aim at reducing property crimes, keeping shoppers safer and lessening their chances of becoming victims. NNORCA has been formed to reach out to all Nevada law enforcement agencies and corporate

retail partners, realizing the need to combine efforts to combat the growing problem of Organized Retail Crime (ORC).

A NNORCA website has been developed to allow NNORCA members to share intelligence relating to the businesses and communities we serve (**www>NNORCA.org**). This shared information includes, but is not limited to, crimes of organized theft, robberies, counterfeiting, check and credit card fraud, prescription fraud, identity theft and other scams. In short, any type of organized crime may be shared through this site.

NNORCA is a statewide crime-fighting partnership focused on the issues relevant to Northern Nevada communities. This alliance allows retailers and law enforcement to communicate about criminal activity impacting businesses on a real-time basis, realizing the need to combine efforts to combat the growing problem of Organized Retail Crime (ORC).

The NNORCA website will not only enable members to communicate about these crimes, but it will also save the information in a written and mapped

format, searchable by crime and suspect type. This gives all members the ability to search the website to connect cases and establish patterns and trends. In addition, members may upload photographs and crime bulletins to share with the NNORCA community.

In addition to the Northern Nevada Organized Retail Crime Alliance (NNORCA), the Southern Nevada Organized Retail Crime Association (SNORCA) was established several years ago. Their group was developed out of the efforts of local law enforcement and retailers throughout southern Nevada. They saw the need to formalize partnerships to help detect, apprehend, and prosecute criminals involved in organized retail crime. SNORCA meets regularly to share intelligence, resources, and tools to combat the growth of this problem. They will also be working closely with NNORCA to facilitate coverage throughout the entire state. For more information on SNORCA, please visit their website at

www.snorca.org.



TARGET FORENSIC LAB IN LAS VEGAS

By Lea Tauchen

TARGET CORPORATION IS ONE OF THE WORLD'S

largest retailers with 1,795 stores, 40 distribution centers, and over 350,000 employees nationwide. They also have two accredited forensic labs located in Minneapolis and Las Vegas to help keep their facilities, their employees, their customers, and their merchandise safe and secure. Each lab site has a forensic investigation team that helps solve organized retail crimes committed at Target stores through video and image analysis, latent fingerprints, and computer forensics.

There are only 392 crime labs accredited by

the American Society of Crime Laboratory Directors/Laboratory Accreditation Board (ASCLD/LAB). Target is one of three accredited labs in Nevada. That means that Target's forensic labs have demonstrated to the ASCLD/LAB that their management, personnel, equipment, facilities, and procedures have met more than 90 established standards. This is a testament to Target's commitment to provide high-quality forensic work.

In addition to organized retail crime cases, about 30% of the Target forensic lab's



Target recently provided RAN a tour of their forensic lab in Las Vegas. Members of the Nevada State Senate and Assembly Committees on Judiciary, along with representatives from the Attorney General's office, Clark County District Attorney's office, and the Metropolitan Police Department were in attendance.

workload addresses felony, homicide, and special circumstance cases that are unrelated to Target. They assist law bureaus that need extra manpower, facilities, resources, and time. They perform these

tasks free of charge and have earned a strong reputation for working with law enforcement to gather and analyze evidence. ■

BURGLARY STATUTE DISCUSSED AT ADVISORY COMMISSION

By Lea Tauchen

THE ADVISORY COMMISSION ON THE ADMINISTRATION

of Justice held a work session at their meeting on October 21. Senator Tick Segerblom, Chair of the Commission, facilitated a thorough review of policy recommendations that had been presented during hearings or

submitted in writing during the 2013–2014 interim. This Advisory Commission is mandated through statute (NRS 176.0125) to examine various aspects of the criminal justice system. They may make recommendations to draft legislation, to draft a resolution, to draft

a letter, or to create a policy statement, but they are not specifically allocated any bill draft requests. Instead, they would need an individual legislator or the Chair of any standing committee to sponsor their policy recommendations. Of particular concern for the retail industry was a recommendation

to draft legislation to statutorily differentiate between residential and commercial burglary. Earlier in the interim, the Commission requested technical assistance on this issue from the Diagnostic Center that is operated by the Department of Justice, Office of Justice Programs. They presented

Continued on page 6



MEDICATION SYNCHRONIZATION PART II

By Liz MacMenamin

ONE OF THE DRIVING FACTORS FOR THE

increased cost to the U.S. healthcare system is that of poor medication adherence. This problem accounts for 13% of the total health care expenditures—\$290 billion annually—and results in health complications, worsening of disease progression, and increased costs in hospitals with emergency room visits and stays.

The community pharmacies have been playing a very important role in medical services by providing health and wellness screenings, immunizations, medication therapy management, as well as many other evidence-based services. Many studies have been

done demonstrating that intervention on the part of the pharmacist within the pharmacy increases the patient's ability to be adherent in their medication therapies. This approach results in better outcomes for the patient, with increased

"Many studies have been done demonstrating that intervention on the part of the pharmacist within the pharmacy increases the patient's ability to be adherent in their medication therapies."

improvement of overall health, and a decrease in health care cost overall. The new approach being used to improve medication adherence is "Medication Synchronization." With this program, a patient would have a specific day that they would pick up all their medications. The

pharmacist and the pharmacy staff will review the medications that the patient is currently being prescribed and identify any issues with adherence of their medications. This program would also address the issue of medication waste as well

as the poor health care outcomes that results from lack of medication adherence. However, presently there are barriers that are in place that keep this program from moving forward. Some states are now looking at legislation to address the issues regarding implementation of this system.

One of the issues that needs to be addressed is the inability to receive full dispensing fees for partial fills of the patient's prescription. This would only be a one-time charge until the patient is on a program of a once a month visit to the pharmacy. This further reduces cost to the patient by allowing them to order and receive their medications on the same day each month, instead of having to make multiple visits to a pharmacy. With healthcare costs continually increasing, this new and innovative approach is something that should be considered and addressed for the benefit of all patients within the healthcare community. ■

BURGLARY STATUTE *Continued from page 5*

a report recommending that our state amend the Nevada Revised Statutes to differentiate between a theft and a burglary in a commercial location, when there is no forced entry committed. They explained that Nevada is the "most strict" state in the country because we are the only one that uses the same charge for

residential and commercial thefts. This action would essentially eliminate the possibility of charging anyone with burglary if the crime occurred while the business was open for operation, even if the theft was pre-planned or high value. That could have detrimental impact on efforts to minimize organized retail crime or

other loss through theft. Fortunately, there was not enough support on the Commission to pass this recommendation. Again, however, that does not prevent an individual legislator from using a personal bill draft request to pursue this issue. The entire Advisory Commission on the Administration of Justice

Work Session Document, as well as all corresponding reports, can be found at <http://www.leg.state.nv.us/Interim/77th2013/Committee/StatCom/ACAJ/?ID=50>. If you have any questions or would like additional information about this committee or hearing, please contact Lea Tauchen at lea@rannv.org or (775) 882-1700. ■



ADDRESSING THEFT IN PHARMACIES

By Liz MacMenamin

R AN MONITORS DISCIPLINE CASES

being tried at the State Board of Pharmacy. The largest percentage of these cases involves the pharmaceutical technicians working in the pharmacy. The board and its staff, working with the industry, have been vigilant in trying to address this problem and perhaps prevent these thefts from occurring.

There are many ways in which pharmacy staff may try to conceal the thefts, but here are a few that are the most common:

- Filling prescriptions for deceased patients
- Early refills that have not been authorized
- Written or called-in prescriptions that are phony
- Opening the prescription and removing pills and pocketing them
- Removing pills from bottles and replacing with "look-alikes"

Pharmacies have adopted personnel policies that include establishing stronger controls on building access, pharmacy access, pre-employment screening and much stricter handling procedures for controlled substances. These businesses have



even invested in changing the pharmacy layout and installing tighter security systems. During the pre-employment screening, drug screening is included and once hired, many pharmacies will do random drug testing.

The pharmacies have also invested significantly in loss prevention programs to counter this menacing issue. The members of RAN have some very impressive loss prevention departments and are constantly reviewing and updating their protocols. Target's loss prevention department in Las Vegas is recognized as a "state of the art" forensic facility and their expertise is utilized by law enforcement in Clark County.

The pharmacies have

been reporting the theft of controlled substances to local law enforcement in Nevada, but the only recourse law enforcement has is to charge the person with embezzlement of an employer's goods. The employee may have stolen thousands of opioids before being approached for the theft. In cases where an employee is suspected of theft, the employer must have a solid case before moving forward on any accusation of theft.

The Board of Pharmacy is notified once the employer has terminated the employee and then the board will bring a case against the individual and his or her registration or license. Often the pharmaceutical technician does not appear for the

hearing and the recourse for the board is revocation of their registration.

A person with an addiction problem perpetrates many of these thefts and Nevada has a program in place to address this aspect of the problem. The Pharmacy Recovery Network helps substance abusers and recovering substance abusers. The Board of Pharmacy refers those who come before them with possible substance abuse issues to this program for the help they need to recover.

There are no easy solutions to this problem but members of RAN are constantly reassessing their approach through policies and technology. ■



Nevada Notes

PHARMACY-BENEFITS CATAMARAN BRINGING 350 NEW JOBS TO LAS VEGAS

Catamaran's executives said building their newest facility here in Southern Nevada was an easy choice. They liked the work force and they service a lot of clients and like Nevada and Las Vegas.

The company plans to hire locally. It will need pharmacists, technicians and more. Wages will average \$23/hour.

Catamaran expects to move into the warehouse and office building at the end of summer 2015.

KTNV - TV

NEVADA AUGUST TAXABLE SALES UP

Spiking sales of cars and meals out helped drive strong gains in taxable retail sales statewide.

Businesses across Nevada sold \$4.09 billion in tangible goods in August, the state Department of Taxation reported.

That was up 7.5 percent compared with August 2013's \$3.8 billion.

Merchant wholesalers of big-ticket durable goods such as appliances and office equipment added nearly \$20 million, or 12.6 percent, to their sales base, for a total of \$169.3 million.

Gross revenue collections from sales and

use taxes were \$323.3 million, an 8.75 percent increase when compared with August 2013. The General Fund portion of sales and use taxes totaled \$81.7 million, up 8.8 percent year over year.

LVRJ

ACLU OFFERS SAME-SEX MARRIAGE DISCRIMINATION WARNING

While religious institutions and officials have the right to refuse to marry same-sex couples, the same is not true for commercial businesses such as Nevada wedding chapels, officials with the ACLU said.

Nevada's public accommodations law, which prohibits commercial businesses and other entities from discriminating based on sexual orientation, among other factors, was first passed in 1965.

LVRJ

COUNCIL TO BOOST VEGAS' FASHION IMAGE

Local leaders from fashion, business and the arts have joined together to form the Las Vegas Fashion Council, a not-for-profit trade association that welcomes members ranging from fashion professionals, students, community leaders,

philanthropists and organizations that have a common desire to diversify and expand the Las Vegas economy through the efforts of the fashion industry.

The council will create and deliver a series of events and educational programs that cultivate relationships among key groups and organizations while working to establish Las Vegas as an international player in the fashion industry.

Founded by Carrie Carter-Henderson, Las Vegas native and founder/president of BESTAgency, along with a collective of leaders representing an array of local industries, the council embodies a passion for fashion, philanthropy and community.

Las Vegas Fashion Council welcomes additional individual and corporate members. For information and application, visit www.lasvegasfashioncouncil.com/membership.

Las Vegas Business Press

JINGLE BELLS, TIME TO SELL (AND HIRE, AS WELL)

Retailers large and small have begun the run-up to the holiday season by announcing plans to employ more seasonal employees than last year.

The Retail Association of Nevada estimates retailers will add up to 7,600 seasonal jobs in Nevada.

National estimates from employee-placement firm Challenger, Gray & Christmas suggest seasonal employment from October to December could reach 800,000 this year, up 1.8 percent from last year and the highest level since 1999.

The association's Bryan Wachter said, "Nevada has continued its upward trend in terms of both employment and taxable retail sales. Total employment in Nevada has experienced 44 months of consecutive year-over-year growth, while retail trade employment has shown 47 months of consecutive year-over-year growth."

"The addition of seasonal hires will likely add to overall holiday spending this year," he said.

Las Vegas Business Press

NEVADA CYBERSECURITY

To solve cybersecurity problems in state government, Governor Sandoval issued a mandate for all agencies to work together. Until then, agencies had dealt with the problem separately.

Today the state has deployed the centralized

Continued on page 11



National Notes

KENTUCKY LAWSUIT AGAINST OXYCONTIN MAKER COULD DEAL HUGE BLOW

No one rises as Circuit Judge Steven Combs enters his courtroom.

Today's docket includes a procedural matter involving Purdue Pharma, a multibillion-dollar pharmaceutical company based in Stamford, Conn., that's effectively accused of laying waste to this Appalachian coal town.

Purdue, which makes the best-selling painkiller OxyContin, has never gone to trial on a case of OxyContin abuse. It has won dismissals in more than 400 personal-injury lawsuits related to the drug. And while it has settled some product-liability cases related to OxyContin under secret terms, Purdue has defeated more than 10 efforts to wage class-actions against it.

Purdue is accused in a civil suit filed by the state of Kentucky of actions that helped create addiction on a sweeping scale. Many of the abusers went on crime sprees to feed their OxyContin habits and ended up in jail, in public treatment facilities, or dead from overdoses, the state alleges. The company denies all claims.

The 12 claims against the company include Medicaid fraud, false

advertising, creating a public nuisance, and unjust enrichment. Abbott Laboratories, which at one time co-promoted OxyContin with Purdue, is also named as a defendant. Abbott has denied any wrongdoing, and Purdue is required by contract to indemnify the company in the lawsuit.

The effect of the judge's ruling is to treat the entire list of statements as admissions, giving the state an advantage in proving Purdue was liable for the addiction and resulting effects alleged in the lawsuit.

As it fights the Kentucky case, Purdue also must prepare to defend itself on a new front against a pair of lawsuits, one filed jointly by Orange and Santa Clara counties in California, the other by the city of Chicago. The allegations and demands for relief are far more sweeping than those in the Kentucky lawsuit or the 2007 federal settlement.

Bloomberg

THE WHY BEHIND THE BUY

Maybe it's the sale on cauliflower or the free cheese samples in aisle six, but these days, everyone loves the weekly trip to the supermarket. Here is a closer look at what savvy shoppers are checking off their lists.

The four most important

aspects of the grocery experience:

- A clean store,
- A positive checkout experience
- Friendly and knowledgeable associates.
- Opportunities to provide feedback.

It may be considered a chore, but a majority of people enjoy the trip to the supermarket.

Damon Worldwide Grocery Shopper Study, 2014, RGJ

CAREER PATHS FOR RETAIL WORKERS

In a healthy economy, retail is a bustling industry that relies on students, part-time and mature workers, and temporary workers during busy seasons.

The Bureau of Labor Statistics' September employment report stated that the U.S. unemployment rate has remained about the same since April of this year.

This economic stability indicates consumer confidence, which means the approaching holiday season will likely require temporary retail workers. If you've never considered a career in retail, or are looking to take the next step, now's the time to get to know this industry.

There are more than 900,000 people working at miscellaneous store retailers this year, a large part of the retail sector as a whole, according to data

by Economic Modeling Specialists, Intl.*

The sector is also home to a diverse range of age groups. Breaking down the industry: 3.7 percent of workers are between the ages of 14 and 18; 18.5 percent are between 19 and 24 years old; 19.2 percent are between 25 and 34 years old; 16.2 percent are between 35 and 44 years old and 19.7 percent are between the ages of 45 and 54.

It's clear that a background in retail can offer the foundation for a great career, and there are plenty of options to move within the industry.

The following are some of the top positions employed by the retail industry in 2014:

- 341,918 salespeople, or 37.4 percent of the industry
- 118,093 first-line supervisors of retail sales workers, or 12.9 percent of the industry
- 111,989 cashiers, or 12.3 percent of the industry
- 39,164 floral designers, or 4.3 percent of the industry.

**Data provided by Economic Modeling Specialists Intl. Industry Overview – Miscellaneous Store Retailers in United States for 2014-2019. RGJ*



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.

DDS Inc dba Designer & Decorator Services

Lawrence Carter

Valley Verde LLC dba Big Wheel Alignment

Vram Inc dba Valley Realty & Management

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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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*

security system to more than 50 percent of state agencies in record time and at a lower cost

Nevada has improved security and reduced risk. The state, which experiences 2 million attempted intrusions on its firewalls per hour, has reduced the number of monthly security incidents from 155 to 30—an 80 percent decrease.

Agencies can use the upgraded security tools and enterprisewide anti-virus at less than the cost of what the state was previously paying. In all, the state paid \$1.1 million to deploy the security technology on 17,000 endpoints over three years. By purchasing an enterprise solution, the state was able to avoid about \$3.5 million in costs if they had purchased it

using the standard, agency-by-agency procurement method.

Going forward, Nevada has also enacted a law to extend the enterprisewide security solution to its counties and cities so that they can also benefit from it.

Government Technology and Emergency Management Magazine.

HOLIDAY SHOPPERS TO SPEND MORE THAN \$31 BILLION ON GIFT CARDS

WASHINGTON: THE GROWTH IN GIFT CARD POPULARITY

is irrefutable, and this holiday season spending on tiny plastic or digital gift cards will top all previous records.

According to NRF's Gift Card Spending Survey, the average person buying gift cards will spend \$172.74, up from \$163.16 last year. Total spending is expected to reach \$31.74 billion.

According to the survey, shoppers will spend an average of \$47.87 per card, up from \$45.16 last year. Total spending on gift cards has increased 83 percent since NRF began tracking consumers' intentions to buy gift cards as holiday gifts in 2003.

Gift cards are a go-to gift for consumers of all ages; the survey found adults 65+ will spend

the most on gift cards at an average of \$204.59. Young adults between 18-24 years old will spend the least at an average of \$113.75.

Additionally, men plan to spend significantly more than women on gift cards (\$180.81 vs. \$165.09 respectively).

There are a plethora of options for shoppers when it comes to what type of card to get, and it is clear department stores, restaurants and coffee shops are among the most popular choice for gift

givers. According to the survey 37.7 percent of gift card buyers will give their loved ones a gift card from a department store, and 34 percent will give their friends and family the gift of a meal at a restaurant. One in five (20.6%) will pick up coffee shop gift cards, 18.1 percent will give the gift of entertainment, such as a movie theatre gift card, and 18.9 percent will give gift cards to electronics stores. ■



UPCOMING EVENTS

NRF THE BIG SHOW

THE BIG PICTURE

Convention

Jan. 11–14, 2015;

Expo Jan. 11–13, 2015

Jacob K Javits

Convention Center, NYC

See what the future looks like.

NRF FOUNDATION GALA

THE EVENT

Sunday,

January 11, 2015

6:15pm–10:00pm

Pier Sixty, Chelsea Piers, New York, NY

Uplifting, inspirational and celebratory, the Gala is more than just dinner and drinks; it's a chance to gather with the industry's best and brightest while supporting tomorrow's retail stars. The evening will include recognition for The List of People Shaping Retail's Future 2015, along with a spectacular auction of one-of-a-kind experiences.



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WASHINGTON RETAIL INSIGHT

RETAILERS APPLAUD ANNOUNCEMENT ON CHINESE VISAS

ENCOURAGING INTERNATIONAL SHOPPERS IS A RETAIL INDUSTRY PRIORITY

WASHINGTON: THE NATIONAL RETAIL FEDERATION (NRF)

issued the following statement from NRF President and CEO Matthew Shay on the announcement that the United States and China have agreed to extend Chinese business and tourist visas from one year to ten years:

"We applaud the administration for moving to reduce travel restraints on international shoppers and tourists. For the last three years, NRF and our

partners in the Discover America Partnership have been advocating significant reforms to our visa policy, and we are happy to see progress on the National Travel and Tourism Strategy.

"Today's announcement is a win-win. It will help make the United States a first-rate destination for Chinese visitors, increase cultural and economic exchange between the world's two largest economies, and produce tangible economic benefits for American businesses and workers, especially those

in the hospitality, retail and tourism sectors.

"Encouraging more international shoppers to visit the United States to eat at our restaurants, stay at our hotels and shop in our stores is a retail industry priority. We applaud the U.S. and Chinese governments on this joint announcement."

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

retailers from the United States and more than 45 countries.

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