

BUSINESS ON THE
RISE

Masterpiece,
A New Adventure

NEW

**Economic Development Manager
BARBRA COFFEE**

**Incoming chairman
DJ Allen**

Economic Development
with John Ramous



Produced by the Henderson Chamber of Commerce with support from the City of Henderson Economic Development Division



A message from the HCC President SCOTT MUELRATH

At more than 900 members, the Henderson Chamber of Commerce has a distinct advantage. Large enough to be relevant, yet small enough to be personal, we have the ability to make an impact for our members – the great majority of whom are small businesses.

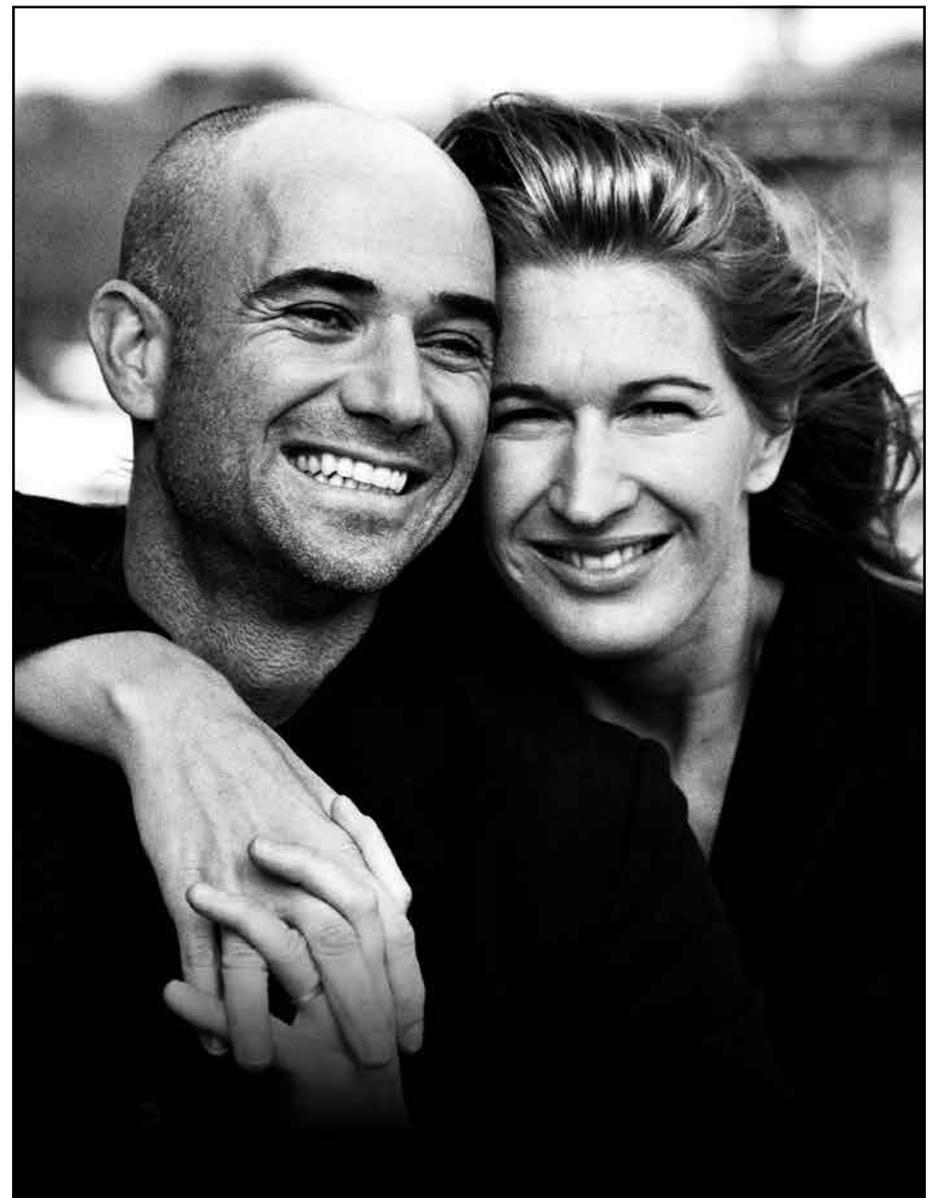
For example, when a business first joins the chamber, we ask them who they want to meet, anyone from another business owner to a Board Member. We then look for ways to make that introduction happen. (See page three to learn how we recently played match-maker between Masterpiece Cuisine and X Train.) Not all chambers do that. Delivering specific member ROI is essential for us – not just providing avenues for members to navigate on their own. If we can make those connections for people, we'll have our members for life.

Additionally, we're implementing our inaugural awards program on Thursday, November 21. A program that our members requested in a recent survey, these awards will honor excellence in several areas of local business with the winners being selected by our members.

These are just two of the more personalized programs we've implemented over the last couple of years at the HCC to help our members meet their goals – whatever they may be. To find out more about these and our other programs, feel free to personally give me a call at 702-565-8951. I'd be happy to talk with you more about what we can do for your business.

Sincerely,

Scott Muelrath
President/CEO
Henderson Chamber of Commerce



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BARBRA COFFEE

starts new position

as Henderson's
director of economic
development



When Barbra Coffee saw the posting for the open director of economic development position, she wasn't looking for a new job. The chance to work in Henderson - and the sunshine - beckoned, however, and she started her new position in June.

She comes to Henderson by way of College Park, Ga., where she served as the director of economic development.

"In my background, my work with local economic development organizations across the country with an emphasis on revitalization programs lends itself to what the City of Henderson is trying to accomplish," said Coffee, who has 18 years of experience. "It was a good opportunity with a larger city and a growing population. [The city] also has a progressive mayor and council with progressive ideas about development and redevelopment."

Coffee counts the reasons that drew her to Southern Nevada as the same reasons any business professional would have to relocate to Henderson - quality of life, higher education, housing and jobs.

"This state is poised for a lot of activity in business recruitment in the years to come," she added.

Once she is settled in her new position, Coffee plans to heighten the exposure of Henderson, adding additional entrepreneurial development programs to complement the work begun at the Henderson Business Resource Center, furthering the redevelopment of the Water Street District and making South 15 Airport Center, the new business park adjacent to the Henderson Executive Airport, a priority. She credits Bob Cooper, former development/redevelopment director, with setting the stage with strong contacts and big shoes to fill.

"There are some great things that have already happened here," she said. "It's a great time for me to come in and build on those successes."

A photograph of two men standing on a set of train tracks. The man on the left is wearing a plaid shirt and the man on the right is wearing a pink polo shirt. Between them is a small table with a white tablecloth, a silver serving cart, and a vase of yellow flowers. In the background, a train is visible on the tracks, and a red circular sign with the number 'B 2' is on a post. The scene is set in an open area with mountains in the distance under a clear sky.

HCC plays MATCH-MAKER to *Masterpiece Cuisine, X Train*

Like strangers passing in the night, Masterpiece Cuisine and X Train would never have met if a third party hadn't intervened.

Masterpiece Cuisine is a Henderson-based catering company that got its start six years ago right as the recession started to hit Southern Nevada. X Train re-introduces the rail system as a way to travel in a new way - luxury cars with lounges, gourmet dining and scenic views on major thoroughfares across the country. Although it seemed to be a match made in heaven, this chance meeting came from one place - the Henderson Chamber of Commerce.

Although X Train is headquartered in Las Vegas, the company became members of the Henderson Chamber of Commerce as good neighbors. Penny Stegeman, CEO of Passenger Services for X Train, mentioned to Scott Muelrath, president and CEO of the Henderson Chamber, she was looking for a caterer to provide the gourmet dining services X Train intended to provide to travelers.

Masterpiece Cuisine created a sample menu presentation, and voilà - a partnership was created.

"It happened very fast," Stegeman said. "And they were a perfect fit."

Scott Mahan, co-owner of Masterpiece Cuisine, credits the Henderson Chamber for creating the opportunity. The Henderson-based company began out of a home kitchen six years ago and progressed to its own space in Henderson. Becoming a member of the Henderson Chamber, at first, was last on the to-do list, which Mahan said, in hindsight, was a mistake he said he thinks is common among new businesses.

"Running around like a chicken with your head cut off and working 60 hours a week seems to be the strategy people think will make them successful, but for us that wasn't the case," Mahan said. "When you have to make big decisions and advance a company, you can't really be the guy who's running around fixing things. It's just not going to work. I think a lot of businesses make that mistake, so we've become more involved with the chamber."

"It happened very fast,"
Stegeman said.
"And they were
a perfect fit."

The staff at the Henderson Chamber of Commerce creates an atmosphere where they can connect companies for the good of the businesses as well as the local economy.

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“The chamber’s largest goal is to help members grow and succeed, and business owners in Henderson want to see other businesses in the community do the same,” Muelrath said. “Making connections between business owners is one of the services we offer to our members to ensure we are doing everything we can to help their businesses. In my mind, Masterpiece Cuisine and X Train was a perfect match from the start. We just needed to introduce them.”

X Train’s service between Las Vegas and Los Angeles will likely begin once the train station in North Las Vegas has finished construction, which is slated for the end of next summer. The five- to six-hour trip will include all food and refreshments, a quiet car and ultra lounges. The train also will link up with the Metrolink system, which provides additional transportation to Southern California cities.

Instead of driving eight to 10 hours round trip, travelers can get that time back enjoying their time on the X Train. The partnership with Masterpiece Cuisine only makes the ride that much more enjoyable, Stegeman said.

“I really like (the Henderson Chamber) because they’re always offering up their services and want to help you grow your business,” Stegeman added. “It’s a breath of fresh air to have them reach out to us instead of us reaching out to them. They’re very proactive.”

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HCC WELCOMES NEW CHAIRMAN

Xs & Os of Success is a leadership and professional development company. It also provides consulting and communication services for the sports industry.

A Henderson native, a graduate of our Henderson Business Resource Center incubator program and a Leadership Henderson graduate, Allen has been involved with the Henderson Chamber of Commerce for more than 15 years. For those who would like to get involved with their chamber, Allen gave this recommendation:

involvement with the chamber with what opportunities there are for you to help the chamber. It’s a fact: ‘Givers gain.’ The more you give, the more you will receive from the relationship. The best thing to do is to go sit down with a member of the chamber staff and define what you are looking to get out of the relationship. They will work with you to develop your own personal chamber involvement plan to help you discover that niche. And, once you do that and commit to it, the outcome is tremendous – and I know firsthand about the benefits of doing just that. It’s why I am speaking to you now.”

D.J. Allen, founder of Xs & Os of Success, has been named chairman of the Henderson Chamber of Commerce’s executive board of directors for 2013-14.

“The key to generating a strong return on investment from your chamber membership is to find your niche in the organization. Match up what you are looking for from your

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STAN OLSEN
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Henderson Development Association helps city's economic development

As the Henderson Chamber's economic development arm, the Henderson Development Association (HDA) works directly with the City of Henderson to protect and grow Henderson's economic development.



One of the organization's most powerful programs supporting this effort is its One-on-One program, which provides an avenue for business owners to discuss ideas or concerns with an HDA member, a Henderson economic development professional and a City Council member and/or the mayor.

'BEGIN FROM WITHIN'

"Economic development will always 'begin from within,'" said HDA Immediate Past Chairman John Ramous, who has been involved with the HDA since 2005.

Currently, more than 15 percent of the chamber's members are also members of the HDA. The HDA's membership has increased dramatically in the past 12-18 months, which Ramous attributes largely to CEO Scott Muelnrath's efforts to re-tool the chamber's assets as well as a re-emphasis on how the HDA directly impacts local economic development and job creation.  

4th Annual Henderson Business Connection to take place Friday, October 18.
For more information, visit hendersonchamber.com.

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We should never cut, ration, or restrict humanity.

There's something cold and impersonal happening when we talk about health care. The words *budget*, *cut*, and *waste* get used a lot. But the one word that's said less and less, and has somehow lost its meaning, is the word we believe is most important of all.

The word *care*.

We've got to make it mean something enormous again.

Every one of us came into this profession because we wanted to help people heal—to treat them not as numbers or charts or symptoms, but as human beings worthy of the best care and greatest compassion.

We believe humanity is the very core of health care. And so we've always known what scientists and researchers are now proving to be true: Medicine has the ability to cure. But it's our shared humanity that holds the power to heal.

So now we ask every policy maker and health care professional to join us. Let's make kindness and humanity part of every conversation and debate and policy decision. Let's make them the absolute core that informs everything we say. And do.

Budgets and constraints? Those can be legislated. But no one should legislate empathy or humanity.

That would be inhuman.



A handwritten signature in black ink that reads "Lloyd H. Dean".

Lloyd H. Dean
President/CEO of Dignity Health

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