



Vision

A monthly newsletter published for the members of the Pahrump Valley Chamber of Commerce

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Chief Executive Officer

Executive Director Selection Process

By Dan Rodriguez, President

Welcome to the July edition of the Vision. This edition is special in the sense that it was put together without the direction of an Executive Director or CEO. The articles in this month's edition were written by the Board of Directors. The layout and copy editing was completed by office staff under the direction of Erin Forte. Congratulations on a job well done!

As announced in last month's Vision, our CEO, Kari Frilot, has officially resigned her position from our Chamber of Commerce. She has moved on to promote tourism for Nevada's rural communities. Congratulations to Kari on her new position.

The month of June has been historical for the Board of Directors. The Chamber Bylaws require that the Board of Directors select the new Executive Director. I am very proud to say that each Director has done an incredible job in participating in the process. Each of the seven Chamber Board of Directors currently manage or own businesses in Pahrump and each of the Directors have plenty of experience in hiring staff for their own business. Each Board member has had input and played an important role in the hiring process of a new Chamber Executive Director, so I am confident that the best candidate to move the Chamber forward is/will be hired.

Selecting an Executive Director is no easy task, and each Board member knows that no matter who the final choice to head the Chamber office is, we will ruffle some feathers, some members will be disappointed and others will be elated. The Board of Directors has taken this process seriously and I am proud of each Board member's dedication and involvement in the process.

As the new Executive Director gets acquainted with the job position, I am confident that the Board of Directors, Chamber committees, and the general membership will support and have patience during this transitional time.

Congratulations to all for moving this Chamber forward . . .

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Promoting Your Business

Being Prepared
Brian Strain

The dream of owning a small business becomes a reality for thousands of people each year. For many of these captains of industry, that means starting the operation on a small scale. However, your enterprise may be in jeopardy if you don't have business insurance.

There are many types of insurance policies available to cover your small business needs. From property insurance on your building or contents to coverage for your vehicles, there is a policy available to meet your needs.

While these policies on their own may provide enough coverage, you may be unaware of certain gaps. Most insurance policies place limits on the amount of coverage provided for certain items as well as the types of losses that are covered. These gaps could be significant depending on your particular situation.

Fortunately, most insurance companies offer a variety of endorsements that can be added to a policy that extend coverage to a particular type of loss or increase the amount of coverage available. For example, if your standard policy limits coverage for an outdoor sign is limited to \$500, an endorsement can be added if the cost of your sign exceeds that limit. Coverage may also be extended to include personal property of others, which is normally excluded in the policy language. This could be a much needed option for businesses like repair shops or dry cleaners.

It is important that you look at the coverages provided by your business policy to determine if they are adequate for your needs. Your business insurance agent should be able to explain the policy limitations and what options could be added to increase your coverage. Before calling your agent, you may want to start by making a list of questions applicable to your particular type of business.

We all work hard to make sure our business is a success. You owe it to yourself to have adequate coverage in place to protect what you have built.

Ah ... Summer ... Enjoying the Benefits
Keith Froehling

As a Chamber Board of Director and a business owner, I have heard about the "Pahrump Summers." Not just about the heat of the 100 degree days – the "slow down" some businesses feel as the RV's pull out of Pahrump heading for a cooler climate.

From personal experience of the past 2 summers, my schedule is fuller and my business is booming during the "Pahrump Summer." All because of the Chamber Benefits!

- Monthly Mixers: The fourth Wednesday of every month at 5:30 pm. Check the newsletter for this month's location.
- Luncheons: Every second Monday of the month at Terrible's Lakeside. 11:45 am – 1 pm
- Chamber Page: in the Pahrump Valley Times: You get a business card ad inside the Chamber ad that runs once a month. Your investment -\$100 for 3 months!
- Newsletter: Insert your flyer advertising your business or special sale (only \$50). Also, contact the Chamber if you are interested in writing for the newsletter –a great way to showcase your business strengths.
- Fax Blast: Running a special for all Chamber members? Send them a fax!
- Website: Internet advertising is a way of the future.
- Getting Involved: The Chamber offers a variety of committees and projects where you can get involved. This is a great way to share your capabilities with the chamber and with the members.
- Chamber List / Bulk Mail: This is a cost effective way to advertise directly to the Chamber members.

Now, you don't have to do EVERYTHING. Take a look at the benefits that the Chamber offers. Be honest with yourself – which benefits are you taking advantage of currently? Which benefits could benefit you and your business? Feel free to contact the Chamber at (775) 727-5800 or contact me directly at (775) 727-1669 when you are ready to make a difference in your business.