

## La Jolla's National University successfully expands to Henderson, Nev.

*Higher education provider expands to serve growing Southern Nevada community*

HENDERSON, NEV. – La Jolla, Calif.-based National University celebrated its expansion to Henderson, Nev., earlier this week with an open house of its new facility serving the Las Vegas valley.

The expansion of the respected university signifies what many Southern California business leaders are beginning to learn: Henderson is a place for opportunity – particularly for California businesses that are looking to expand.

“A lot of people have a misconception about what Southern Nevada has to offer, just as many people used to have a misconception about Orange County,” said Bob Cooper, manager of Henderson’s Economic Development Division. “Thirty years ago, many people thought Orange County was strictly tourism driven and didn’t offer much else. Thirty years later, there are a lot of people who wished they would have invested in Orange County. That’s the situation we’re in right now in Henderson.”

Henderson – which borders Las Vegas to the south – surpassed Reno over five years ago to become Nevada’s second largest city, trailing only Las Vegas. With a population (240,000) that would make it the 14<sup>th</sup> largest city in the state of California, it is larger than such cities as Irvine, Glendale and San Bernardino.

In addition to the area’s unprecedented growth and the subsequent demand for nurses and teachers, schools – such as National University – are benefiting because the Las Vegas valley’s maturing

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Manager, City of Henderson – Economic Development*

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economy is calling for more highly-trained technical employees and professionals every year.

It’s a sign that the Southern Nevada economy is no longer solely reliant upon the hospitality industry. And the private schools establishing themselves in Henderson are the first to be taking advantage.

“Along with low property tax rates and a friendly business environment, access to higher education will assure a high quality of life in Henderson and offer enormous opportunities to its citizens,” said Dr.

Jerry Lee, chancellor of the National University System. “Almost one in three of Henderson’s citizens has some college education but has yet to earn a college degree. National University can put those degrees within reach for a large percentage of Henderson’s adult population.”

National University is just one of many companies nationwide that is recognizing the value Henderson can bring with an expansion.

Located adjacent to Las Vegas and minutes from McCarran International Airport via freeway, Henderson made a name for itself in the 1990s as being the fastest-growing city in the nation. In fact, Henderson – known for its master-planned communities and high-quality of living – has been at the front of Nevada’s growth spurt, growing from just 60,000 people in 1990 to currently over 240,000.

“Henderson is to Las Vegas what Scottsdale is to Phoenix or what La Jolla is to San Diego,” Cooper said. “Not only is it a great place to do business, it’s a great place to live. And we are fortunate to have a respected institution such as National University joining our community.”

**For more information on the City of Henderson’s Economic Development Division, call (702) 267-1650.**



