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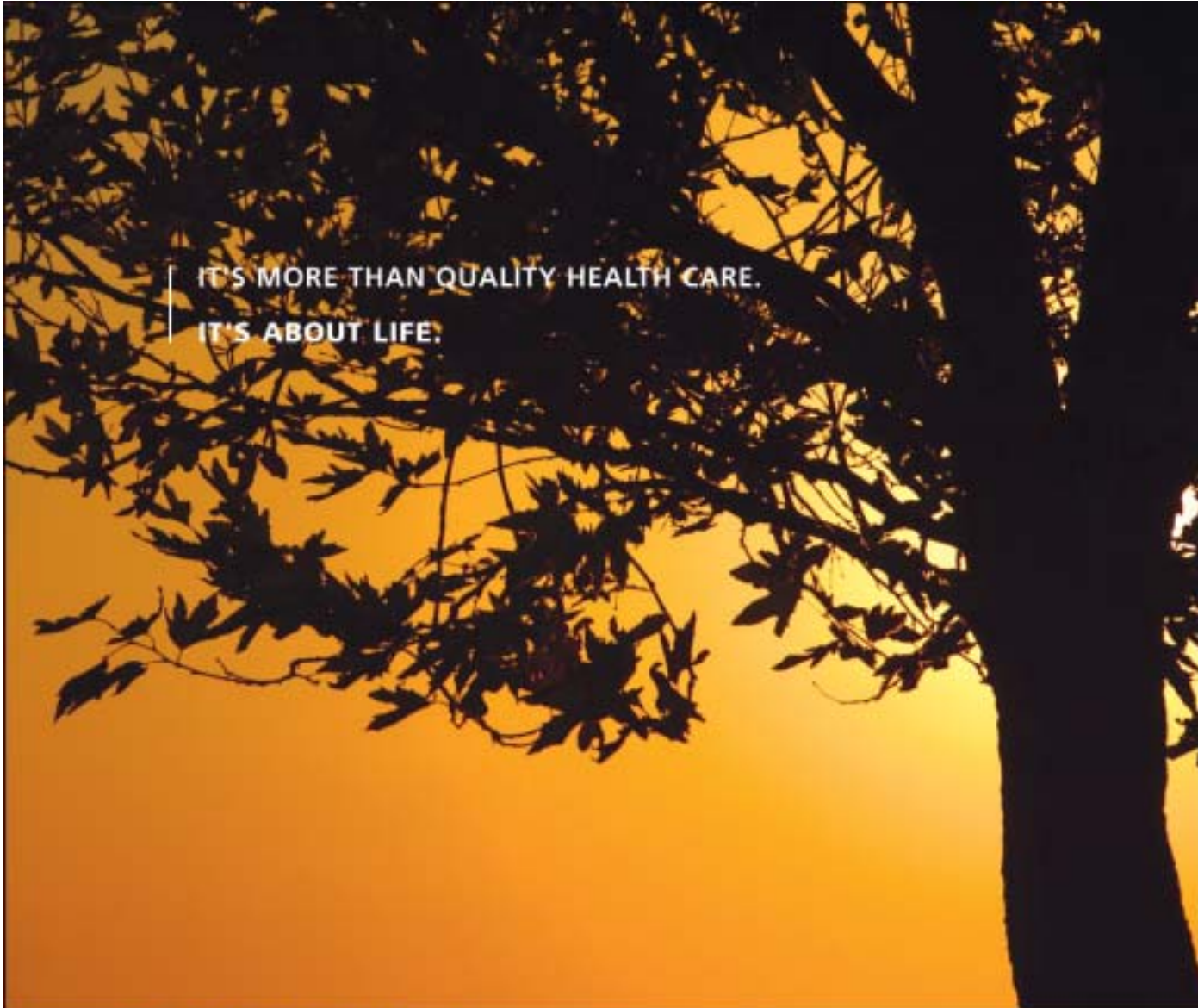
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The Evolution of a Leader: HENDERSON

Not only is Nevada's second largest city "a place to call home" – as the city's slogan states – it has also become a premier place to do business as well as a stellar vacation destination.

"In the 1980s and the early 1990s, Henderson became a national leader when it came to the success of master-planned communities," said Bob Cooper, manager of Henderson's Economic Development Division. "While the population boom has continued, the past decade has really established Henderson in the economic sector as well as the tourism sector. Henderson is now the place to be in Nevada if you want to live, do business, or visit."

The growth numbers of the population are staggering – unless you have lived in Henderson for 20 years and are used to seeing the mind-boggling statistics. In 1980, nearly 30,000 people lived in Henderson. Just 25 years later, the city's population is estimated at almost 240,000.

But a special thing has happened in this

city, which spent most of the last decade crowned as the nation's "fastest-growing city." As Henderson Mayor Jim Gibson noted in his recent State of the City address to nearly 1,000 spectators, despite the massive influx of newcomers, most residents believe the city's high quality of life has been maintained or even bettered due to the growth.

"That's a tribute to the vision of the city's past and current leaders – both elected and in the private sector – as well as the City's staff members," said second-term city councilman Steve Kirk, a native of Henderson. "The vision that this city has had over the past three decades has been phenomenal."

Just take a look at Henderson's transformation into one of the premier resort destinations in the Southwest. A Ritz-Carlton, a Hyatt Regency and three top-tier golf courses call the magnificent setting of Lake Las Vegas home. And in the heart of the city, the beautiful Green Valley Ranch Hotel and Resort – adjacent to The District, the trend-setting mixed-use development – is attracting people from all over the world.

But people aren't just attracted to Henderson to play and live. Many of them have work on their mind.

With an educated workforce (Henderson is now home to 13 higher education institutions) and an attractive infrastructure for business, company leaders from across the nation are choosing Henderson as the place for their businesses to call home.

Whether it's moving a company's headquarters to Henderson, opening a new manufacturing facility to serve the West Coast, investing in the redevelopment efforts downtown or establishing a world-class medical training institute, Henderson's business-friendly environment is the choice.

"We've gone from working hard to tout Henderson to now seeing everyone else tout Henderson," said Alice Martz, chief executive officer of the Henderson Chamber of Commerce. "That's when you know the community has done something right."

Or, as other people would say about Henderson, it's done three things right – living, working and playing.



“One of the greatest ways you can serve your community is by helping to provide quality jobs for the people in that community. That is what we work hard to do everyday. We have a passion for it.”

Bob Cooper, CECd
 Manager, Henderson Economic Development Division

Business Gets Done in Henderson

The City of Henderson wants your business. And it is willing to work for it.

Just ask Tom Collins, vice president of Southwest Steel, which recently relocated to Henderson.

“I have been impressed with the help and assistance from Henderson’s Economic Development Division in arranging meetings and helping get our plans and permits approved on what I feel was an expedited basis,” Collins said. “Every time I called a representative and asked for help, he was quick to put me in touch with the right people and took a personal interest in getting ‘hitches’ resolved. The division and the City of Henderson truly want to help businesses get established and relocated and they don’t just ‘talk the talk’... they get results.”

Bob Cooper, manager of Henderson’s Economic Development Division, said Collins’ words are music to his ears.

“That’s why we are here,” said Cooper, who gives much of the credit for his department’s success to his staff in the office, as well as his group of over 50 business resource volunteers. “We want to help people get business done in Henderson. It’s always a win-win situation when it’s done right.”

On an additional city-services front, the success of the 40,000-square-foot Development Services Center at the newly expanded City Hall – which was built as a one-stop shop for developers – has been more than impressive.

Since the center opened in January 2005, staff members have conducted 1,460 plan reviews and delivered over 99% of them on time or early.

Now, that’s how business gets done in Henderson.

Henderson: The New West Coast Port?

When the leaders of Pennsylvania-based Quality Corrections & Inspections (QCI) were looking to expand with a West Coast facility, they were originally California dreamin’.

However, the reality of the cost of doing business in California was more like a nightmare. Thus, they turned to Henderson. And they couldn’t be any happier.

“Our first year in our new Henderson facility has been an enormous success,” said Randy Burk, QCI’s executive vice president. “Not only have we been able to increase our global import client business from the West Coast ports, but we’ve also been able to partner with local companies such as Ocean Spray and Graham Packaging to assist them with their packaging needs by offering them our labor-outsourcing services.”

QCI – which has assisted hundreds of world-renowned companies since 1986 – originally targeted the Ontario area of California for expansion, to be close to the ports of Los Angeles and Long Beach. The company’s unique repair and inspections services for defective merchandise required them to have a presence close to the ports.

However, due to California’s unfriendly business environment, QCI decided the logical choice would be to set up shop – a 40,000-square-foot production center – just a few hours up Interstate 15 in business-friendly Henderson.

The importers and retailers are thrilled to have QCI on the West Coast and enjoy the easy accessibility and affordability of shipping merchandise to and from Southern Nevada.

“There are substantial growth opportunities for us here in the future with other global prospects, as well as local manufacturing, distribution companies and the gaming industry,” Burk said. “Henderson has been a perfect fit for us.”



Quality Corrections & Inspections recently expanded its operations into Henderson.

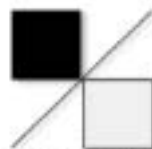
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Nevada State College Benefits Are Statewide

Both private and public education providers are working to serve the need for a trained workforce in Henderson and the entire state.

In 2001, Nevada State College – the newest member of the University and Community College System of Nevada – was founded as a comprehensive liberal arts college offering baccalaureate degrees in 24 programs, with an emphasis in education and nursing. The college, which is located on a 560-acre site in Henderson, was developed to help allow the University of Nevada, Las Vegas to focus on evolving into a premier research institution.

“Nevada State College plays a crucial role in the state’s higher educational system,” said Henderson Mayor Jim Gibson, a key figure in helping the school become a reality. “It serves as an intermediate option

between the research-focused universities and the state’s respected community college system. Because of its emphasis on developing teachers and nurses, Nevada State has had an immediate impact on our community and will continue to have a positive impact for many years to come.”

Gibson said the emergence of Henderson as a hub for higher educational providers – both private and public – is good for both residents and the economy.

“If you want to continue your education or if you want an employee to continue his or her education, chances are a quality institution in Henderson offers that class or degree,” Gibson said. “We value education in Henderson and we are proud to be the new home to so many quality higher education providers.”



Regis University is one of 13 institutions of higher education located in Henderson.

Private Schools Finding Success in Henderson Market

When there is an explosion of higher education institutions moving into a community, you can bet local business leaders are smiling all the way to the bank.

Within the past five years, eight higher education institutions have opened campuses in Henderson (there are now 13 throughout the city) and the schools are reaping the benefits of the untapped market.

In addition to the area’s unprecedented growth and the subsequent demand for nurses and teachers, the schools are benefiting because of the Las Vegas Valley’s maturing economy – which is calling for more highly-trained technical employees and professionals every year.

“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 wish they would have invested in Orange County. That’s the situa-

tion we’re in right now in Henderson.”

With Southern Nevada’s economy no longer solely reliant upon the hospitality industry, the private schools establishing themselves in Henderson are some of the first to take advantage of the situation.

“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, which recently expanded to Henderson. “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.”

Over the past five years, the City of Henderson’s Economic Development Division has aggressively targeted post secondary education providers.

“It’s simple business,” Cooper said. “A lack of competition and a great demand usually equals profits. It’s a wide open opportunity for people who have some vision.”

The forward plan says all of these chairs will be filled by year's end. Of course, the forward plan doesn't say how. Or by whom.

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And the higher education providers with the vision are happy to be here.

"We felt Henderson was the type of community that was very conducive to an educational institution," said Dr. Harry Rosenberg, president of the University of Southern Nevada.

Not only did Rosenberg feel that – he experienced it. In 2002, he founded the Nevada College of Pharmacy, the first pharmacy school in the state of Nevada. After enjoying immediate success, Rosenberg saw the potential Henderson offered. The school has since changed its name to the University of Southern Nevada and now offers training for nurses and physician assistants, as well as an MBA program.

Other schools serving Henderson businesses and their employees include: Community College of Southern Nevada, Career Education Institute, DeVry University, ITT Technical Institute, International Academy of Design and Technology, Las Vegas

College, Regis University, The Art Institute of Las Vegas, Touro University College of Osteopathic Medicine and the University of Phoenix.

The leaders of these institutes understand how important a role they play in the success of the Henderson economy and its businesses.

"Education plays a key role in broadening opportunities, increasing wealth, expanding community involvement and attracting business," Dr. Lee said. "Educational institutions contribute to a community's skilled workforce and the development of a core of qualified professionals who are essential for successful and sustained growth."

It's this partnership – between the business community and the education community – that ensures Henderson's economic success now and in decades to come.

And that's something Henderson business leaders are banking on.

Rankings, Surveys Combine to Make Southern Nevada a Business Magnet

If the business climate in Southern Nevada were a movie, it would be considered critically-acclaimed.

They may not be the Golden Globes or Academy Awards, but report after report is recognizing the Las Vegas Valley – including the city of Henderson – as one of the top places for businesses to operate.

This past December, a survey of 458 chief executive officers from across the country – conducted by the publisher of *Chief Executive* magazine – ranked Nevada as the second friendliest state in which to do business. In contrast, Nevada's bordering state, California, ranked as the worst state.

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Black Mountain Industrial Center is one of several industrial complexes in the Henderson area.

“Obviously, reports and surveys can be subjective from issue to issue,” said Bob Cooper, manager of the Economic Development Division of the City of Henderson. “However, time after time Nevada, the Las Vegas metropolitan area and Henderson are being ranked as top places in which to do business. After a while, you see a trend and understand that this definitely is an attractive place for a business to relocate or to be established.”

The trend is easy to see.

The *Tax Foundation* ranked Nevada among the top 10 states with the most business-friendly tax systems at the beginning of 2003.

In March 2004, *Inc. Magazine* ranked the Las Vegas metropolitan area as one of the best locations for doing business. “The area is creating jobs in high-end sectors and even manufacturing, in large part because of an exodus from more expensive locales on the Western Seaboard,” explained the magazine.

In November 2004, the *Milken Institute Best Performing Cities Index* ranked Las Vegas as the second-best metropolitan area in the United States based upon its economic performance and its ability to create, as well as keep, the greatest number of jobs in the nation. According to the report, the top-ranked cities were those with low costs, growing populations and reliable and stable sectors such as health care and government.

The *2004 Kosmont-Rose Cost of Doing Business Survey* rated Henderson as a “Low Cost City,” analyzing six types of taxes including business license levies, property tax, sales tax and utility taxes in 314 cities nationwide.

Over the past six years, the Henderson Economic Development Division has been instrumental in recruiting 102 non-hospitality, non-retail firms to Henderson, which have created more than 6,500 jobs while occupying nearly four million-square-feet of space. The economic impact of the efforts is estimated at more than \$478 million.

And Henderson will continue to grow, with more raving reviews coming in about the area’s business climate.

This past December, The Boyd Co., a New Jersey-based location consulting firm, rated the Las Vegas area as one of the least expensive cities for business. The study was based on a technical company employing 125 workers and occupying 35,000 square feet of “Class A” office space in 30 metropolitan areas in the U.S.

And finally, the “Small Business Survival Index 2004” – published by The Small Business and Entrepreneurship Council – ranked Nevada as one of the most entrepreneur-friendly states in the nation. The index tied together 23 major government-imposed or government-related costs impacting small business and entrepreneurs across a broad spectrum of industries and types of business.

Medical Research on the Cutting Edge in Henderson

Due to its growth, Henderson has made a concerted effort to not only increase its quantity of healthcare providers, but to ensure that high-quality healthcare providers will serve its population base now and into the future.

At the same time, visionary people and organizations are taking advantage of what Henderson and all of Southern Nevada has to offer.

In 2003, Touro University Osteopathic School of Medicine opened its doors in Henderson and accepted its first class of 78 students – out of 1,000 applicants from around the nation. According to school officials, 125 students will be accepted annually by the year 2006.

Michael Harter, vice president of Touro University-Nevada, said educating physicians in Southern Nevada – and developing residency programs – means the physicians are more likely to stay in the area.

“Historically, the place where a physician does a residency is the place where he or she stays to practice,” Harter said. “We want to keep medical students in Nevada

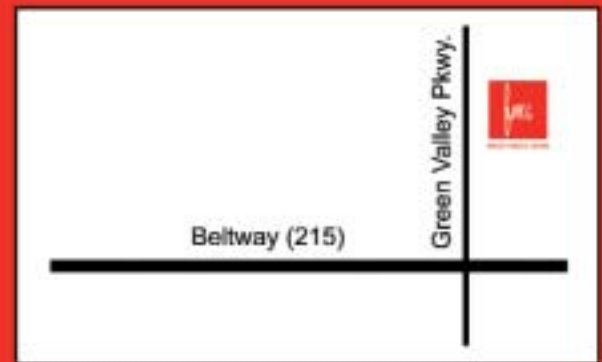


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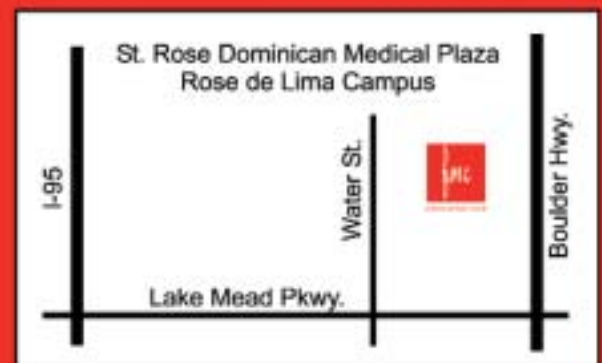
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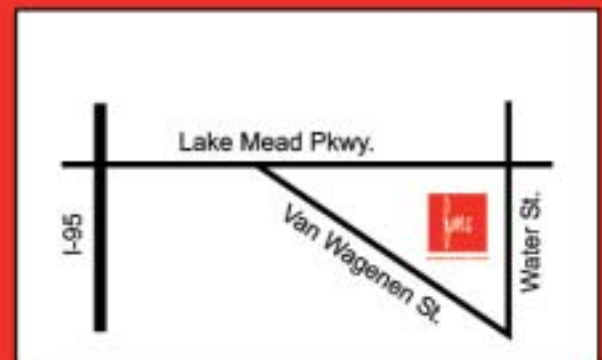
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- **Quality of Life.** With its award-winning parks system, a strong sense of community and more than 25-master-planned communities, company leaders are finding they want to live in Henderson.

Other prominent companies with representative headquarters in Henderson include: Aldec, Inc., Dolisos America, Inc., ConvExx, Health Corporation of America (HCA), IDC and PBS&J.

Great Quality of Life Helps Recruit Business

Professionals say the affordable cost of living, easy commutes and access to world-class entertainment, shopping and dining make Henderson an attractive place to relocate.

“My wife and I always tell people how great it is to live here,” said Dr. Michael Crovetti, founder of the Henderson-based Medical Education & Research Institute of Nevada. “You look at the masses of people who have moved here over the last several years – it’s a great trend. If you are in the medical field and you are still young, this is a great opportunity for you to grow. It’s great not only for business, but for its quality of living.”

Bob Cooper, manager of Henderson’s Economic Development Division, said the quality of life issue cannot be stressed enough during the decision-making process business leaders go through while looking to relocate or expand to a new market.



Galleria Mall.

to serve their residencies because we know we will keep a good portion of them in the Valley.”

But it’s not just physicians who can benefit from the healthy climate for the medical industry in Nevada. Touro University also offers a physician assistant program that addresses the shortage of such professionals in the growing community.

“Southern Nevada is growing exponentially, which creates opportunities for medical professionals that are probably greater than any in the U.S.,” Harter said. “On a baseline level, there is absolutely no difficulty in getting a job when you finish training in the southern part of the state.”

Top research institutions are also solidifying Southern Nevada as a major medical region.

Dr. Michael Crovetti is the founder of the Medical Education & Research Institute of Nevada, which is based on the Henderson campus of Touro University. The Institute brings together physicians from around the world to teach new surgical techniques and the use of new instruments on cadavers.

Crovetti said it won’t be long before Southern Nevada is seen as not just a place that has ample opportunity because of its growth, but a place that is highly respected in the medical field because of highly-trained specialists and cutting-edge medical research.

“There is a new standard of healthcare in Southern Nevada and we need to tell the world about it,” Crovetti said. “We have a great medical community and a great living community to support that.”

Companies Moving Corporate Headquarters to Henderson

A number of national companies – such as 7-11, Toyota Financial Savings Bank, Arroweye Solutions, Your Vitamins and Ford Motor Credit Company – are calling Henderson home these days for their respective national headquarters or regional administration centers.

And there isn’t just one reason Henderson is emerging as a strong location for state, regional and national back-office and headquarter moves. Instead, there are many.

- **Cost of doing business.** Business-friendly tax environment and affordable cost of living are attractive to business leaders.
- **Access.** Henderson is located just minutes from McCarran International Airport and the airport is easily accessible by freeway. Also, the low cost of flights and the number of flights coming into the Las Vegas market make traveling easy into and out of Henderson.
- **Education.** Along with University of Nevada, Las Vegas (which is located minutes from Henderson) emerging as a premier urban university, Henderson is home to 13 public and private colleges/universities which helps to meet the needs of existing and relocating companies.



"Ultimately, these people are deciding on a new place to live, a new place to call home day in and day out," Cooper said. "The high quality of life Henderson has to offer gives us an advantage. People want to live in Henderson."

Cooper said Henderson's premier parks and recreation system and also its top-notch public and private schools are additional key ingredients during the recruiting process.

*For more information on
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Economic Development,
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“The one-time dream of downtown redevelopment in Henderson is becoming a reality more and more everyday. Tangible things are happening and people are getting excited. And the best thing about it is – this is only the beginning.”

Robert Ryan
Manager, Henderson Redevelopment Agency

Redevelopment Agency's Vision Becoming a Reality

What was once a vision on paper to transform downtown Henderson into the cultural heart of the city – and create a vibrant, attractive place to live, work and play – is coming alive due to the efforts of the Henderson Redevelopment Agency.

Toward the goal of attracting arts and culture, specialty/convenience retail and residential and office developments to downtown, the Henderson Redevelopment Agency has numerous programs and services designed to encourage private sector investment in those areas designated as redevelopment districts.

To promote the long-term economic development of these geographic areas, the redevelopment agency offers business assistance through programs that help investors achieve a fair market return on their investment. The agency assists commercial and residential developers navigate through the entitlements process and, more importantly, it can partner with developers so risk is reduced and the rate of return on investment is equal to that which could be produced on raw land.

Developing downtown locations is more complex, with more inherent risk than developing raw land. The agency recognizes this, and works with developers to overcome these obstacles to the greatest extent possible.

Developers Line Up for Downtown Redevelopment

Within a few short months of the January 2005 groundbreaking of The Pinnacle – a celebrated mixed-use project in Henderson's Water Street District – three additional projects will begin to take shape as a result of the efforts of the Henderson Redevelopment Agency. They include two residential developments and a mixed-used office building.

Located on 2.1 acres in downtown Henderson, Parkline Lofts is a condo loft development with 65 units ranging from 800 to 1,680 square feet and priced at \$185,000 to \$385,000. A development of Jack Webb of Parkline Lofts, LLC, the \$15 million project features a Moderne architectural style, open lofts with 20-foot ceilings, exposed structural elements, exposed stairwell, hardwood maple cabinets, hardwood-style floors and granite countertops.



It is anticipated that Parkline Lofts will be completed in the fourth quarter of 2005. The annual tax increment, once construction is complete and on the tax rolls, is estimated to be \$114,695.

Another development featuring lofts, plus office and retail, is Aloft, a 45,000-square-foot mixed-used project. Located on Lake Mead Parkway, Aloft is comprised of retail and offices on the first floor and condominiums on floors two through five.

With a completion date of October 2005, the annual tax increment is expected to be \$142,100.

Planned for the corner of Water Street and Basic Road, Water Street South, a 30,400-square-foot mixed-use building, will feature retail on the first floor and “Class A” office on the second floor. Construction is scheduled for completion by December 31, 2005. The annual tax increment once the building is added to the tax rolls is estimated to be \$55,417. This project, by local developers John Simmons and Ron Hall, is approximately 50 percent pre-leased, and will be a welcome addition to the Water Street District.



Water Street South will feature retail at street level and offices on the second floor.

Master-Planned Communities Crucial to Redevelopment

The Henderson Redevelopment Agency also focuses efforts on two specific projects that were formerly gravel mining operations.

Cornerstone, a 210-acre site located at

the northwest corner of I-215 and Stephanie, is being transformed into a commercial, medical, light industrial, multi-family residential and a potential school site.

All the land parcels at Cornerstone have been sold and proposals are beginning to be received for development. Construction of a 40,000-square-foot Wal-Mart neighborhood center began in late 2004. Development plans for residential units on three parcels have been submitted.

Tuscany, also a former gravel mine, is being redeveloped into a 525-acre master-planned community with more than 1,900 residences, an 18-hole golf course, 25 acres of parks and trails and a fire station and school site. The remaining 325 acres will feature commercial and light-industrial uses.

The 850-acre Tuscany Redevelopment area is located on the northwest corner of Lake Mead Parkway and Olsen Drive. All parcels are under contract to one housing developer, and model homes are expected to be available for tour in the first quarter of 2005.



Parkline Lofts is a condo loft development in downtown Henderson.

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First Mixed-Use Project in 30 Years Breaks Ground Downtown

The first mixed-use project to be constructed in the Henderson Downtown Redevelopment area in more than 30 years broke ground in January 2005.

"The Pinnacle, by Vicki Pullen and VLP Investments, serves as a shining example of how far, and how quickly, Henderson's redevelopment efforts have progressed," said Henderson Councilman Andy Hafen. "Within a few short years, Henderson's Water Street District will be transformed into an exciting and prosperous area where people will work, live and play."

The Pinnacle, a \$2 million, three-story, 12,000-square-foot, "Class A" office and retail building located at 203 S. Water Street is slated for completion in summer 2005. It is estimated that the project will contribute more than \$150,000 in business and property tax dollars over the next 10 years. The City of Henderson Redevelopment Agency is providing financial assistance in the form of a \$650,000 low-interest loan that will be repaid to the city within five years.

Following Henderson redevelopment architectural guidelines, The Pinnacle is

being constructed in the Moderne style. The Pinnacle will include Cinnamon Styx, a ground floor coffee house/bakery offering weekday morning pastries, midday lunch, Saturday entertainment and more. Cinnamon Styx will feature an outside patio area on Atlantic Street.

The second and third floors will be 100- to 200-square-foot executive office suites, some with balconies, offering secretarial services, telephone systems, Internet access, copier, mail and messenger services, janitorial service and attractive common-area conference rooms on both floors.

Pullen, who is a 20-year Las Vegas resident, has assembled an all-woman design team to create the project. The Las Vegas-based team members include: Linda Harris, LF Harris Construction; architect Ofra Gellman, MWT OFRA Architecture; and Margie DeLaurell, PE, Nevada By Design, Civil Engineer & Consulting. Judy Henkens of Asset Realty in Henderson's Water Street District is handling leasing.

"I wouldn't have chosen any other location for this project," Pullen said. "There's a sense of community here. Even more importantly, this location is an excellent business decision. The Henderson Water Street District is going to be the place to live, work and play. The Pinnacle's executive office suites are going to be ideal for professionals, such as attorneys who can walk to the courthouse

from here. Not to mention, we will be the only coffeehouse/bakery in the immediate area."

City officials and downtown supporters said The Pinnacle is just part of the beginning of something special.

"The Pinnacle is the first in a number of construction projects that are coming to fruition within the Downtown Henderson Redevelopment Area," said Rob Ryan, manager of the Henderson Redevelopment Agency. "Developers are recognizing the benefits associated with being on the ground floor of downtown Henderson's rejuvenation."

Arts and Entertainment Abound in Downtown Henderson

Southern Nevada residents and visitors alike are attracted to the arts and entertainment culture of Downtown Henderson. Due to the efforts of the Henderson Redevelopment agency and its working partnerships with such organizations as the Downtown Henderson Business Association, privately owned art establishments continue to flourish on and around Henderson's Water Street.

Among them is the Art Emporium, which, after only one year in business, has expanded twice – more than doubling its original square footage. According to Jan Deutsch, founder of The Art Emporium, sales at the gallery were ahead of projections six months after opening, and continue to exceed the expectations put forth in her business plan.

In the past year, several non-art businesses, including Asset Realty and Gold Casters Jewelry, have seen tremendous growth in sales and activity. The owners of the companies believe that gain is due, in part, to the increased activity in the downtown area from the arts, murals and other events in the Water Street District.

Professional Design Associates Engineering has also greatly benefited from a large increase in property values. Tom Fos-



The Pinnacle is the first mixed-use project to be constructed in the Henderson Downtown Redevelopment area.



The Water Street District Is Where It's At!

In addition to the monthly Third Thursday events, the Henderson City Hall revolving art exhibit, various gallery showings, restaurants, craft stores and a series of historic murals, residents from all over the Las Vegas Valley attend a myriad of special Henderson celebrations including:

Springsational Heritage Day Parade with Chili Cook-off & Car Show	April 23
ArtFest of Henderson	May 7-8
Wheels on Water Street Bicycle Rodeo	May 21
Concerts in the Park	June-August
Super Run Car Show	September 22-25
Henderson's Terrible 400 Tech & Contingency Celebration	December 2
Holiday Parade	December 10
Water Street Regatta	December 17
Farmer's Market	Every Friday from 10 a.m. to 5 p.m.

ter, owner of the engineering firm, believes those gains are partly a result of the increased activity as well. All three of these businesses participated in redevelopment assistance programs to relocate, expand or develop new projects for their businesses within the last two years.

Additionally, The Old Town Art Gallery and City Lights Art Gallery present new shows on a regular basis and, along with other downtown merchants, participate in the Water Street District's Third Thursday event – a celebration of the arts and community in downtown Henderson featuring arts, entertainment, food and special offers. Going strong since May 2004, this monthly event has seen a surge in attendance each month from art lovers across the Las Vegas Valley.

In addition, a third historical mural is planned for completion in March 2005. Through the efforts of Arts Alive! Downtown Henderson, these murals, located throughout the Water Street District, are bringing history to life for both citizens and visitors alike to enjoy.



For more information on the Henderson Redevelopment Agency and opportunities call: Robert Ryan, redevelopment manager, at 702-267-1515.

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“Henderson has evolved into a world-class destination and offers visitors and conventioners alike an experience they will definitely want to repeat.”

Lisa Jolley
Executive Director, Henderson Convention Center and Visitors Bureau

Convention Groups Flocking to Henderson

Henderson is becoming a destination of choice for convention groups from coast-to-coast. Located just minutes from the Las Vegas Strip, Hoover Dam and the world-famous Lake Mead, Henderson has all the services and amenities necessary for a successful conference, as well as the personalized attention at affordable prices to ensure a memorable event.

Attracted to Henderson by its affordability and accessibility to restaurants, golf courses, major freeways and the famous Las Vegas Strip, meeting planners also recognize Henderson’s unique character with its small town hospitality and five-star resorts. Five area hotels, which provide exceptional meeting space, are the Station Casinos’ Fiesta Henderson, Green Valley Ranch Resort and Sunset Station Hotel and Casino, and the Ritz-Carlton and Hyatt Regency, both Lake Las Vegas resorts.

“The Station Casinos offer a wide range of features for meeting planners,” said Traci Young, corporate director of sales for Station Casinos. “While Green Valley Ranch caters to high-end corporate planners, Fiesta Henderson’s space is geared toward more budget-minded companies. We offer something for everyone.”

Fiesta Henderson features over 4,500 square feet of meeting space, and its meeting rooms hold up to 125 attendees comfortably. The hotel/casino provides a more “at-home” feel, with personalized service that caters to family groups and locals more so than some of the larger hotels and resorts. In addition, it offers a great location, near the Sunset shopping area and Interstate 95, as well as basic technological and catering services, all at a great price.

While Fiesta Henderson hosts smaller gatherings, Green Valley Ranch Resort hosts larger groups, from pharmaceutical to retail-related companies. The hotel/casino has a total of 50,000 square feet of space, with three ballrooms, 14 additional breakout rooms and an eight-acre garden pool area with 7,000 square feet of outdoor special event space. Conference rooms feature state-of-the-art technology, including advanced overhead and media equipment and wireless Internet connectivity.

“Meeting attendees find that Green Valley Ranch has it all,” said Veronica Kistner, director of sales at Green Valley Ranch Resort. “Those leery of being too far from the Strip realize it is close enough that it can be viewed from the hotel, yet far enough away that it is easy to keep your mind on the business at hand.”

Also in the family of Station Casinos, Sunset Station Hotel and Casino hosts many corporate gatherings, team events and local social events in its 13,000 square feet of space each month. The hotel/casino’s amphitheater is an ideal venue for outside concerts and events. Other features include Club Madrid, the hotel’s nightclub, movie theaters and a new bowling center.

Other advantages to booking events at Sunset Station include regular shuttles to and from the airport and a Strip shuttle, as well as Kid’s Quest, an on-premise day care facility. Technological equipment and unlimited access to data ports and other



Green Valley Ranch Resort is one of many venues in Henderson with ample spaces for meetings and conventions.



Internet services are available as well.

The Ritz-Carlton, Lake Las Vegas is another resort designed with meeting and event planners in mind, and business executives from corporations – from automobile companies to professional associations – are taking advantage of the prime meeting space at the Henderson resort.

Its 33,000 square feet of conference and banquet space includes an 11,813-square-foot ballroom and 7,423-square-foot pre-function area, perfect for small gatherings of 10 to larger groups up to 1,000. The resort's technology department provides the most advanced services for business presentations, from high quality sound systems to high-speed Internet access.

The Ritz-Carlton also provides meeting attendees a prime location. Situated on beautiful Lake Las Vegas, it is close enough to the action of the Strip, yet a world away. The resort allows for easy access to two championship golf courses, The Falls and Reflection Bay, as well as spa facilities, shopping venues and restaurants.

"Our proximity to the major entertainment venues, combined with the absence of foot traffic and gaming, offers guests a perfect business meeting environment," said Bonnie Crail, director of public relations for the Ritz-Carlton. "That, in addition to being surrounded by the great outdoors, makes the resort a perfect meeting venue."

The Hyatt Regency at Lake Las Vegas Resort hosts many incentive business trips and other meetings, including groups in the insurance industry, pharmaceuticals, automotive and other high-tech companies.

"With 40,000 square feet of indoor meeting space, a 21,000-square-foot ballroom, and 70,000 square feet of outdoor space available to groups, the hotel was designed with conventioners in mind," said Robert Purdy, director of sales and marketing for the Hyatt Regency. In addition, the hotel boasts an in-house AV department that oversees the varying needs of conference presenters and attendees.

Another attractive incentive to holding events at the Hyatt Regency is the view of the lake from the ballroom and from most of the guest rooms. Views of the city from the lake's golf courses are also magnificent.

Henderson Convention Center a Convenient Option

The 33,000-square-foot downtown Henderson Convention Center is conveniently located in one of the nation's fastest-growing cities, just minutes from McCarran International Airport. Its close proximity to the Las Vegas Strip and centralized downtown Henderson address make it an ideal location for community and social events, tradeshows, meetings, banquets and seminars.

Recently the facility has transitioned to

primarily serving as a community-based venue, providing Henderson residents and businesses highly affordable meeting

facilities. The public and community partnership positions the Henderson Convention Center as a viable meeting location for local civil and youth organizations, local corporations and associations, as well as social events.



Everybody needs their space. We've got yours.

With 13,765 sq. ft. of meeting space and amenities, the Henderson Convention Center is the perfect place for your group to meet. Our convention services team can easily configure space to accommodate all types of events: conventions, corporate meetings, seminars, banquets, focus groups, training and much more.



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Planning for Meetings – of All Sizes – Is Easy

Henderson offers a myriad of meeting spaces suitable for almost any type and size group. Upscale, high-end boutique properties are most suited for Fortune 500, corporate, medical, insurance and incentive markets.

For a more budget-conscious group, Henderson offers a unique mixture of diverse facilities. Meeting planners can choose from more than 200,000 square feet of function space available for small to large meetings as well as small trade shows, including:

- Hyatt Regency at Lake Las Vegas Resort (in Henderson); 40,000 square feet of indoor meeting and banquet facilities; 70,000 square feet outdoors.
- Sunset Station Hotel & Casino; 13,000 square feet of meeting space.
- The Fiesta-Henderson Hotel & Casino; 5,000 square feet of meeting space.
- Green Valley Ranch Resort; 50,000 square feet of meeting space.
- Ritz-Carlton Lake Las Vegas, (in Henderson); 33,000 square feet of indoor meeting space; 36,500 square feet of outdoor meeting space.
- Henderson Convention Center; 13,765 square feet of meeting space

Other intimate meeting spaces can be found at such hotel properties as: Courtyard By Marriott, Hampton Inn & Suites, Hawthorn Inn & Suites, Holiday Inn Express and Railroad Pass Hotel and Casino.

Main Meeting Sites:

Hyatt Regency at Lake Las Vegas Resort Amenities: 496 deluxe rooms, including 47 suites and 10 casita units; 40,000 square feet of indoor meeting space and 70,000 square feet of outdoor meeting space; 320-acre lake; European-style casino; Camp Hyatt for Kids; full-service spa, Jack Nicklaus championship golf course; 17 miles from Las Vegas Strip, 14 Miles from McCarran International Airport

Ritz-Carlton Lake Las Vegas Amenities: 17 miles from the Las Vegas Strip and a 25-minute drive from McCarran International Airport; 349 luxurious rooms and suites; a spectacular Italian-inspired spa and fitness center; 36 holes of championship golf; beach and lake activities; Italian gardens; 33,000 square feet of banquet and meeting space (including 2 ballrooms & outdoor venues).

Green Valley Ranch Resort Amenities: 490 intimate guest rooms; 45 luxurious suites; down comforters in each room; in-room coffee; twice daily housekeeping, high-speed Internet access; 50,000 sq.ft. of meeting space

Sunset Station Hotel & Casino Amenities: 457 guest rooms; 13,000 square feet of meeting space; 13 movie theaters; 14 restaurants; six lounges; exercise room; across from The Galleria Mall.

The Fiesta-Henderson Hotel Casino Amenities: 224 deluxe rooms, with non-smoking rooms available; seasonally open swimming pool; six signature restaurants; gift shop; youth arcade; three bars/lounges and live entertainment

Courtyard By Marriott Amenities: 155 rooms; fitness center; heated pool; Jacuzzi; free HBO, CNN & ESPN; 1,286 square feet of meeting space.

Hampton Inn & Suites Amenities: 99 rooms, suites available; large work desks in every room; two phone lines with data ports; free local calls; free business center; free breakfast buffet; fresh baked cookies and milk; outdoor swimming pool/spa; health club facilities; 1,500 square feet of meeting space.

Hawthorn Inn & Suites Amenities: free continental breakfast; 24 hour indoor pool and spa; fitness center; free local calls; free *USA Today* newspaper; cable TV with VCR; kitchenettes; decorated spa suites; two-line phones with data ports; guest laundry; AAA, senior, corporate and government rates.

Holiday Inn Express Amenities: 101 rooms, suites available; large work desks in every room; two phone lines with data ports; free local calls; free business center; free breakfast buffet; fresh baked cookies and milk; 25" televisions; coffee makers; hairdryers; outdoor swimming pool/spa; health club facilities; laundry facilities.

Lake Mead Motel Amenities: 59 Rooms; swimming pool; free continental breakfast; free local calls; three blocks to casinos and Henderson Convention Center.

Railroad Pass Hotel and Casino Amenities: 120 rooms; arcade; gift shop; three restaurants.



The Florentine Gardens at Montelago Village are a restful place to relax at Lake Las Vegas.



Fore! Henderson Offers World Premier Golf... and a Lot of It



You'll Find Something Unique in - and around - Henderson

The Henderson area has a variety of unique attractions for visitors to enjoy.

The majestic Hoover Dam provides historical tours year round. Henderson visitors also may experience the fun and relaxation offered by the nearby Lake Mead Recreational Area or the beauty and hiking trails of Red Rock Canyon. Of course, the Las Vegas Strip is only a few short minutes away as well.

The Clark County Heritage Museum, a Smithsonian affiliate, offers a unique collection of Southern Nevada history. Visitors will discover the secrets of the Mars family's chocolate-making tradition by visiting the Ethel M Chocolate Factory, which also features a Botanical Cactus Garden with over 350 species of cactus, succulents and desert plants. Ron Lee's World of Clowns features a tour of the production process involved in making Warner Brothers and Disney sculpted figurines.

Best High End Golf Course:

Reflection Bay, designed by Jack Nicklaus (Readers' Pick)

Best Par-3:

Reflection Bay, No. 17, designed by Jack Nicklaus (Readers' Pick)

Rio Secco, No. 6 (Magazine's Pick)

Best Par-4:

Wildhorse Golf Club, No. 18 (Readers' Pick)

Best 19th Hole


Revere at Anthem (Magazine's Pick)

Henderson is a golfer's paradise and home to some of the West's best-known golf courses. Ten public, semi-private and private golf courses provide a full range of challenges, from the short, par-60 Desert Willow to the Jack Nicklaus-designed Reflection Bay at Lake Las Vegas Resort.

The Rio Secco Golf Club in Henderson is one of the top courses in the country and is the residence of one of the nation's leading golf schools, the Butch Harmon School of Golf. Harmon's list of students is a "Who's Who" of golf and includes tour champions Tiger Woods and Davis Love III.

Henderson's other popular courses include: Revere at Anthem, Black Mountain Golf Course, DragonRidge, Legacy Golf Club and WildHorse Golf Club.

In fact, Henderson courses received numerous Fairway Awards in 2003 from *Vegas Golfer Magazine*, one of the top golf magazines in the West. The awards included the following:



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Dining. Shopping. Arts. Culture. Entertainment. It's all in Henderson.

There is never a lack of things to do in Henderson. Whether your taste is for the arts and culture, fine dining and shopping or enjoying today's top entertainers, Henderson has something to offer.

- At Henderson's Lake Las Vegas Resort, **MonteLago Village's** cobblestone streets guide visitors through lakeside cafés, art galleries and museum-like collections of the world's most exclusive boutiques. Reminiscent of the charming ambiance of an Italian village, MonteLago even features sunset cruises aboard authentic gondolas.

- **The District at Green Valley Ranch** is described as a unique metropolitan lifestyle experience with more than 40 stores and restaurants lining both sides of a bustling "Main Street," topped off by 88 luxury lofts and flats and offices. The first "urban" design location in the Las Vegas Valley, The District includes such nationally recognized shopping establishments as REI, Talbots, Pottery Barn, Brighton and Jos. A. Banks, among many others.

- Henderson's **Bird Viewing Preserve** provides the public a venue to see and learn about birds in a human-made habitat providing naturally occurring food sources for resident, migrating and nesting birds. The city-owned preserve is home to more than 200 species of birds.



ArtFest of Henderson is the city's largest annual event.

- **The Water Street District** in Downtown Henderson is an emerging arts district. A number of sensational art galleries display the works of Southern Nevada artists, many of whom are nationally known. Visitors to the Water Street District can enjoy shopping and dining at local establishments.

- For the 19th year, the Arts Council of Henderson will be producing **Nevada Shakespeare in the Park** at the Henderson Pavilion. The annual festival – which will be held this October at the Henderson Pavilion – features the Arkansas Repertory Theatre, one of the nation's elite touring Shakespeare groups.

- The eighth annual **ArtFest of Henderson** will be held Mother's Day weekend – Saturday, May 7 and Sunday, May 8 – in downtown Henderson's Water Street District. The event – which drew over 50,000 attendees last year and is the city's largest annual event – will feature work from over 200 national and local artists, as well as food and live entertainment for the entire family.

The two-day festival is becoming a Mother's Day weekend tradition in Southern Nevada with its displays ranging from traditional, such as ceramics and paintings, to more unusual pieces such as woodcuts and mixed media. Since its inception in 1998, the ArtFest of Henderson has helped to spur the redevelopment movement in the downtown area of Henderson. The city has since focused on developing the area as an art and cultural district, and three art galleries have recently been established in the Water Street District.

- Henderson's **Terrible 300 Desert Race**, Henderson's premier desert racing event, draws racers and spectators from across the country. 2005 marks the fourth year for this event, which will take place December 2-4. A host of festivities lead up to race day, providing entertainment for the entire family. Several classes of off-road vehicles, buggies, ATVs and motorcycles compete on a rugged 300-mile desert course.

- Harry Connick, Jr., Leann Rhimes, Kathy Mattea, LL Cool J, Smokey Robinson and Train. Those are just a few of the world's **top entertainers** who have appeared or are scheduled to perform at Henderson venues, including Lake Las Vegas Resort, Green Valley Ranch Resort and the popular Henderson Pavilion.

- The Pavilion is the largest outdoor amphitheater in Nevada and the first of its kind in Southern Nevada. **The Henderson Pavilion** is a state-of-the-art venue for the visual and performing arts, with a stage that can accommodate performances from soloists to full-scale Broadway productions.

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Henderson Becoming a Hub of the Southwest

Because of its location and easy access, Henderson is becoming a hub for business and leisure in the Southwest.

Henderson is located 15 minutes from the Las Vegas Strip and McCarran International Airport. It is approximately a 40-minute flight or a five-hour drive from Los Angeles. Henderson can be reached, by air, from Phoenix or Salt Lake City in under an hour. Stretching 96 square miles from Lake Las Vegas to the east and Interstate 15 on the west, Henderson forms the southern edge of the Las Vegas Valley.

Henderson's easy access to McCarran International Airport and convenient location between two major freeways connecting Henderson to California, Arizona and Utah, make getting to and from Henderson easy. Henderson's convenient location and easy access to freeways and airports are often cited in visitor surveys as a compelling reason why meeting planners utilize Henderson's numerous meeting venues.

McCarran International Airport, ranked among the 10 busiest airports in the nation, served more than 41.4 million passengers in 2004. Henderson is a short drive from McCarran International Airport. Public bus service and shuttles transport visitors to and from the airport and between attractions and hotels in Henderson.



The Henderson Pavilion is the largest outdoor amphitheater in Nevada. This state-of-the-art venue can accommodate performances from soloists to full-scale Broadway productions. The City of Henderson provides a variety of cultural events throughout the year. From ArtFest to the Henderson Civic Symphony, Missoula Children's Theatre to Concerts in the Park, and from the Made in Nevada Art Fair to the Annual Shakespeare in the Park, there are events to please people of all ages.

*For more information on conventions and meetings in Henderson, call:
Lisa Jolley, executive director of the Henderson Convention Center and Visitors Bureau at (702) 565-2171.*

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Nevada First Bank Helping Henderson Grow

In June of 2004, Nevada First Bank opened a branch on the corner of Eastern Avenue and St. Rose Parkway to service its clients in the Henderson and Green Valley areas. "With the addition of this new branch in the Henderson area, we were able to achieve tremendous overall growth in the bank in 2004," said Nevada First Bank's President and CEO, Arvind Menon. He added, "With our presence in this continuously growing area, we have had an opportunity to help fund growth in the community through lending to local businesses and individuals."

Nevada First Bank was founded in 1998 by a diverse group of local community leaders. Its corporate headquarters and a financial center are located near the intersection of North Rainbow Boulevard and I-95, and the bank has three additional fi-

nancial centers in the Las Vegas Valley. The bank has a staff of more than 90 employees, chiefly involved in meeting the needs of the business community.

"Some companies find themselves attempting to be all things to all people, and over time, they find that's not successful for their customers or themselves," said Menon. "By maintaining our focus on serving business customers and meeting their specific needs, we have developed a loyal following."

To serve the changing needs of its customers, Nevada First Bank offers a range of business banking services, including commercial loans, cash management and online banking. The bank customizes a package of services for prospective business customers, many of whom are referrals from other customers, and expands or adjusts those services as the business's

needs change over time. Able to handle their banking needs by speaking directly with associates by phone or using FirstNet – the bank's online banking program – customers rarely need to visit a financial center. Some business customers use the extensive, free courier services offered by the bank, saving valuable time for controllers or other employees.

Nevada First Bank is an active member of the community and contributes time and resources to a variety of local charities. Among the organizations that have benefited from Nevada First Bank's generosity are: the Clark County School District – Lamping Elementary School; Classrooms on Wheels; Big Brothers/Big Sisters of America; the Juvenile Diabetes Research Foundation; and the University of Nevada, Las Vegas College of Business.



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Henderson: A City on the Grow

Henderson, the fastest-growing city in America from 1990 to 1998, remains one of the top-five fastest growing cities in the nation.

Year	Population	Increase
1950	5,717	-
1960	12,525	119%
1970	16,400	31%
1980	23,376	49%
1990	64,942	166%
2000	175,381	170%

Source: United States Census Bureau

Year	Population
(Projected)	
2005	246,222
2010	313,302
2015	373,988
2020	417,443
2025	459,463
2030	482,020
2035	502,475

Source: City of Henderson, Community Development



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just as bright.



VPoint: Engineering The New Henderson

VPoint, a leading Nevada civil engineering company with a staff of more than 50 employees, has played a part in helping Henderson grow and develop. "We are proud to be a part of the Henderson community, and our office headquarters are located in the Whitney Ranch Business Park," said Kathy R. Smith, PE, who serves as the president of VPoint. Smith joined the company in 1993 and purchased the business from the original partners in 1996.

In December 2004, VPoint was acquired by the TRC Companies, but will maintain its name and its management team. This merger will enhance the services provided to clientele by enabling it to draw from TRC's vast resources.

TRC is a full-service organization providing customer-focused solutions for a broad range of project requirements, including strategic planning, engineering, permitting,

construction, and construction management/quality assurance. TRC is a New York Stock Exchange corporation employing approximately 2,800 employees in 80 offices throughout the United States and South America. Services provided by TRC are divided into four primary areas: infrastructure/land development, environmental services, energy, and exit strategy.

Although VPoint has enjoyed success in designing and supervising engineering projects in both ends of the state, it also assists some local governments in reviewing and checking plans. "With all the development going on, entities can't keep up with the demand, which makes it more efficient for them to outsource some of their engineering work," explained Smith.

In 1997, she opened an office in Reno to provide civil engineering services to public agencies, and in particular, for public works

projects related to sewer, storm drainage, water systems, streets, road and highways, and civil engineering site design.

For the City of Henderson City Hall Expansion, VPoint completed all the civil improvements to connect the existing City Hall with the emergency facilities building and parking structure, adding an additional 219,554 square feet to City Hall. This work included horizontal control for the structures, drainage, potable water, sanitary sewer and grading to accommodate this addition.

For the City of Henderson Water Reclamation Facility, Phase III Expansion, VPoint provided construction staking verification. This expansion project will add 8 million gallons per day (MGD) of liquid stream treatment and increase both liquid and solids capacity to 32 MGD. The total construction cost is anticipated to be in the range of \$55 million to \$70 million dollars.

Fremont Medical Centers Serving Henderson's Medical Needs

Since its beginning in 1985, Fremont Medical Centers has grown from one small center to nine locations, with over 60 physicians and 400 employees. It has three facilities in Henderson: a primary care center at Lake Mead and Van Wagenen that serves over 200 patients each day; Fremont Children's Clinic at Green Valley Parkway and the I-215 Beltway; and Fremont Women's Healthcare at E. Lake Mead and Boulder Highway.

The company's founder, J. Corey Brown, MD, came to Southern Nevada in 1975 and worked as an emergency room physician at several local hospitals. He established the Valley's only lifesaving Flight for Life program, and served as its Medical Director from 1980 to 1984.

Dr. Brown opened Fremont Medical Center in 1985 in the former J.C. Penney department store at the corner of Fremont

Street and Sixth Street in downtown Las Vegas. Dr. Brown added more physicians to the staff, as well as a physical therapy department, and eventually established his own practice on the second floor of the building while overseeing the Fremont Medical Center practice.

As the Las Vegas Valley continued to grow, more clinics were opened, and last year the nine facilities combined to serve over 300,000 patients. Ernest Barela, president and chief operating officer for Fremont Medical Centers, estimates they will serve 350,000 people in 2005. Future plans call for the construction of a new medical center in the northwest by the end of this year, and another one in conjunction with a new Sunrise Hospital facility near Stephanie and I-215. Dr. Brown is still working each day as a physician, continuing his record of serving the Southern Nevada community.

Physicians from Fremont Medical Centers staff the emergency rooms at Southern Hills Hospital and MountainView Hospital. The company also operates FIT (Fremont Inpatient Team). This is a team of physicians, experts in their field, who are dedicated to overseeing all Fremont Medical Center patients during their hospitalization in any hospital in the Las Vegas Valley.

Barela pointed out that Fremont Medical Centers has committed to making the transition from paper medical charts to electronic medical records; its primary care center in Henderson is almost completely paperless. Along with streamlining recordkeeping for physicians, electronic records offer many advantages to patients, including automatic reminders of due dates for medical tests or vaccinations.

The Spa at
Green Valley Ranch
Pampering Henderson
Residents and Guests

The Spa at Green Valley Ranch completed a major expansion this month, almost tripling its original size. It now offers 30,000 square feet of space devoted to improving the health, wellness and beauty of local residents, as well as visitors to the Green Valley Ranch Station Casino. The number of private treatment rooms has increased from 12 to 28, and additional VIP "pampering suites" cater to wedding parties and other gatherings in which groups want to receive spa services together.

The expansion also included the addition of a 75-meter lap pool with a glass bottom; five outdoor treatment cabanas have the glass pool bottom as their ceilings, allowing natural light to enter through the water and creating special lighting effects. A new steam room is also accessible from outdoors. "This expansion makes us one of the largest spas in the nation and puts us in a world-class category," said Spa Director Keri Printy.

A state-of-the-art fitness center and exercise studio allow guests to work out and stay fit while on vacation. The spa also includes a salon offering hair treatments, manicures and pedicures. The salon offers wedding-day packages, bridal makeovers and makeup for formal events.

Spa services include 13-head Vichy showers, treatment packages, body wraps, body masks, exfoliation and waxing. Therapists use several different massage techniques, including traditional Swedish massage, deep tissue massage and aromatherapy massage. The spa has several signature treatments, including Kona Coffee Crush, Green Valley Green Tea Wrap and Eminence Paprika Facials.

The Green Valley Ranch Station Casino was recently awarded the AAA Four Diamond Award and voted "Best Local Hotel" by the *Las Vegas Review Journal*. Green Valley Ranch offers a 490-room hotel, a casino and sports book, several fine-dining establishments and a multiplex theater. Adjacent to the resort is The District, featuring high-end retail shops and restaurants.

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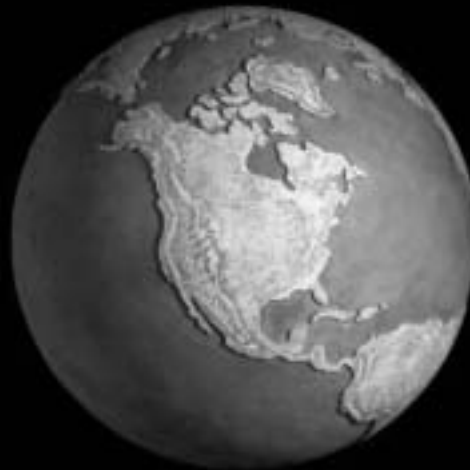
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Henderson Honors

The 2004 *Kosmont-Rose Cost of Doing Business Survey* rated Henderson as a "Low Cost City," analyzing six types of taxes including business license levies, property tax, sales tax and utility taxes in 314 cities nationwide.

Chief Executive magazine ranked Nevada as the second-friendliest state in which to do business.

2004 Excellence in Youth Sports Award finalist

Sports Illustrated 50th Anniversary Sportstown

Certified Literate Community

National Gold Medal Winner for Parks and Recreation

Quality Sports Magnet Center presented at Youth Sports Summit

Cashman Good Government Award, Nevada Taxpayers Association

The Tax Foundation ranked Nevada among the top 10 states with the most business-friendly tax systems at the beginning of 2003.

Best Workplaces for Commuters, recognition by the U.S. Environmental Protection Agency (EPA)

In March 2004, *Inc. Magazine* ranked the Las Vegas metropolitan area as one of the best locations for doing business.

DeBoer Excellence in Planning Award, 2002, for the Downtown Investment Strategy

National Association of Industrial and Office Properties 2002 Merit Award

In November 2004, the Milken Institute Best Performing Cities Index ranked Las Vegas as the second best metropolitan area in the United States based upon its economic performance and its ability to create, as well as keep, the greatest number of jobs in the nation.

In December 2004, The Boyd Co., a New Jersey-based location consulting firm, rated the Las Vegas area as one of the least expensive cities for business.

AMWA Gold Award to the Department of Utility Services

Nationally Accredited Fire Department

Nationally Accredited Police Department

Nationally Accredited Parks and Recreation

The "Small Business Survival Index 2004" – published by The Small Business and Entrepreneurship Council – ranked Nevada as one of the most entrepreneur-friendly states in the nation.

ALL THAT GLITTERS IS NOT GOLD

Cheryl Davis Shines with
"Platinum" Real Estate Portfolio



Cheryl Davis and Associates, pictured with Jim Pendray, co-owner of Platinum Properties. (Left to right): Cheryl Davis, Jim Pendray, Alisa Castillo, Donna Flanigan, Toni Smith.

For Cheryl Davis, 16 couldn't be sweeter. It's the number of years she's called Las Vegas home, and there's reason to celebrate.

As co-founder and co-owner of Platinum Properties GMAC Real Estate, she's the center of attention in Las Vegas' east side premier guard-gated real estate market. With a portfolio representing over \$100 million in inventory, it's no surprise that passion and professionalism drive this REALTOR®, ranked number one in the country in 2003.

"Our standard of sales and customer care are world class. I'm absolutely passionate about honesty and integrity," said Davis, who refers clients to other agents if she even suspects that she and her team won't be able to deliver 100 percent customer service.

Davis is most at home in luxury's lap, and rightly so. After all – that's where her clients live. In 2004, the Elegant Homes Division of Platinum Properties GMAC Real Estate had 73 closed transactions in Las Vegas – what Davis called a "record year" in the industry for high-end Las Vegas homes. It was also a record year for Davis, who was named GMAC Real Estate's No. 6 top producer in the nation for 2004.

"There is finally an absorption for higher-end properties here," Davis said. "In the past, the inventory for high-end exceeded the absorption."

In Las Vegas, where the stars have aligned and the "if you build it they will come" model is anything but a dream, Davis' reputation draws buyers. A skilled negotiator, communicator and facilitator, Davis said she listens to buyers' needs.

"I demonstrate to clients early on that I am professional and knowledgeable, have

a plan and follow through on their behalf," she said.

Jim Pendray, co-founder and co-owner of Platinum Properties GMAC Real Estate along with Davis, said buyers seek Davis because of her hard work, tenacity, commitment and follow-up. "Cheryl puts the interest of the client first, she does whatever is needed to handle the transaction, and she does it with a smile," he said. "I've been in the business for 30 years and I've seen many professional agents. Cheryl stands out because she has been in the business a long time and has never forgotten what got her here."

Thanks to Debra Pestrak's *Playing With the Big Boys & Girls in Real Estate*, residential pros around the country can read how Davis climbed to the top. Her industry prowess earned her a chapter in the book, published in 2005. She's one among a dozen top real estate professionals profiled.

Davis is a self-described listing agent, but she sells approximately 40 percent of her own transactions – something that's almost unheard of in the marketplace. She attributes this aspect of her success to savvy marketing, like listing Las Vegas resort properties to Chicagoans and New Yorkers in the dead of winter. It also helps to have 11 Websites and deliver personal attention, no matter what time the clock reads.

But it's a passion for end results, not paychecks, that puts a kick in Davis' high heels. Real estate developers have taken notice.

Jack Webb is the developer of Parkline Lofts, a 65-unit loft and penthouse project that will sit in downtown Henderson off Water Street. The units, priced from the high \$100s to high \$300s, will be available

in early 2006. Webb selected Davis to represent the project. "Cheryl has a unique combination of intelligence, market savvy and enthusiasm," Webb said. "The lofts will be unique, constructed in steel instead of the typical wood and plaster."

Just a few miles away will emerge Aloft, a multi-use SoHo-style community planned for downtown Henderson, on Lake Mead Drive. Steve Arrington and Ray Hoffman, the project's developers, selected Davis to represent their classic combination of studio, loft and rooftop flats with Strip views and a neighborhood feel. "Developers are seeking us out because we have the skills and the financial backing to bring buyers to the plate," Davis said.

While Davis prides herself on standing out in a crowd, she's likewise dedicated to making sure that Platinum Properties agents are head-and-shoulders above their peers. Davis specializes in the east side area, but the boutique company's agents do business Valley-wide. Davis said "Journey to Mastery," Platinum's new agent development "college," is elevating everyone in the organization to the highest professional standard – the platinum level. "If someone hears 'Platinum Properties agent,' they know they are working with a professional."

Elegant Homes

To learn more about the
Elegant Homes Division of
Platinum Properties GMAC Real Estate,
visit www.Cheryl-Davis.com
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MASSENGALE CONSTRUCTION

Relationships Key to Success for Builder

Massengale Construction Company, Inc. is developing several projects in the Henderson area. Tommy Massengale is shown at the company's Siena Pavilion II project near St. Rose Hospital's Siena campus.



In 1998, Marlon (Tommy) Massengale moved to Las Vegas from his hometown of Chattanooga, Tenn. to work as superintendent on commercial and custom homes for a local contractor. Right from the start, he sensed the hostility between local developers and builders.

"It seemed like every developer was angry at every builder all the time," says Massengale, now president of his own firm, Massengale Construction Company, Inc. (MCCI), whose office is located near Buffalo and Vegas Drive in Las Vegas. "Developers said everything negative about contractors - that they were crooks and thieves. There were rumblings about jobs taking too long, being over budget and too many change orders."

But that wasn't the way things were back home in his tight-knit community. Having worked in general construction throughout the Southeast for nearly a decade, he knew better. The local industry needed a big dose of "good ol' boy" Southern hospitality.

So after qualifying for his general contractor's license in 2001, he partnered with Richard Gordon of Laurich Properties and launched MCCI. Maybe it was Massengale's Southern charm. Or perhaps it was his youthful energy - he was only 27 when he formed the company. Either way, numbers don't lie. Since then, his company has completed more than 100 commercial projects and custom homes throughout Henderson and Las Vegas. With 10 full-time employees on board, the company grossed approximately \$15 million in revenues last year.

His first client was Petco, which hired the firm to construct a 15,000-square-foot building in Henderson that took 10 weeks to complete. From there, word slowly spread about Massengale's friendly style

and work ethic. He partly credits his success to three client rules that never - ever - get broken: clients can reach him anytime, day or night; clients, not the firm, determine how involved they want to be in their project; and, the firm supports an open-book policy. In other words, clients can review financials, such as an itemized list of project expenses, by simply asking.

So far, this strategy has been working. The firm never needed to hire a marketing or public relations firm, and until now, never placed an advertisement in any publication. Yet, MCCI has completed project after project for clients around Clark County. Some of its completed jobs in Las Vegas include the Windmill Plaza on South Las Vegas Boulevard, Steiner's II on Buffalo and Crystal Palace on Flamingo Road.

Meanwhile, the firm is in the process of constructing a series of projects in Henderson. Siena Pavilion II, a \$6 million medical office building, at 65,000 square feet and three stories high, sits across the street from St. Rose Dominican Hospital Siena Campus. The expected completion date is in May.

The firm is also the exclusive builder for Palm Beach Tan, a chain of tanning salons, and is currently building its third salon, which is 4,000 square feet, at Coronado and Eastern in Henderson.

Massengale says his company also plans on breaking ground in June for Parkline Lofts, a \$12 million condominium project on Basic Road. The 144,000-square-foot property will offer 65 units. Although the firm sometimes designs the projects it builds, Massengale has been working with the architects for Parkline Lofts to create an efficient design. He refers to this process as value engineering, in which builders collaborate with architects to reduce costs on both material and labor.

"I'm really excited about contributing to Henderson's growth," says Massengale, now 31. "It's challenging to handle so many diverse projects."

Still, nothing brings a smile to his face more quickly than seeing his own clients smile. Because the population in Las Vegas is transient, he says there's rarely a sense of family between developers, builders, contractors and clients, which can easily lead to indifferent attitudes and poor workmanship.

Whether his next project is a 1,000-square-foot tenant improvement or a one million-square-foot high rise, he and his staff take pride in building every square inch. To avoid problems, he always uses a full project checklist, the same one he's used since he was a teenager.

In the future, local residents may be seeing more of the company's name in print. Considering the area's construction boom and large customer base, Massengale believes there's still plenty of room for his firm's growth.

In the meantime, he'll continue building both projects and customer relationships. "I don't need a pat on the back for performing a good job," he says. "Looking at the faces of our clients and seeing their delight is better than any award or recognition we can get."

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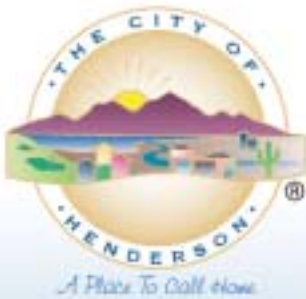
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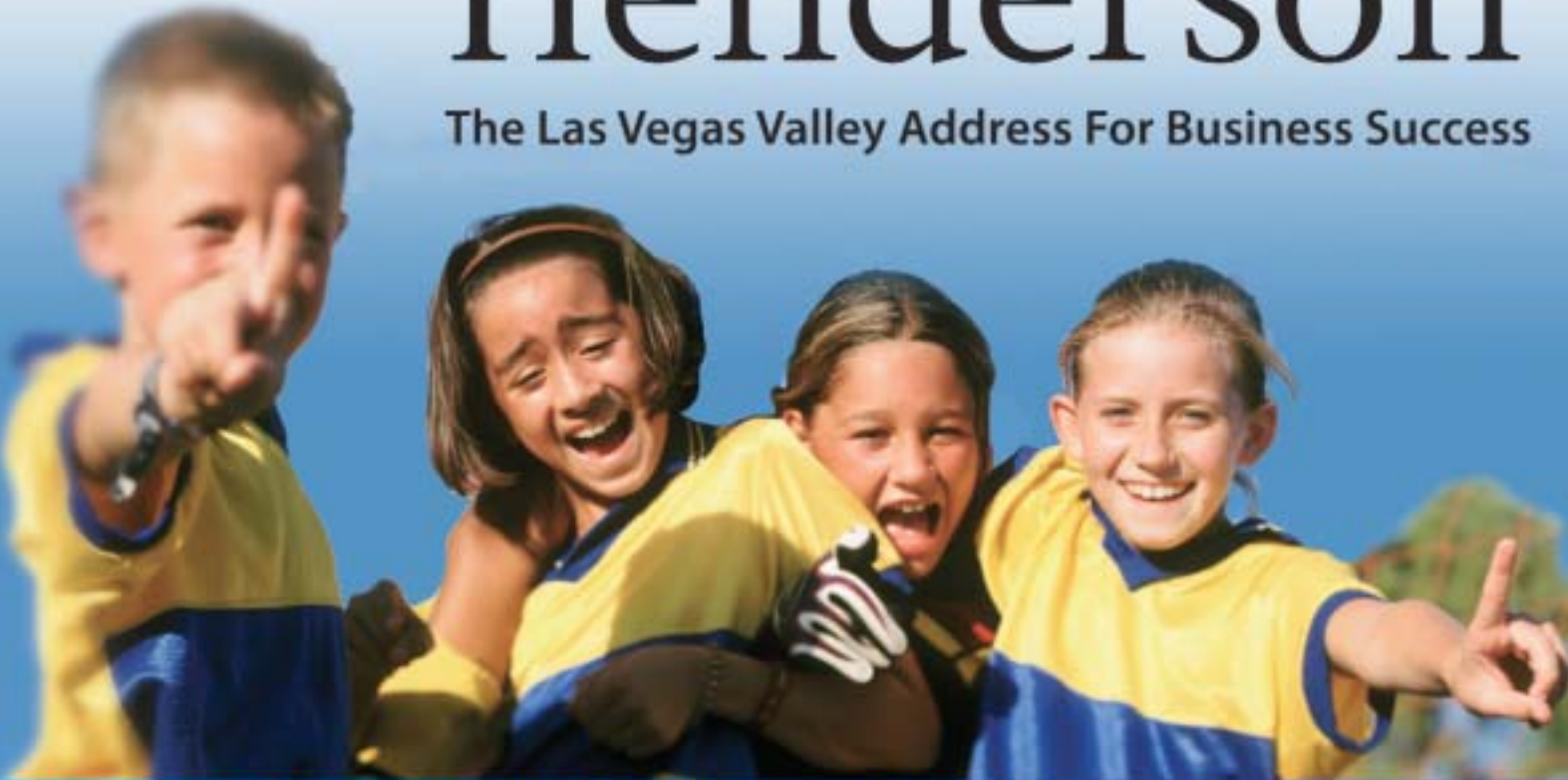
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