

## HUMOR attracts customers and visitors

By Ronni Hannaman

Tourists are stopping at Capital Jewelers on Carson Street to have their photos taken alongside the tongue-in-cheek advertising banners that can leave you scratching your head as you puzzle out the intent; but more often than not, the message leaves you chuckling and wondering about the proprietors and their sense of play.

The latest attention catching poster reads "Free Head Exam." Owner Dawn Sellers tells us this latest campaign is drawing folks into the store asking what is meant by this headliner. "We'd like to examine your head very closely" is the fine print beneath the header and features a photo of a diamond in a setting indicating that's the head that should be examined, the prongs that is. Another timely poster on the north side of the store emblazons "Bad Santa!" with photos showing microwave ovens, blenders and toasters. Of course, we women all know those gifts are not welcome when it comes to special occasions. The simple message tells us loudly and clearly that a piece of jewelry is much more welcome and far more personal.

As the self-proclaimed "Hardware Store for Women," Capital Jewelers is showing its sense of humor in a time when humor is hard to come by. The humor is drawing in male customers who feel much more comfortable in a hardware store, whereas they are totally intimidated in a jewelry store. After all, selecting a hammer or power tool is more in their line of thinking than choosing the right piece of jewelry. Sellers states, "The purpose of the ad campaign is to take the intimidation out of the process."

Sellers believes in having a positive attitude toward everything including how she advertises and markets her store. As a member of the Independent Jewelers Association, Sellers contracted with Mike Buley, owner of Seattle-based

*"The purpose of the ad campaign is to take the intimidation out of the process."*

- Dawn Sellers



Hopefully there was not a bad Santa in the City! Dawn Sellers owner of Capital Jewelers displays her sense of retail humor.

Jewelry Ads that Work, to tag on to his advertising campaign designed especially for independent small jewelers like Capital Jewelers. Buley's marketing philosophy meshes with Seller's sense of humor and style. You'll only see this unique advertising right here since Sellers has signed an exclusive contract with the agency for our region.

The marketing might be a bit avant garde

for our some in our community, but as Sellers states, "Our advertising gets people talking and attracts people to come inside." She is a firm believer that displaying a bit of humor is a good sales technique. "I would like to see humor spread, especially in these times, for a positive attitude will make us all feel better," she stated with a wide smile. Complementary to the campaign, she even created fun titles for her staff such as watch surgeon, diamond diva, trouble specialist and more.

How has the move from Curry Street one block away to being more visibly located on Carson Street at the very busy intersection by William Street affected her business? "Next month, we will be celebrating our first anniversary at our new store. It's been a great move for us, for we have been able to add 850 new customers to our base."

Hopefully, we have had no Bad Santas among those of you reading this! If you want a bit of humor, a cup of coffee and a cookie, stop by to visit this friendly store where the diamond diva or the trouble specialist will clue you in about their next campaign and create a piece of jewelry sure to become an heirloom. ■

### IF YOU GO...

Capital Jewelers is located at 1000 North Carson Street. Store hours are 10 a.m. - 5:30 p.m. Tuesday through Friday and 11 a.m. - 3 p.m. on Saturdays. They are closed Sundays and Mondays. They can be reached at 775-883-9566. [www.capitaljewelers.net](http://www.capitaljewelers.net)

# Understanding Generation Z: The workforce of the future

By Ronni Hannaman

*It's become fashionable to label each generation using letters of the alphabet.*



We've had to conform to the idiosyncrasies of Generation X and Generation Y, and now we are to learn about Generation Z. I guess once we get these three generations down, we start the alphabet all over again or come up with other pithy terms to describe those about to enter the workforce.

Much has been written about Generations X & Y, so let's concentrate on Generation Z. Who are they and how are we, as employers, to conform to their work habits? You see, it has become our duty to conform to the workforce of today instead of them conforming to the workplace.

First of all, Generation Z is the group born from 1994-2004 to Generation X and is about 23 million strong. This is the generation born with a smart phone in their hand and a preference for YouTube instead of Barney. They've grown up thinking the web has always been there, and for them this is the only method of doing research. The mention of encyclopedias would garner a "what's that?" They are classified as the "speed demons" and have no patience for slow technology. They are the generation for which batteries were invented, for everything they have requires a battery of some sort or an electrical outlet close by to recharge those batteries.

There's a new book out profiling all generations: *Generations: The History of America's Future 1584-2069*. The authors have delved way into the past, and seemingly way into the future. For our purposes, we'll stay with the now.

Authors William Strauss and Neil Howard provide five insights on how employers can attract these younger "speed demons:"

**1. Go mobile** – Smart phones are an essential tool for Generation Z; they won't leave

home without it. They love apps and when writing, they do not waste words. This is the texting generation, and everything must be kept short, to the point, and fit within the phone screen. Recruitment will most likely be via their smart phone.

**2. Forget e-mail** – While many of us are still enthralled with what we think is instantaneous communication afforded by e-mail, Generation Y thought it too slow. The Z's find it so slow they liken it to what we term snail mail. Their penchant for instant gratification deems texting to be the fastest way of communication. They are into social networking and rely on texting, thus employers need to develop communication styles they can understand and respect: Facebook, Twitter and the like. They don't want to search for your information, and they like that you can see all there is to see about them on their personal sites. They like being "out there." In light of all the troubles with the USPS, these kids probably don't give a rip and have never written a Christmas card.

**3. Ditch outdated views about college degrees** – Controversial, indeed, since so much has been made of having that expensive sheepskin. The authors assert that the Z's will be the first to experiment with DIY (do it yourself) education on a large scale. What does that all mean? Simply put, no way will they be paying for an expensive college education for the rest of their lives. They refuse to be so encumbered and if they go to college, expect enrollment in small community colleges (good news for WNC). The advice to employers is to not overlook their talents for lack of a degree, for many will be self-starters, highly educated and the kind of people you want to run your business. They just don't want to "suffer through college any longer."

**4. Pitch projects rather than titles** – The Z's love projects. Home-schooling or distance learning schooling is becoming more popular because

many "no-BS generation X parents have educated the Z's at home hoping they become independent thinkers." In fact, the study states "current education research advocates individualized project-based learning." The learning style of the home-schooled does not rely on tests, book reports or worksheets, rather the completion of months-long projects that have a beginning and end making them the kind of kid "best equipped for the workforce." They love learning through interesting projects and complete them! Traditional schooling will have to take notice for when Generation Z educates their kids, who knows what will be the norm.

**5. Be open to new ideas** – As lifelong learners, Z's will check you out if they have the opportunity to learn as stated above. "The days of thinking school is for learning and work is for working is gone." They can't even begin to comprehend that those days even existed, so state the authors. The future of business will depend on generations Y and Z because generation X (today's parents) were small in numbers and - as the baby boomers finally retire - this new generation is expected to fill the gap forcing business to reassess and change philosophies or be left behind as these whiz kids start their own businesses if not challenged in the workplace

The authors assert that the gen Z's "will be smarter than any generation before them and speed demons when it comes to information process-

ing." So, if you think our world is spinning fast now, just wait as the Z's speed up the process even further.

Is business ready for this new generation of workers? The authors advise to take their five points seriously and be the first to hire these talented wizards as they join the job market before other businesses figure out the process. ■



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DIRECTORY

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# OUT & ABOUT IN THE CITY

By Ronni Hannaman

*We hear lots of things in the course of being out and about and wanted to share some of them with you. We hope to dispel rumors – or maybe even start some.*

For those of you who have been wondering where **Buzz Fitzpatrick** has been of late, we are happy to tell you that he received an early Christmas gift: A successful liver transplant on Saturday, December 17. He has been in a SLC hospital since early December awaiting the transplant. Buzz recently retired as a partner from the engineering firm of Lumos & Associates and was looking forward to a new career in golf! He has been surrounded by friends and family. We wish you a speedy recovery, Buzz, and polish those golf clubs!

**Mike Hautekeet** of the popular **Mike's Pharmacy** is still recovering from his November heart surgery in Munich and is presently in cardiac rehab. He missed his own annual turkey drive, but called in to say the surgery went well and he is on the road to recovery.

**C-A-L Ranch Stores** is coming to the former **Safeway** location in April. They bill themselves as "a ranch & home store and so much more." They have 16 stores primarily in Idaho, Utah and Nevada. We will be their second Nevada location: Elko was the first. They've been around since 1959, opening their first store in Idaho Falls and offer a mix of ranch and farm supplies, hard and soft goods targeted toward the agriculturally-oriented customer. While many will miss Safeway, C-A-L Ranch will be a welcome addition since most of their sales will be taxable thus helping our general fund. Expect announcement of a Job Fair after the first of the year to hire an anticipated 35-40 workers.

Why did **Safeway** close? It was not just because of lease negotiations as is being rumored. The store had not done well for a while and was in need of a major remodel. While it is sad that a venerable long-time store like Safeway has closed, keep in mind, it takes many shoppers to support a store and former shoppers had obviously defected elsewhere for a variety of reasons. Ours is a city with many grocery store choices.

**Dickey's BBQ Pit** is opening a franchise in our city. They have leased the site formerly occupied by Mr. Pickles and K-9 Hot Dogs at 3290 Retail Drive in the north Carson City Walmart complex. Dickey's is a Texas-based franchise and has three outlets in Reno and more in Las Vegas. They offer catering and in-store meals and will be open for lunch and dinner sometime in January.

**Einstein Brothers Bagel** is rumored to be taking the former Local's BBQ space along with the space once occupied by H&R Block giving us our first restaurant dedicated to bagels. This is a national chain of just under 600 restaurants under the Einstein Noah Restaurant Group. They serve more than bagels: coffee, soups, salads and sandwiches. But, caution, this is just rumor at this point and no plans have been filed yet with the City.

**Red Hut Café and Soda Fountain** opened in South Carson (formerly Woody's) on Dec. 9th. This popular

Lake Tahoe eatery has been around for 52 years, and 50 years under the current owners. Carson City is their fifth location and is open for breakfast and lunch. Their signature breakfast dish is a strawberry waffle. Stop in and enjoy the casual ambiance, and oh yes, try the strawberry waffle!

**Adele's** will be closed beginning January 1 until the 19th for their annual hiatus and will reopen as one of our newest breakfast spots along with continuing to serve lunch and dinner. This is not your usual sit-at-the-counter breakfast spot and should offer an upscale place for business breakfasts unequaled in our city.

Ahhhhhh Choo! We're going into the season of sniffles and colds, and want to remind you that there is no need to wait for hours in a doctor's office just to be diagnosed with a cold for which you may need some relief. **Carson Tahoe Hospital** operates three low-cost walk-in physicians clinics for those who do not have insurance or want to see a physician's assistant or doctor immediately. No appointment needed at the clinics conveniently located in both **Walmart** stores or at the **Med-Direct Urgent Care Center** at the Carson Mall, though it is easier to use the Walmart centers for immediate non-emergency care.

If you want to see one of the funniest home videos in the Sierra Region, be sure to drop by the **Tahoe Dive Store** at the Carson Mall. You won't believe the antics of Buddy, Chuck Weber's Golden Labrador. For those who



Salvation Army Lt. Leslie Cyr receives a cash donation on behalf of the Chamber from Chamber board member Gil Yanuck.

absolutely love Labs, this is a must see and will leave you chuckling the rest of the day! And, no, you can't take Buddy home! Be sure to check out the diving gear while there.

Been by the **Boys and Girls Club** lately? **Gil Yanuck** donated his professional shopping center-style Christmas yard art to decorate the facility for the holidays. Displayed for years on his vast front lawn, Gil wanted to share this with the kids. Drive by soon to ooh and ah, for it will soon be put to bed until next Christmas.

Coming to the Carson Mall on January 18th is the Chamber's inaugural **Health, Wellness and Beauty Faire** open to the public. Come meet those who can make you feel better, look better and create a wellness program for you to follow in 2012. Faire begins at 1 p.m. and is FREE. Watch for additional details.

**Katherine Goodner** is pleased to announce **Carson ATA** has moved to a bigger and better location. Kids can now learn how to defend themselves and be good citizens at 3242 Research Way in north Carson. 883-5424. ■



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