



CARSON CITY
CHAMBER OF COMMERCE

News & Views

1900 S. Carson Street 775.882.1565 www.CarsonCityChamber.com

Sunday, October 23, 2011

Celebrate the entrepreneurs

They are the job creators

by Ronni Hannaman

Entrepreneurs are the creators of new business. They are the idea persons, have the passion and work hard to realize their dream. They come in all age groups but generally are younger, possessing the unstoppable energy and enthusiasm needed to launch any new business venture. They have the “fire in the belly” many of us lose as we grow older. While not all entrepreneurs will create such companies as Microsoft, Apple, Click Bond, Chromalloy, General Electric or such, the small companies create the “fill-in” needed for the larger companies to succeed.

Carson City has seen a wave of young entrepreneurs in recent years, whether by necessity in a down job market or whether by desire. Whatever the reason, our community is better for their decision to go out on their own, giving us a different “face” and quieting those who continue to lament the loss of our younger citizens to other cities. Often times, we don’t fully recognize the “younger” citizen who has chosen to relocate to our city, many opening their own businesses.

We have been conditioned to think of the younger entrepreneur as a “techie.” This does not always hold true. Many open and operate a variety of businesses, including the services industry which does not receive its fair share of recognition, yet is important to the quality of life in any community.

Representative of this young group are Danny Works, 24, and Landon Roser, 28, who chose the food business to start their business ventures. Located in the same block, Danny owns and operates Artisan’s Café, taking over the space once occupied by City Café and Bakery. Landon opened a small boutique coffee café, San Rafael Coffee Company, where he roasts exotic coffee beans from all over the world and operates an upscale coffee house.

Danny graduated from Carson High in 2005, leaving Carson City to attend the culinary school at Orange Coast College in Costa Mesa. He took one year of Penny Reynolds’ culinary class at CHS and knew that he wanted a career in food service. Pairing with Grandma Hattie’s John Hurzel to open the original café at the Brewery Arts Center, Danny saw the opportunity to be more visible on Carson Street in the popular location once served by other bakery owners. His day begins at 4 a.m. to bake fresh offerings for breakfast and lunch and doesn’t end until about 6 p.m. He states, “I always knew I wanted to come back to Carson City and serve fresh foods and baked goods to our residents.” He is attracting the younger crowd during the lunch hour.

As a third generation Nevadan and a graduate of the CHS class of 2002, Landon has roots in our city and living anywhere else isn’t in his game plan. Operating as a barista

was not his original intent, but since the city wouldn’t let him just roast exotic coffee beans from Nicaragua that were purchased from small villages to stimulate their economy, he had to expand to become a full-blown coffee shop. Now he says, “Our morph into a coffee shop has been a good move, and we now roast and sell fair trade coffee beans from all over the world.” In business for 18 months, Landon tells us business is exceeding original expectations.

Those who chose to relocate to Carson City include Tamara Holmes, 40, who owns and operates Positive Energy, an acrobatics, dance, and acting studio she opened in 1999 at the age of 28. Admitting she started her business as “a hobby while holding down a ‘day job,’” Holmes teaches those between 2 to adults of any age how to get fit and fell positive about themselves. She is a California transplant who chose to relocate to Carson City in 1990 to start her family; a daughter 21 who graduated from CHS and a son who is currently a sophomore at CHS. Bringing up a family in Carson City was a positive experience. She states, “My children enjoyed lots of great outdoors time, and had plenty of childhood activities in which they could participate, from sports to children’s art and theater programs.”

Kansas transplant, 27-year old Megan LoPresti, first moved to Lake Tahoe in 2006 and then chose Carson City in 2008 to grow the auction and real estate business she owns with her husband Vince. The couple owns Deep Pond Real Estate and Auction, Inc. and specializes in selling homes via the Internet. Recently, they became the area’s exclusive affiliate with Cabela’s (yes, the outdoor sports leader) selling Cabela’s Trophy Properties providing further sales reach for those selling real estate through Deep Pond. Megan tells us, “We like this community, for it has a great small town feeling yet has the conveniences of a large city. It’s a great place to raise our three kids!”

New York Life financial planner Johnny Olivas, 38, was raised in Elko, moving to Reno where he lived for 14 years. He moved his family to Carson City in 2009 and states, “I plan to live in Carson City a long time, and raise my family here.” He left his 8-5 job in 2007 stating, “I always wanted to be in the financial services industry, and New York Life was the perfect fit.” As a broker, Johnny knows the value



TOP: Proudly serving and roasting international coffees, Landon Roser, owner of San Rafael Coffee Company, enjoys serving the community in his relaxed coffee-house setting.

ABOVE: Danny Works mixes up a batch of bread to serve customers at his Artisan’s Café and Bakery.

of being out and about in a small community, for he sole person responsible for building and maintaining his own client base.

There are young entrepreneurs everywhere in our community we should celebrate and support. These small businesses currently are doing well and have the potential to grow much larger when the economy rebounds. Let’s continue to support all business, for doing so keeps many, including our young adults, employed in a city where the quality of life is conducive to raising young families.



Supervisor Shelly Aldean presents the Certificate of Completion to Carson City Chamber Leadership graduate Yette Martel-DelUCA of Greater Nevada Credit Union. Looking on are former Leadership graduates Joyce Whitney Silva (left) and Rose Smith (right), also of GNCU.

Leadership graduates new leaders

by Ronni Hannaman

In an effort to incubate new community leaders, the Chamber annually conducts a 9-month Leadership Institute designed to teach students the many and often complex workings of this city.

Students are allowed a glimpse behind the scenes, and meet and hear from the many current leaders now so important in creating the environment under which we currently operate. The many rich facets of the city are explored. Lest you think we show only our good side; be assured, we expose our underbelly as well for that is life as we know it in our community. Nothing is held back.

Beginning in January, attendees learn about state government, local government, tourism, public safety, recreation, the schools and college, sports, human services and so much more to put together all the puzzle pieces that is Carson City. Many of our current and past leaders have graduated from Leadership and have become an integral

player in city government through serving on boards and commissions or being elected to carry out the will of the people.

The current crop of Leadership Carson City students graduated on October 13 and include: Yetta Martell DeLuca, Greater Nevada Credit Union; Brenda Kolling, Western Nevada College; Karin Mracek, Carson City Sheriff's Department; Sgt Earl Mays III, Carson City Sheriff's Office; Jeff Martin, Wells Fargo Bank; Lori Martin, Lone Mountain Veterinary Hospital; Tina Nelson, Western Nevada College; Drew Simmons, Nevada Appeal; Jonathan Steele, Steele and Associates Gina Teza, Advocates to End Domestic Violence; John Wilkinson, City of Carson City and Jason Woodbury, Kaempfer Crowell.

Newly named Carson City Leadership Institute, non-members are invited to participate at the non-member rate. See our website for more information or call 223-8534.

Student entrepreneurs are future of business

by Ronni Hannaman

Carson High is developing young entrepreneurs to become the business leaders of the future and your Chamber board and members are right there to provide a helping hand on the road to success.


Starting in their freshman year, students can sign up to join the CHS chapter of the Future Business Leaders of America (FBLA) Phi Beta Lambda, a nationwide non-profit association of students preparing for careers in business and business-related fields and the largest business career student organization in the world with 215,000 high school students.

While CHS has been involved in the FBLA for a number of years, they have expanded the program under adviser Betty Foerster and will be working closely with the Chamber on several projects to include the development of a brochure touting the high school and the overall Carson school system, rated one of the best in the state. The public relations piece is needed to present to businesses and young families looking to relocate to our city. What could be better than students writing about their school district?

The Chamber has paid the membership fees for each of the 34 students to join FBLA nationally and contributed \$1,000 for seven students to attend the national competition this past summer. Joint fundraising efforts are planned to send more students to competitions.

Chamber Chairman of the Board Court Cardinal states, "Our board has embraced the CHS FBLA chapter, and we hope to have a long and fruitful relationship with our future leaders encouraging them to pursue their passions and perhaps grow their business in our city."

FBLA students are accorded an honorary Chamber membership to familiarize them with the workings of a Chamber and to connect with the business community.



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CARSON CITY AREA

Business & Service DIRECTORY



Spotlight on: Quitting Tobacco

November 17th is the Great American Smoke Out. Take a step toward better health by quitting tobacco. Carson City Health & Human Services offers ongoing Quit Classes for Adults and Teens.

Being tobacco-free is good for business. 91% of Nevadans say they go out to restaurants and other social places more or just as much because they are SMOKEFREE.



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A clean Carson City is a job for us all

by Ronni Hannaman

I have been reading the Letters to the Editor lately and am dismayed, yet gratified, to have our citizens comment on the trash, weeds and graffiti we have been experiencing as of late. At the Chamber, we dislike it as much as you do, if not more.

We agree wholeheartedly every empty lot should be the responsibility of the landowner to keep spruced. We think NDOT and the City of Carson City Public Works Department should police their right-of-ways. We agree that business owners need to care for their property by painting over graffiti immediately and keeping weeds and trash at bay. We further agree homeowners need to keep the lids of their trash cans on tightly on trash days for our winds love to swoop down and deposit one person's trash into another person's yard.

There is a need to begin a major community pride campaign to remind citizens a clean Carson City shows pride in our community and will attract visitors to enjoy our touristic offerings and to spend dollars here thus reducing our tax burden.

You can bet your bottom dollar on the fact that representatives from companies looking to relocate here notice those plastic shopping bags flying from our bushes like flags. Not to mention the glass bottles and other trash strewn in the vacant lots in the downtown core.

Through the efforts of the Alternative Sentencing Department, work crews needing to work off community service time have been painting over what seems to be a proliferation of graffiti. They are being assigned to pick up trash and the city is beginning to cut weeds off their property. Kiwanis has committed to keeping some of our public parks maintained and, annually, volunteers go and dig out mounds of trash from the Carson River.

However, the increasing amount of trash and the recent spate of graffiti (or tagging) incidents and the prolific weeds filling vacant lots have been overwhelming. Many do not consider the weeds growing in the former lumber yard on Stewart Street and the trash piling up along the chain link fence a beautiful sight. We need to appeal to, and rely upon, the citizens of this fine community to at least monthly police their own areas.

The Chamber has become the central source for trash, graffiti and weed reporting. We work closely with the great staff at the city's department of Alternative Sentencing and have had a modicum of success in abating some of our problems thanks to dedicated volunteers who are on constant patrol and feels the same as most of you that ours have become a "trashy" city in need of some TLC.

If you see graffiti anywhere, be sure to call the Sheriff's non-emergency Dispatch line at 887-2009 to report the location so we that the blight can be abated. Community pride begins with YOU!

CHAMBER BUSINESS Bits & Pieces

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Are these places on your "bucket list?"

The Chamber has been operating very successful tours to popular foreign destinations that may be on your "bucket list." Because these are group tours, there are booking deadlines that must be met to reserve space on the crowded airlines. Check out our website – www.carsoncitychamber.com – to learn about our 2012 offerings including our newest trip to the "other side of England." Anglophiles will love this tour to the west side of England. England is also a good first tour for those who have never been abroad and spring is one of the most beautiful times to be there. Our past customers have become repeat customers and enjoy the camaraderie of those met on the tours. All tours feature first-class accommodations, daily breakfast, some dinners, and so much more. This is a great safe way to travel and not miss the important sites. Booking deadline for England's Treasures tour is December 5 (a great Christmas gift!) and if you book before Nov. 3, you'll save \$200 per couple.

Phantom of the Opera comes to Carson City

In the continued effort to bring arts and culture to our city, Western Nevada Musical Theater Company has been working for almost a year to bring our talented local singers and actors to the stage at the community center Nov. 4-20 to thrill audiences to the popular production of the Phantom of the Opera at decidedly non New York, London or San Francisco theater prices. Lest you should think the productions produced by Stephanie Arrigotti be home grown in the sense of being less than professional, be assured these productions are first-class in every way. This will be a sold out event, so get your tickets now by calling 445-4249. Prices begin at \$18.

Nevada Day just around the corner

Oct. 29th is the famous Nevada Day Parade, a unique celebration of all things good in this great state. Parade begins at 10 a.m. Enjoy the annual Chili Feed at the Nugget beginning around noon. Nevada Day is always celebrated the Saturday before our admission day, Oct. 31.

Trick or Treat scheduled for 10/31

Trick or Treat is always scheduled on Halloween, Oct. 31. Where else, but Carson City, can you actually trick-or-treat at a Governor's Mansion and be handed a treat from the Governor and the First Lady? Drop by between 5-8 p.m. and enjoy the décor, take a photo with the Governor and let memories be made!

Sheriff lends a helping hand to businesses hit by graffiti

This year the Carson City Sheriff's Office implemented an inmate work program that has shown great early successes. This summer, the crew boss, Don Quilici, took on graffiti abatement with a vengeance. Today, the Sheriff's inmate crew receives up to the date notices of graffiti as fast as it goes up they paint over it. The philosophy fills the drive to enforce, educate and eradicate the nuisances. To your business, this means a lot. If your business area is hit by graffiti, buy the paint and we'll supply the labor. Let's keep our city clean; it's everyone's job.

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