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

**Board of Directors**

**President**

Nick Moore • Threadz Clothing Co.

**Vice President**

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**Chamber Counsel**

Stovall & Associates

**Contact us:**

Monday-Friday: 9:00—4:30  
Pahrump Valley Chamber of Commerce  
P.O. Box 42, Pahrump, NV 89041

Nevada State Bank Bldg., 2nd Floor  
1301 State Highway 160

775-727-5800 \* 866-722-5800  
775-727-3909 fax

**CALENDAR OF EVENTS**

- |   |   |
|---|---|
| <b>2/4</b> 14th Annual Death Valley Borax Marathon & 10K  | <b>3/12</b> Master Gardeners Class<br>Bela Fleck and the Flecktones   |
| <b>2/7</b> Nye County Commissioners' Meeting<br>Tuesday Morning Painting at the Museum  | <b>3/13</b> Tuesday Morning Painting at the Museum<br>Town Board Meeting  |
| <b>2/8</b> Ribbon Cutting for "E" Cycle Solutions   | <b>3/14</b> Master Gardeners Class  |
| <b>2/9</b> Ribbon Cutting for Las Vegas Skin & Cancer Center<br>Ribbon Cutting for AT & T Cellular World<br>Career Fair for Creekside Hospice                       | <b>3/16</b> Master Gardeners Class<br>Imagination Movers  |
| <b>2/11</b> Pie in the Sky fundraiser for Symphony Animal Foundation<br>Pioneer Territory CASA Mardi Gras Ball<br>Valentine Dance Celebration-Nevada Silver Tappers | <b>3/17</b> St Patrick's Day<br>SF Jazz Collective-Music of Stevie Wonder<br>The Canadian Tenors<br>St Patty's Day Crab Feed for Pioneer Territory CASA |
| <b>2/14</b> Tuesday Morning Painting at the Museum<br>Town Board Meeting<br>Valentine's Day   | <b>3/19</b> Master Gardeners Class  |
| <b>2/15</b> Ribbon Cutting for World Famous Cut's N Do's  | <b>3/20</b> Nye County Commissioners' Meeting<br>After Hours Mixer Mt Falls Golf Course & Wm Lyon Homes<br>Tuesday Morning Painting at the Museum       |
| <b>2/16</b> Ribbon Cutting for Becky Gray Independent Beauty<br>Consultant Mary Kay   | <b>3/21</b> Master Gardeners Class  |
| <b>2/18</b> Author's Luncheon<br>Masterworks III Las Vegas Philharmonic   | <b>3/23</b> Master Gardeners Class  |
| <b>2/20</b> Presidents Day - Chamber closed<br>Executive Challenge to Benefit Boy's Golf  | <b>3/24</b> Masterworks IV Las Vegas Philharmonic<br>Hope Run   |
| <b>2/21</b> Nye County Commissioners' Meeting<br>Tuesday Morning Painting at the Museum<br>After Hours Mixer at Anytime Fitness                                     | <b>3/25</b> Straight No Chaser  |
| <b>2/24</b> 16th Annual Quilt & Fiber Arts Show<br>Lincoln Day Dinner sponsored by PVRW   | <b>3/26</b> Master Gardeners Class  |
| <b>2/28</b> Tuesday Morning Painting at the Museum<br>Social Security<br>Town Board Meeting   | <b>3/27</b> Tuesday Morning Painting at the Museum<br>Town Board Meeting<br>Savion Glover's Bare Soundz<br>Social Security                              |
| <b>3/3</b> PAC Workshop Watercolor Experiments  | <b>3/28</b> Master Gardeners Class  |
| <b>3/6</b> Nye County Commissioners' Meeting<br>Tuesday Morning Painting at the Museum  | <b>3/30</b> Master Gardeners Class<br>The Pink Floyd Experience   |
| <b>3/10</b> 14th Annual Rocky Mt Elk Foundation banquet & fundraiser  | <b>3/31</b> Branford Marsalis   |

*The mission of the Pahrump Valley Chamber of Commerce is to progressively support our community's growth and welfare. PVCC endorses, promotes and provides valuable resources to its membership; sponsors economic and workforce development to advance the community-at-large; and presents opportunities for tourism.*



**Nevada Silver Trails**

No, we don't get to fancy out here. But what we lack in limos and lobster bisque, we make up for in wide open spaces and friendly folks. This is a whole other side of Nevada that's rich in history, breathtaking scenery, wildlife, ghost towns, horseback riding and off-road trails just to name a few. So drive out and support travel within your state. You'll find there's a story in every small town—and an adventure around every bend.

Want to learn more about what's in your own backyard? Log on to [NevadaSilverTrails.com](http://NevadaSilverTrails.com) or call 877-848-5800 for more information.



**Contact information for your town, county and government legislators.**

**Pahrump Town Board**

Office: 400 N. Hwy. 160, Pahrump, NV  
Hours: 8-4:30/closed 12-1

Bill Kohbarger  
Pahrump Town Manager  
775-727-5107  
bkohbarger@pahrumnpnv.org

Mike Darby  
764-0751  
mdarby@pahrumnpnv.org

Vicky Parker  
764-8809  
vparker@pahrumnpnv.org

Tom Waters  
775-764-0949  
twaters@pahrumnpnv.org

Carolene Endersby  
775-764-8791  
cendersby@pahrumnpnv.org

Harley Kulkin  
775-727-1525  
hkulkin@pahrumnpnv.org

**Nye County Commissioners:**

Office: 2101 E. Calvada Blvd., Ste 200,  
Pahrump NV 89048

Rick Osborne  
Nye County Manager  
775-751-7075  
rosborne@co.nye.nv.us

Joni Eastley  
775-482-9466  
castle@lnett.com

Butch Borasky, Vice-Chair  
775-751-7073  
butchborasky@yahoo.com

Gary Hollis, Chair  
775-751-7073  
ghollis@pahrumnpnv.org

Lorinda Wichman  
775-482-8191  
775-761-1626 cell  
lawichman@gmail.com

Dan Schinhofen  
775-513-8491  
dschinhofen@co.nye.nv.us

**NV/U.S. Legislators:**

Governor: Brian Sandoval  
775-684-5670

Assemblyman District 36:  
Ed Goedhart  
702-682-3339

State Senator Central District:  
Mike McGinness  
775-423-5889

U.S. Senator: Dean Heller  
702-388-6605

U.S. Senator: Harry Reid  
702-388-5020

U.S. Representative: Mark Amodei  
702-255-1651

Look us up! @  
www.pahrumpchamber.com

**We welcome your news!**  
Please email it to us at [info@pahrumpchamber.com](mailto:info@pahrumpchamber.com), or fax 727-3909, and we will share it with your fellow members in our Vision.

## The Five Cs of Credit

### What Does Five Cs Of Credit Mean?

The five Cs of credit is a method used by lenders to determine the credit worthiness of potential borrowers. The system weighs five characteristics of the borrower, attempting to gauge the chance of default.

#### The five Cs of credit are:

Character  
Capacity  
Capital  
Collateral  
Conditions

This method of evaluating a borer incorporates both qualitative and quantitative measures. This first factor is charter, which refers to a borrower's reputation. Capacity measures a borrower's ability to repay a loan by comparing income against recurring debts. The lender will consider any capital the borrower outs toward a potential investment, because a large contribution by the borrower will lessen the chance of default. Collateral, such as property or large assets, helps to secure the loan. Finally, the conditions of the loan, such as the interest rate and amount of principal, will influence the lender's desire to finance the borrower.

## Honorees Recognized at the PVCC Installation Dinner

*Cornerstone Award - Desert View Hospital*

*Non-Profit Cornerstone Award - Nye Communities Coalition*

*Volunteer of the Year Award - Linda DeMeo*

*Special recognition of Chamber Office Volunteers - Janet Lubera, Lucille Piper and Pat Watson*

### New Members

Pioneer Territory CASA Inc 1321 S Highway 160 Ste 9 Pahrump, NV 89048 702-592-5276 Willi Baer	Sensory Overload, Inc 4302 Jacksburro Pahrump, NV 89061 775-727-0300 Matt & Wendy King	World Famous Cut's N Do's 1141 S Highway 160 #5 Pahrump, NV 89048 775-751-6762 Daniel & Connie Roth	Michael Mack PO Box 6068 Pahrump, NV 89041 915-820-2050 Michael Mack
Liberty Mutual Insurance Co. 7229 W Sahara Ave #100 Las Vegas, NV 89117 702-367-0237 Maeve Farrell	Creekside Hospice 2200 E Calvada Blvd A & B Pahrump, NV 89048 775-727-7000 R Kelwin Satcher	AT & T Cellular World 361 S Frontage Rd Ste 7 Pahrump, NV 89048 775-537-0100 David Shanks	Pink Buffalo Boutique 1141 S Highway 160 Ste 7 Pahrump, NV 89048 775-629-2833 Stacey Kushniruk
Off 160 CoffeeHouse 1330 S Highway 160 Ste C-3 Pahrump, NV 89048 775-764-1197 Irene Knapp	Premier Office Systems 500 N Rainbow Blvd Ste 312 Las Vegas, NV 89107 702-737-4601 Colin McTernan	City Magnet Inc 565 South 840 West Hurricane, UT 84737 951-275-6565 Rick Wuerz	Independent Beauty Consultant Mary Kay PO Box 2573 Pahrump, NV 89041 775-751-3026 Becky Gray
Navy League of USA Pahrump Valley Council PO Box 671 Pahrump, NV 89041 775-727-4428 Lois Carrington	CRT Computer Support & Digital Media 3970 Flamingo Rd Pahrump, NV 89048 775-513-9510 Joe Cammorata	JLR Off-Road Training 373 E Kellogg Pahrump, NV 89048 775-990-8557 Jimmy Lewis	Clearview Window Washing Service 5350 E Fieldstone Dr Pahrump, NV 89061 775-764-1414 Doug Laughlin
LocalScope Marketing 1661 E Augusta St Pahrump, NV 89048 775-209-23232 Tom Metscher	Sanders Winery 3780 E Kellogg Rd Pahrump, NV 89061 775-727-1776 Jack Sanders	Pahrump Valley Republican Women PO Box 21 Pahrump, NV 89041 714-357-9634 Jeanne Graves	Commercial Consulting Services, Inc 3137 Westwood Dr Las Vegas, NV 89109 702-731-1646 Cris Roberts
Scentsy Consultant 4302 Jacksburro Pahrump, NV 89061 775-209-3871 Wendy Thompson King	Southwest Pacific Realty Investments 4891 Bakersmill Rd Pahrump, NV 89061 702-461-0878 Linda Groover	Wellness Connection 9762 Deer Flat Rd Nampa, ID 83686 208-250-7154 Pamela Krakjnik	

## From The Desk of the CEO

The beginning of 2012 brings changes to the Chamber. The annual Installation Dinner was held at Mountain Falls Grill Room on January 14. Judge Robert Lane swore in the 2012 Chamber Board of Directors. Joining Nick Moore (Threadz Clothing Co), Charlie Benfante (Pahrump Valley Lions Club), and Patti Butler (Sunflower Fashions) are four new board members: Debbie Davis (William Lyon Homes), Barbara Thompson (American 1st National Bank), Brian Strain (State Farm Insurance) and Skip Haddock (ABB Roofing).

The Chamber sends a special "THANK YOU" to departing directors Marie Wujek (Pahrump Valley Times), Dave Uthoff (Nevada State Bank) and Michael Dreyer (Extreme Finish Inc).

Every year the Chamber selects a business, a non-profit organization and a local volunteer that have gone above and beyond to serve the community. Desert View Hospital was awarded the prestigious "Business Cornerstone Award", Nye Communities Coalition received the "Non-Profit Cornerstone Award" and Linda DeMeo was honored as "Volunteer of the Year".

Chamber office volunteers Janet Lubera, Lucille Piper and Pat Watson also received

awards for their dedication and commitment to the Chamber.

The new Chamber Officers are Nick Moore - President, Charlie Benfante - Vice President, Debbie Davis - Secretary and Barbara Thompson - Treasurer. Michael Dreyer is the new CEO and Michael Selbach (Greenspan Realty) is Marketing Director.

Ad sales for the 2012 Chamber magazine are close to deadline. Be sure to contact your sales representative and get your ad in this widely distributed publication. The magazine is expected to be published and ready for distribution in April prior to the Biz Expo.

The Biz Expo will be held April 27th and 28th. Booth applications will be available soon, be sure to take part in the 2012 Biz Expo, traditionally - one of the best attended events in Pahrump.

Please continue to read all blast e-mails for upcoming events. If you are not receiving them, please call the Chamber office or email us at: [info@pahrumpchamber.com](mailto:info@pahrumpchamber.com).

With your continuing support the Chamber projects a bright and prosperous 2012.

## 5 Ways to Get Found Online In Pahrump

The growth of the internet search as a primary driver of buying decisions in local market segments has significantly increase the need for small business owners to master this thing call local search. The truth is if your business doesn't show up on page one or in the first handful of local results delivered when people type "city name, something I want" into their chosen search engine you may as well not exist.

It is not 100% true for every category and market, but it is how most people under 30 years old find a plumber, dentist or flower shop. They pull out their phone, type in a category and drive the nearest pin drop.

Getting listed and then rising to the top when people look online locally, is one way to create a significant strategic marketing advantage. If your business is not one of the seven top listings on Google Maps you're at a significant disadvantage when some percentage of your target market goes searching.

Below are five areas that you should address to increase your chances of winning in the local search game.

### 1) Optimize your web pages for local

There are many ways to make your web site pages much more localized.

- Add your address to every page
- Add city names in navigation: Omaha Kitchen remodeling showcase
- Add suburb and neighborhood names in natural ways
- Add a local event blog and list festivals and non-profit events
- Find relevant local bloggers to exchange links with
- Do keyword research with local terms to find the best phrases to add to your pages (wordtracker.com)
- Explore heard micro formats to mark-up HTML for address data

### 2) Optimize local search profiles

The local search directories at Google Maps, Yahoo Local and Bing Local want you to claim and build information rich local profiles. This makes their job easier when people search for local businesses.

One super secret tip for Google Maps – when you create your profile you can add up to five categories of business. This first must match a suggested one on Google's list,

but you get to add four more as you like. So, instead of "plumbing contractor" use "Pahrump plumbing contractor" and do the three more times for other terms will local add on and watch what happens to the listing in Google Local.

### 3) Get proactive in ratings and reviews

Lots of services have cropped up ads directories for local businesses with the added feature of user ratings and reviews. If you're not paying attention to the major sites and monitoring what's being said, you may be losing business because of one poor review.

You need to be very proactive about getting positive reviews going. You should be collecting testimonials and success stories as part of your overall marketing activity anyway, so why not add teaching people how to enter these reviews on sites like Yelp!

Sites that rank high on local searches also have had may reviews. There are other factors, but this is a big one.

### 4) Get listings and mentions

Having your listings in directories and mentions on other sites can help you compete in the battle for top local placement.

Get those association, alumni and trade group listings filled out and up to date.

### 5) Get connected with social media

A good strategy to get some extra local links is to start a local niche group and build a community of users around the local theme on social media sites such as Flickr, Facebook, MySpace, LinkedIn, MeetUp and Biznik. Include links to your website and refer to your business trade, i.e. Pahrump Plumber, etc.

Also, optimize YouTube profiles and videos, and any other social networking profiles and point those profiles back to your main web site. Every little bit counts in this very important and increasingly competitive world of local search.

Some of the content for this article was originated by John Jantsch. He is a marketing and digital technology coach, award winning social media publisher and author of Duct Tape Marketing.