

# Sin City Chamber of Commerce of Las Vegas

*... where business is pleasure*

Quarterly Newsletter  
Winter 2010  
Volume 1, Number 1

*Presents...*

## The Sin City Vision

### **“Twas the Season to be Jolly....**

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Holiday Party Photos by

DAVID CHERKIS,  
Photography

702-683-0848

Holiday Party DJ

VEGASDEEJAY.com

angel@vegasdeejay.com

702-380-8370

Hosted by:

BMW Motorcycles

702-454-6269

The Holiday Party-goers enjoyed the music, free beer and wine and snacks at the 6<sup>th</sup> Annual Sin City Chamber Holiday Party and Toy Drive held at the BMW Motorcycle Showroom on December 5<sup>th</sup>.



Cristina from VEGASDJ.com provided the musical entertainment. Food and beverages were provided by sponsors BMW Motorcycles, Bond Bookkeeping, the Chicken Ranch, Mustang Accounting and Treasures Gentlemen’s Club. The Strangford Louch Brewing Company introduced their special Legbiter Brew and it was delicious! We declare it will be Sin City’s favorite brew! And there will be more Sin City parties 2010 with Strangford Louch beer and ale being featured.



We give a special thanks to those members and friends who so generously donated toys and fast food gift cards to the toy drive. The toys will be distributed to several needy families in Clark County as well as to the Friends and Family of Incarcerated Persons. The Partnership for Nevada’s Homeless Youth will be given fast food gift cards.

# THE STATE OF THE CHAMBER

## The Good and Bad News...

The bad news is that the average business in the USA fails within the first 5 years. So the good news must be that this year, 2010, the Sin City Chamber celebrates its 6<sup>th</sup> Anniversary and has made it past the ominous first five years.

Established in July of 2004, "they" said it couldn't last. But "they" were wrong. The Sin City Chamber of Commerce is in operation and still the only all-inclusive chamber in the Las Vegas valley. Our members are an eclectic mix of a variety of businesses, services and people.

They called us the "party chamber" and we proudly accept that title, after all this IS Las Vegas. If you can't party here, where can you? Where else but at a Sin City Chamber mixer or event could you find yourself doing serious business while having some fun.

Our tag line is "where business is pleasure" but it should be "where doing business with our members is a pleasure". Because it really is a pleasure to do business with members of the Sin City Chamber who are the visionaries that know that the prosperity of Las Vegas depends upon the diversity of the business that operate in this city.

The economic state of the state and the nation has hit Las Vegas hard and the loss of businesses in our chamber is no exception. Many have closed their doors and members that we have considered friends have had to take jobs and even move out of the state.

Cutting back and cutting out has reduced some of our corporate sponsorships and thus we had to cut out some of our special events. But we still have a full agenda of events and mixers for the year ahead. We believe that those business that remain in tact during this so-called "deep recession", will only be stronger when the economic conditions reverse to the upward spiral that is bound to occur-hopefully sooner than later.

With that thought in mind, we bravely face 2010 and plan on a wonderful year in our fabulous city of Las Vegas (aka Sin City). We hope you will join us for many of our planned mixers and events.

Contact Us

702-450-7222



[Loretta@sincitychamber.com](mailto:Loretta@sincitychamber.com)

[Wayne@sincitychamber.com](mailto:Wayne@sincitychamber.com)

Check out our website for more information on Sin City and the Sin City Chamber of Commerce of Las Vegas

[www.sincitychamber.com](http://www.sincitychamber.com)



## NETWORKING HINT

Networking at Sin City Chamber mixers is easy.

The Sin City Chamber puts gift bags on a table and everyone is welcome to put in any information pertaining to their business.

For example, business cards, flyers, brochures and even samples.

Each guest is can take home a gift bag when they leave.

This way if you don't get to speak to everyone at the event, you have a business card to follow up with on the next working day.

So remember to bring at least 75 – 100 business cards to each Sin City Chamber Mixer.

AND DON'T FORGET TO RSVP SO THAT OUR HOST VENUES CAN PLAN ACCORDINGLY

## WHY JOIN A CHAMBER?

Many people, upon receiving their Membership Renewal, tell us or others that they do not plan on rejoining the chamber because it did nothing for them. These are usually the people that after signing on as a new member are never heard from or seen again. They expect the Chamber to do their marketing and advertising for them and send all sorts of referrals their way. They don't send in a 50-word description of their business (which by the way is free with the Sin City Chamber) to be put with their listing on the website. They don't provide other members with their information by bringing business cards, brochures or flyers to the events or they simply do not even bother to show up at any mixers or events. But then they say, "The chamber did nothing for them".

A chamber of commerce is not a free public relations firm or selling agency for members. A chamber does make referrals to member businesses when asked. But what a chamber does best for members is provide networking opportunities for businesses to meet and greet and find new business for their members.

Almost all business can benefit from belonging to a chamber. Yes, there are times when a chamber can provide referrals. But most often most business is conducted after attending a chamber mixer or special event where you meet people of like mind and goals.

The Sin City Chamber attempts to provide enjoyable networking events at quality venues for members to meet and get to know so that when the time is right for either party to contact the other for a business service or product they know who they would like to call.

The more one attends mixers and events and gets to know their fellow chamber members, the more likely they are to do business with one another. It is also a pretty fair assumption that one is more likely to do business with friends than strangers. Becoming friends or at least acquaintances with other members at the very least makes the events more fun and they then become your best source of referrals for *their* friends or family.

So next time you think about renewing your membership, don't ask how the chamber marketed and referred *you* but ask yourself what have *I* or *my associates* done in the past year to ensure that all was done to promote my business.



If you would like more information on the services available from our host members, please feel free to contact them:

The Chicken Ranch  
Brothel

[www.thechickenranch.com](http://www.thechickenranch.com)

Meramak-The Banking  
Center  
702-656-0913

Treasures  
Gentlemen's Club  
702-532-7081

Business Office &  
Meeting Source  
702-423-7528

The Power Exchange  
702-255-4739

## Winter 2010 IN SIN CITY

We have a great year planned. Just RSVP to [events@sincitychamber.com](mailto:events@sincitychamber.com). Here are some of our hot Sin City events for the Winter of 2010:

### January 7-10th

**AVN Expo**, Sands Expo Center  
*Sin City Chamber has a booth at the Adult Video Network Expo. Joining us in the booth will be some of the girls from the Chicken Ranch Brothel along with Leo Tocci from Meramak, THE Bankcard Center.*



### January 14th

#### **Mixer at Treasures Gentlemen's Club**

5:30-8:30 p.m.

*Join us at one of our favorite Clubs. Great food, great entertainment and, of course, great networking. SCCC Members and their guests are FREE. Non-Members \$20 each.*



### February 9th

#### **Mixer and Business Services Mini-Expo**

Hosted by Business Office & Meeting Source

8880 W. Sunset Rd., Ste. 290

5:30-8:30 p.m.

*Networking and table tops featuring members specializing in business services and information technology.*

**We are also collecting DVDs for our troops in Afghanistan at this event.**



### March 18th 9th

#### **Mixer at the POWER EXCHANGE CLUB**

3610 W. Highland Dr.

5:30-8:30 p.m.

**SCCC MEMBERS FREE; NON-MEMBERS \$20**



### Recipe of the Month:

A recipe from a classic comedienne.

### Gracie Allen's Foolproof Recipe for Roast Beef

*1 large roast of beef*

*1 small roast of beef*

*Take the two roasts and put them in  
the oven.*

*When the little one burns, the big  
one is done*

## URGENT REQUEST

From a SCCC Member

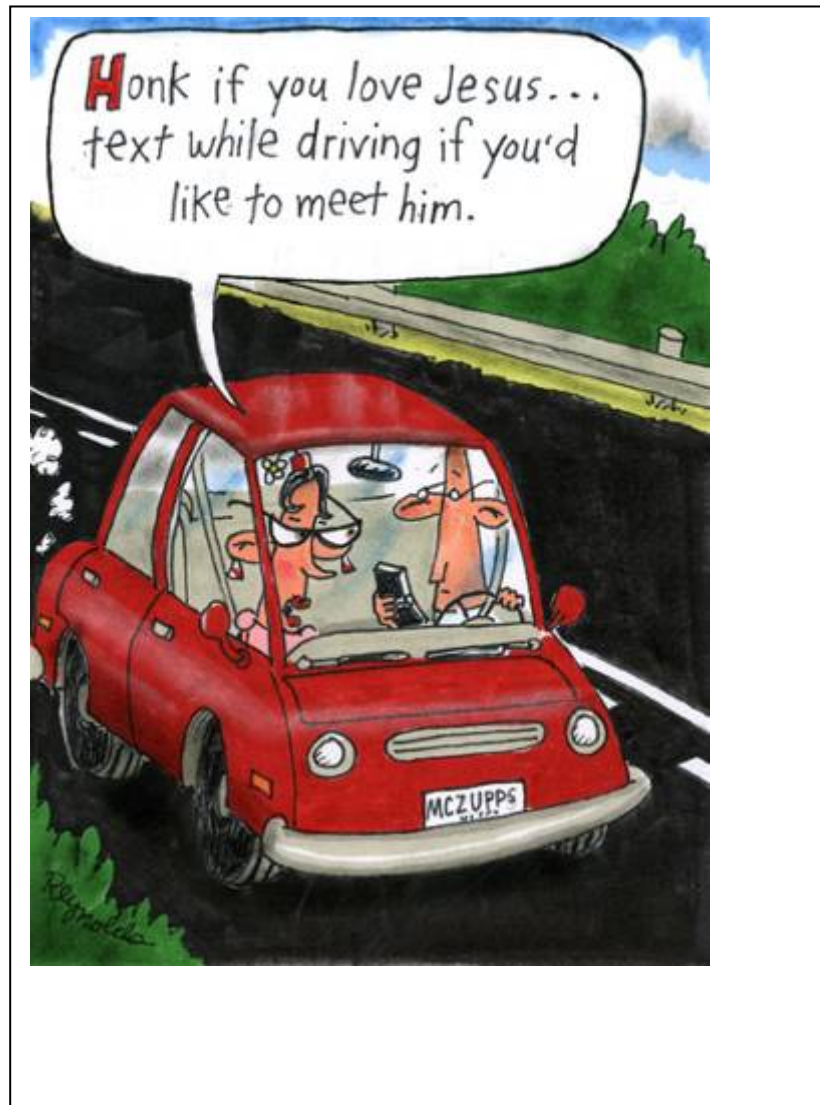
**Whoever forgot his  
wife at my place after  
last night's party, is  
asked to come and get  
her ASAP.**

**It is not that  
she annoys me, but  
mine is coming back  
tonight**

Thank You

Laugh & the World Laughs With You...

### Safety Tips For Your Consideration



## MEMBER-O-BELIA

**MOVED:** The law firm of Lovaas & Lehtinen, P.C. has moved into new office space. All of our telephone numbers and e-mail addresses will remain the same. Our new physical address is: 6128 W. Sahara Ave., Las Vegas, NV 89146. We look forward to the new space and continuing our service to our clients in the New Year.

**MOVED: Roto Rooter Plumbing and Drain Service** has moved to 639 E. Brooks Avenue, Suite #209, N. Las Vegas, NV 89030. All phone numbers remain the same.

**NEW SHOW:** AMAZED! The Magic of Music & Comedy at **V-Theatre**, Planet Hollywood. It's the most hilarious afternoon show in Las Vegas. Amazed! combines the magic of comedy and music at its funniest. This one-of-a-kind show features entertainers seen on Comedy Central, The Late Show with David Letterman, and CMT. These performers include YouTube celebrities, the most popular acts from the college campus circuit and headliners from Carnegie Hall. Afternoons in Las Vegas will never be the same again.

## SIN CITY CHAMBER BUSINESS OF THE QUARTER

### Sin City Skin and Lash Bar



Sin City Skin & Lash Bar is now open in Las Vegas and offers innovative and progressive Skin Care Treatments, Peels and Eyelash Extensions.

Sin City Skin & Lash Bar was opened in July 2009 by Mari Lifrieri and Chiara Gironda; a Mother/Daughter Team originally from New York City. Mari Lifrieri holds a Doctorate in Alternative Medicine, and is a licensed Aesthetician in Nevada. Chiara Gironda is a duly licensed Aesthetician in New York and Nevada. Together they have 20 years experience in the Health and Wellness Industry. Both have been extensively trained by the Yon-ka Institute of Paris in advanced Skin Care. Mari also holds advanced certification with H2T Product line for a variation of Skin Peels.

Sin City Skin & Lash Bar is one of the few chosen companies in Las Vegas that has been certified and approved as a Yon-ka Signature Spa. Chiara specializes in utilizing The Yon-Ka® Paris collection and offers a unique luxury skincare experience that consists of a synergy of aesthetic **aromatherapy, phyto-therapy, fruit therapy** and **marine therapy**. A fifth therapy—**phyto-biological**—completes the line. She has developed specific protocol for Anti-Aging, Acne (both Adult and Teen) as well as a new Men's Facial and Back Treatment procedures. She is also certified in Chemical Peels which help reduce dark pigmentation that develops from over exposure to the sun—a major concern here in the Las Vegas area.

Mari is well known as the “Wax Diva” here in the Vegas area. Her specialty is “South of the Border” and includes the Women’s Brazilian known as “The Miss Kitty” and Manzilians known as “2 Balls and a Strike”. Sin City Skin & Lash Bar uses two types of eyelash extensions. NovaLash and Premier, Mari is Certified and trained in both modalities and offers NovaLash Lashes, Premier Faux Mink, and Premier Authentic Mink Lash extensions. Mari is known for her restorative work on women who have had extensive damage from lashes improperly applied or for women who have to deal with thinning or sparse lashes. Eyelash Extensions are a fabulous way to get rid of the mascara and wake up looking fabulous every morning.

Mari and Chiara are also proud that they have been chosen by the H2T

## Event Sponsorships for 2010

Sin City Chamber's Mini Expo Mixers are becoming very popular. The following is a list of events in 2010 that you may wish to start to plan for now and reserve a spot. Space is always limited and RSVPs are confirmed upon receipt of payment.

Business Services Mini Expo  
February 9, 2010 Table Top cost is \$75.00 per table.

6<sup>th</sup> Annual SCCC BBQ and Chicken Ranch Experience  
Booth cost is \$200 and includes 4 free tickets to the BBQ. The golf tee sponsorships are \$100 per tee

6<sup>th</sup> Annual SCCC Anniversary Party-July 22, 2010 at Tao Asian Bistro, Table Tops are \$100

Home, Hearth, Health Mini Expo at Captains'Cove in September date TBD. Table Tops are \$75

Call the Chamber office (702-450-7222) to RSVP for your table top. Payment can be by credit card or check.

We look forward to your support and participation.

Specialty line to offer clients the legendary "Pumpkin Enzyme Peel". It is Hydrating, removes lifeless outer skin cells, while allowing skin to regenerate and become bright, supple and younger in appearance and feel. In addition to "The Pumpkin" they offer the "Long Island Ice Tea", "Signature", and "Pinnacle Peels". These peels allow skin to significantly reduce the appearance of lines and wrinkles, and restore a more youthful look without the Sex in the City "Road Kill" look. Treatments and Packages are tailored to their client's specific needs.

Originating in New York City, Mom and Daughter understand the importance of their client's hectic schedules. Therefore, they see clients according to their client's schedule. Spa treatments are available 7 days a week, and offer morning, afternoon and evening appointments from 7 AM through 10 PM. They also offer outcall appointments for clients that prefer to be pampered in the privacy of their own home.

### FAUX MINK LASHES

BEFORE



### RESTORATIVE LASHES

BEFORE



AFTER