



Moving Forward, Cherishing the Past

February 2006
Volume 15, Number 2

News & Views

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Reminder! RSVP page 7
25th Annual Recognition Dinner
Cocktails - Dinner - Entertainment

Tuesday, February 21st
RSVP at 358-1976 or at:
<http://www.sparkschamber.org/>

President's Message- Beth Cooney

Happy New Year!



2006 is in full swing and great things are happening at your Sparks Chamber of Commerce. I hope you will all mark your calendar for our recognition dinner on Tuesday, February 21st, at John Ascuaga's Nugget. This annual event allows us to reflect on all of the outstanding accomplishments and volunteer efforts made for the Sparks Chamber of Commerce in 2005 and to celebrate the year ahead. We'll also be paying tribute to those people and businesses that have made exemplary contributions to our Sparks community.

This year's dinner promises to be more entertaining, too, with the addition of a dynamic guest speaker and jazz artist. I hope you'll be able to join us.

One of the ongoing services your Sparks Chamber of Commerce offers is ribbon cuttings for new businesses. These have been plentiful in the past year, and all are very special commemorations of the breadth of new business coming to our city. Executive Director Len Stevens and members of the Sparks Chamber of Commerce presided over the Walmart opening in Spanish Springs during the last week of January. What made this event remarkable was that not only will Walmart provide some much needed shopping to the Spanish Springs Valley, but that as it opened it gave \$32,000 in grants to the community. Over 25 grants were awarded to charitable and civic organizations such as the Boys and Girls Club and the Sparks Police Department. One of the key missions of your Sparks Chamber of Commerce is giving back to the community, and we are happy to have members like Walmart and so many others that support that mission.

Member of the Month December- Dee Goff



What an honor and surprise to be Sparks Chamber Member of the Month!

After moving to Sparks in 2002, one of the best things that happened to me was meeting Vernice Strange who introduced me to the Sparks Chamber of Commerce. It is such a joy to be a member of the Sparks Chamber and a Conductor for the Chamber. Meeting and working with the other Chamber members and leaders of our business community enables me to give back to the Community.

Continued on page 2

Visit the Sparks Chamber of Commerce on the web at www.sparkschamber.org

Member of the Month Continued...

Our fellow Chamber members are an upbeat and energetic group. I feel privileged to be working with the professional and enthusiastic staff at the Chamber office. As Chamber members we are very fortunate to have such an outstanding support group at the Sparks Chamber office...Len, Lynn, Pat and Jesse.

Our newly formed Welcoming Committee for new members is a wonderful idea that has received tremendous positive response from the new Chamber members. As part of the team that welcomes new members, I know first-hand the warm feeling that this effort produces. Sparks is a jewel of a community that still has that small town feeling and the Sparks Chamber enables me to be an active part of the community. I look forward to continuing my involvement as a Conductor the Chamber.

Business of the Month February - Cantina Los Tres Hombres

After spending 15 years in the recording industry in New York (e.g.-The Lion Sleeps Tonight by The Tokens-1962) in production and publishing, I found myself applying on a weekly basis for almost a year for a busser job at the Cantina Los Tres Hombres.

After bussing tables and cooking for about a year, I held a waiter's position for about five years, learned how to bartend, and became assistant manager in 1981. I became General Manager a year later and found myself in a position to purchase the Kings Beach Cantina and did so in 1983. In 1987 I built and opened Cantina Los Tres Hombres-Reno on 7111 South Virginia Street and finally opened the Sparks Cantina on 926 Victorian Avenue in December of 2000.

Well, needless to say when I belly up to bar for a cold one, I've paid my dues.

For those of you that have never frequented our establishments we have a great bar with stage, sound system and dancefloor.....a terrific Mexican, Southwest menu with a Mesquite broiler and a cookstaff that's been with me for 17 years. When you come in please introduce yourself.

This month, February-2006-The Cantina has been chosen Business of the Month by the Sparks Chamber. I'd like to thank Len Stevens, and the entire crew of the Chamber for all their effort and all my fellow members for their support over the last 4 years.

Thank you,

Mitch Brown-Owner
Cantina Los Tres Hombres



Shaun Carey, Sparks City Manager



Sierra Pacific Power Company Franchise Fees will help improve our Roads, Parks, and Sidewalks

Most utility companies that serve communities such as Sparks pay a franchise fee. Franchise fee agreements grant a utility the right to use the public streets and right-of-ways for their cables, pipes, and equipment that provide power, gas, cable television, phone lines, or other items that a utility requires to provide their service to City residents. The fee is merely a cost of doing business for the use of the public's right-of-way.

The 25-year agreements between Sierra Pacific Power Company (SPPC) and the City of Sparks to provide electric and gas to its citizens will expire on April 25. Today's SPPC current franchise fee is two percent the company's gross revenue, which essentially amounts to two percent of a resident's power bill. The City of Sparks is proposing to increase franchise fees one percent every other year up to a total of five percent, or one-half percent every year up to five percent. Regardless of which option is chosen, the proposed fee increase will take place over six years. The additional revenue will be dedicated to roads, sidewalks and parks.

The City of Sparks is currently experiencing a \$2.5 million shortfall for roadway maintenance. Two thirds of the additional franchise fee revenue would go toward road maintenance which includes city streets, sidewalks, curbs, and gutters. Many of our roads are decaying, and badly in need of maintenance and repair. It is far less expensive to provide preventive maintenance to a roadway than have to reconstruct it after the road fails.

In addition, one of the City's challenges is funding for sidewalks. During the 2003 legislative session, lawmakers passed legislation that transferred the responsibility for sidewalk maintenance from individual property owners to local jurisdictions. This legislation essentially created an unfunded mandate for local jurisdictions such as Sparks. Funding from SPPC franchise fees is the most economical way to fund sidewalk maintenance. Without this funding source, property owner assessments would need to be utilized, which would unnecessarily create an additional layer of administration to collect the funding and be more costly to the citizens of Sparks.

Additionally, we need more resources to maintain and improve the parks in our city. Our parks, such as the Sparks Marina, are the crown jewels of Sparks. One third of the new revenue would fund improvements to our parks, as well as the development of new parks.

Shaun Carey continued from **Page 2**

The City has more than 460 acres of developed parks, and there is currently no permanent funding source for capital improvements within the park system.

This new revenue would give the City a mechanism to provide a high level of service and standards that our citizens expect from our parks. Maintaining and repairing park equipment is a never-ending challenge, and it is imperative that our parks and park facilities are safe for everyone's use and enjoyment.

How will this impact the average consumer in Sparks? Today, the average resident's SPPC bill is \$157.51 a month for gas and electric. This includes a \$3.09 franchise fee (based on two percent of the bill). All things being equal, at the end of six years, customers would pay, on average, approximately \$4.86 more a month. This is less than the cost of a matinee movie ticket. For small business owners, the average monthly impact equates to \$69, a \$25 increase.

The City currently receives about \$2.2 million in revenue from the SPPC franchise fees which provides residents with services such as Police and Fire. The proposed fee increase would not change this current practice; and by the end of the six year period, revenue from the franchise fee would generate an additional \$5.4 million dedicated solely for our city roads, sidewalks and parks. Las Vegas, North Las Vegas, and Henderson have all enacted franchise fees in their power and gas agreements that equate to five percent of a consumer's bill to provide critical public services that the fastest growing state in the nation requires.

We all cherish the quality of life in northern Nevada. Our roads and parks are clearly a major component to providing and sustaining a positive and long-lasting quality of life in Sparks. The City of Sparks is indeed the City of Promise, and we have a responsibility to sustain the quality of life we have grown to love and enjoy for our residents today, and for future generations. The additional revenue from our franchise fees will go a long way toward ensuring we meet that responsibility.

Katy Singlaub, Washoe County Manager



By Katy Singlaub, County Manager

Even though the waters have receded, many homeowners and businesses are still dealing with the aftermath of the New Years' Eve Flood that extended several days into 2006.

To date, 225 private properties and 28 commercial parcels have reported flood damage. Local government public facilities suffered extensive destruction too, with estimated damage to Washoe County buildings, parks and other infrastructure alone at about \$1.5 million. To report property damage, whether in the incorporated or unincorporated area of the county, please call 328-3600.

Washoe County and the two cities issued Declarations of Emergency, followed by a similar proclamation by the Governor. Affected Nevada counties and cities have joined forces to send a joint letter to FEMA asking for federal assistance to help homeowners and businesses who suffered flood damage to their properties.

Although this latest storm had the potential to be as destructive as the 1997 New Years' Day Flood, some preventative measures put in place since then helped lessen the impact. Washoe County hydrologists continually checked rising water levels at monitoring stations located along the Truckee River.

Working with the National Weather Service, our staff was able to use models predicting when and where flooding would occur along the riverbanks. This monitoring allowed for greater warning time which enabled city and county officials to plan and gather resources and property owners to fill sandbags to protect their properties. The precious time spent in preparation proved to be invaluable when the rain didn't turn to snow as earlier predicted.

This latest flood is a reminder to us that the pending Truckee River Flood Project should be our region's most important infrastructure project. You have read about the progress the Coordinating Committee is making on this \$350-million plus project funded in part by sales taxes, but I wanted to give you some recent updates. Last year's revegetation and restoration of the natural flows along the riverbanks of the East McCarran Ranch located east of Sparks helped slow the recent flood waters as they traveled into Storey County. More than \$24 million worth of undeveloped parcels along the river has been or is in the process of being purchased thanks to early implementation of the project's property acquisition program.

Continued on page 4

Home of the Stress Less Mortgage



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Financial CorporationSM

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Loan Officer

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Reno, NV 89509
fgodina@pinnaclefinancial.com

775-825-9400 office
775-825-9411 fax
775-815-1998 cell

WWW.PINNACLEFINANCIAL.COM

Katy Singlaub, Washoe County Manager



... Continued from page 3

And while the flood project is currently winding its way through the U.S. Army Corp of Engineers review process, a recent visit by the Corps' Asst. Secretary makes us hopeful of congressional funding next year with construction to begin in 2008.

As Asst. Secretary Woodley said, this project will be "a marathon, not a sprint." While all of us wish the project would have been in place last month, we are grateful that our community had more preparation and resources available to lessen this last flood and are confident that we'll all be even more prepared for the next.

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Business Briefs



Greg Hauptert joins Sun West Bank



Mr. Hauptert comes to Sun West Bank with over 16 years of banking and investment management experience.

Most recently Greg was with Regions Bank in Charleston SC. "While I was not born in Nevada, I got here just as quick as I could", said Greg.

Sun West Bank's commitment to the business owners along with Gregs' own entrepreneurial spirit is the perfect fit. Greg will be a Vice President/Executive Business Development officer.

Heather Creveling-Smith, CMP
Branch Manager/Senior Loan Officer
Past President NNMBAA

PLATINUM 1ST
MORTGAGE, LP

2225 Green Vista Dr., Suite 305
Sparks, NV 89431
Direct: 775.673.7760
Call: 775.240.2010
Fax: 775.673.7740
e-mail: hcreveling@platinum1st.com



Washoe County Concert Association Reduced Ticket Pricing

To: Clubs, Organizations, Churches, Classes

Greetings from the Washoe County Concert Association (WCCA) and welcome to our 2006 Season of presenting family entertainment to the Reno/Sparks communities. The WCCA is in its 71st year of bringing national and international performers to our communities at the most affordable ticket pricing in our area. We are dedicated to presenting quality entertainment as well as promoting community outreach to educate our youth with an eclectic musical program each season. We now offer groups, clubs, organizations, churches, and classes a reduced ticket price of \$10 per ticket with 10 or more members in attendance. This is a 50% saving from our regular ticket price. See our 2006 season on our website at renoconcerts.org beginning February 11 featuring The Alley Cats (songs of the 50s and 60s) at the Pioneer Center for the Performing Arts. Get your group together! See you there!

Marian Holten, Concert Chair

775-626-7656; cell 775-843-2853

Membership Investment Rate Increase

In order to keep up with increased costs, the Sparks Chamber will assess a minimal dues increase effective March 1st.

We are proud to still have the lowest Chamber dues on the West Coast.

If you have any questions, please contact Len Stevens at 358-1976.

**IT PAY\$ TO
SUPPORT
YOUR FELLOW
CHAMBER OF
COMMERCE
MEMBERS!**

Welcoming Committee

By Susie Johnson, Chairperson



Wrapping up a successful year of serving as the Ambassadors of Goodwill for the Sparks Chamber, the Conductors were treated to an Appreciation Party at La Fuente. The evening included a short meeting to discuss the plans and goals for the committee in 2006 and then went into fun and games. This was a great time for the members of the committee to meet each other and their Team Captains. It seems like we see each other at the various events a lot but never really have the time to get to know each other. The party really brought people together and created much enthusiasm for the upcoming goals that we need to accomplish. We will be holding this appreciation event semi-annually now to keep the momentum going. We really are thankful for our committee members who make the program a big success.

As a result of the goals and group agreement, we now have a sub-committee to perform the New Member Visits. Leading the sub-committee is Doni Ridge who is currently also a Team Captain for the Conductors. Doni will keep very busy wearing both hats and working full time for the Reno-Gazette Journal. Thanks Doni for taking this on! I know you will do a great job! Thank you to everyone who volunteered to be on this sub-committee and your commitment to the monthly visits.

If you are interested in joining the Welcoming Committee (Conductors), please contact me at Susie.johnson@ctxmort.com or 775-287-7106. We really have fun meeting and greeting existing members and new members of the Sparks Chamber. It's a great way to give to your community and also to network with fellow business people.

How to avoid becoming a victim of Identity Theft

Courtesy of First Independent Bank of Nevada

According to the FDIC, Identity theft continues to be one of the fastest growing crimes in the United States, and has ranked as one of the top consumer concerns for the past several years. Identity theft is evolving in more complicated ways that make it harder for consumers to protect themselves. Education remains the most important tool to help prevent Identity Theft.

The definition of Identity theft is the stealing of a person's financial information, including credit cards and social security number, with the intention of using that data to commit fraud and create a phony persona. As reported by Newsweek and Forbs, the annual dollar loss reported to Congress was \$53 billion due to ID theft. One of the more frustrating aspects of identity theft that occurs is restoring your good name and credit, and countless hours are spent trying to resolve cases of Identity theft each day.

First Independent Bank of Nevada would like to help educate our community with these important steps:

- Never provide personal or financial information in response to an unsolicited telephone or Internet request (phishing scams)
- Never provide or share passwords over the phone or in response to an unsolicited Internet request
- Review account statements regularly to ensure all charges and transactions are correct
- Use a firewall , anti-virus and spy ware protection software at work and at home
- Use a shredder to dispose of personal or financial information
- Educate computer users of the latest threats and scams and to "question" the information being requested
- Be aware that financial institutions will not ask customers to provide sensitive customer information. Sensitive information includes items such as account numbers, date of birth, or social security numbers.
- Order copies of your credit report every 3 months from the different credit reporting agencies to ensure accuracy.

There are many useful resources available to educate, prevent and resolve issues of Identity Theft. If you feel you have been a victim of Identity Theft, you can report this at the <http://www.ftc.gov>. It is also necessary to place a fraud report with the major credit bureaus.

Equifax: www.equifax.com

Experian: www.experian.com

TransUnion: www.transunion.com

Membership Mixers & Grand Openings



Marina Hand Car Wash

720 Nichols, Sparks
Wednesday, February 8, 2006

5:00 p.m. – 7:00 p.m.

Mixer/Grand Re-opening Discount car washes and Chamber Member discounts
Please call the Chamber office @ 358-1976 for
additional information.

Pinnacle Financial



554 E. Prater Way, Sparks
Wednesday, February 22, 2006

3:00 p.m. – 7:00 p.m.

Home Expressions

1278 Disc Dr., Sparks
Wednesday, March 22, 2006

5:00 p.m. – 7:00 p.m.

Thank you!!

U.S.BANK

Thank you!!

Thank you!!



Thank you!!

Thank you!!

2858 Vista Blvd., Sparks
Wednesday, January 18, 2006
5:00 p.m. – 7:00 p.m.

Thank you!!



~Proudly Presents~

*Sparks Chamber of Commerce
25th Annual Community
Recognition Dinner*

You are cordially invited to attend

*Tuesday, February 21, 2006
John Ascuaga's Nugget -Ponderosa A*

No-Host Cocktails at 5:30 p.m.

Dinner at 6:15 p.m.

*Entertainment by: Eric Anderson,
Motivational Speaker & Illusionist*

*Jazz Entertainment
Awards Presentation*



\$50.00 per person or \$400.00 table of eight

Business Attire

*Sparks Chamber of Commerce
25th Annual Community Recognition Dinner*

Tuesday, February 21st

Please respond on or before Friday, February 17th

Company_____

M_____

Number of persons at \$50.00 each ____

or ____ Reserve a table for eight at \$400.00 per table.

\$_____ Enclosed or

Please bill my Master Card _____ or Visa _____

#_____

Expiration Date:_____ Fax credit card order to:358-1992

Signature:_____

If reserving a table, please list names of eight people that will attend:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Names of those attending will be placed on a reservation list and held at the door.

Chamber Member To Member Discounts

The Chamber of Commerce has implemented a program for Chamber members to offer discounts on their products or services to other Chamber members. The following businesses are participating:

ADT Fire & Security	1 Month Free Monitoring and \$50.00 OFF any Residential Security System Installation
ACE Janitorial Supply Inc.	10% OFF
Amy's Flowers	10% OFF (excluding wire orders)
Armstrong Inspection Services	10% OFF
Bemus Systems of Nevada	10% OFF on Full House System
CMS	\$50.00 OFF TTC Marketing Program
Cingular Wireless	25% OFF all cell phone accessories to all active Sparks Chamber Members
Clear Vision Window & Blind Clean	Mini Blinds 5% OFF, Window Cleaning 10% OFF
Commercial Bookkeeping Services	15% OFF Hourly Rate
Craig Chagnon, Realtor	Free Home Warranty Coverage for Sellers & Buyers
Cruise Planners	7-day or longer cruise: \$25 PP on inside cabin, \$35 PP on outside cabin, or \$50 PP on balcony cabin
Cut-N-Loose Hair Designs	10% OFF
Dickson Realty/Judy Southard	Free 1 year warranty to chamber members who buy or sell their home through me
Disability Services	10% OFF
Electrivers	15% OFF Labor
Eschelon Telecom	4% Additional Discount to Chamber Members
Greater Nevada Credit Union	Free Credit Union benefits to employees of Chamber of Commerce Members
Marina Hand Car Wash	50% OFF Car Washes
Mortgage House, The	\$100 OFF Closing Costs
Mr. Electric	10% OFF
Mustang Alarm Services, Inc.	10% OFF Any Service or Installation
National City Mortgage/Nicole Chase	\$100 OFF Closing Costs
Nevada Association of Employers	10% on Training
Nevada Small Business Development Center	Various Discounts on Training
OutSource It, LLC Computer & Network Services	20% OFF Labor
Vita Ozoude, CPA	10% OFF Tax & Accounting Services
Dr. Kevin Andrews DDS Personalized Orthodontics	\$300.00 Discount for all Sparks Chamber Members
Platinum 1st Mortgage, L.P.	Chamber Members receive \$500.00 Discount OFF fees to purchase or refinance with us
Rock Computer Technology, LLC	Free consultations and 25% OFF labor
SBC	10% Discount on New Telephone Systems
Sparks Tribune	Home or Office Delivery, 1/3 OFF
Sport & Safety Optics, Inc.	20% Discount on all Frames & Lenses
Sterling Business Systems	10% OFF Machine Purchase
Sweep Easy Chimney Sweep	Stove 5% OFF, Service 10% OFF
Vacation Nanny, The	7 Day Reservation for the Price of 5 Days

If your business, as a Chamber Member, would like to offer a discount to other Chamber Members, please let us know and we will update this list each month in the Chamber Newsletter.

**SPARKS CHAMBER OF COMMERCE
NEW MEMBERS**

Advertising Specialty Company
Promotional Products/Silk Screen
Jake Heckman
P.O. Box 10487
Reno, NV 89510-0487
775-826-2711
Fax 775-826-0487
www.adspecreno.com
adspec@adspecreno.com

Bill Fleiner Real Estate, LLC
R.E. Development/Brokerage
Bill Fleiner
675 Sierra Rose Dr. #111
Reno, NV 89511-2070
775-826-7000
www.rialtosstc.com
b.fleiner@worldnet.att.net

Canyon Vista Apartments
Apartment Community
Kim Lewis
5200 Los Altos Parkway
Sparks, NV 89436-7633
775-626-7773
Fax 775-626-7773
canyonvista@sentinelcorp.com

Keller Williams Group One Sparks Realty
Brokerage
Karen Ashby
5901 Los Altos Pkwy #103
Sparks, NV 89436-7666
775-336-3800
Fax 775-336-3801
www.kwgrouponesparks.com
karenashby@kw.com

Marina Hand Car Wash
Car Wash
Jon Biagi
720 Nichols Blvd.
Sparks, NV 89434-6820
775-358-4134
Fax 775-358-4197
RonJ2@sbcglobal.net

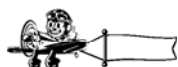
Mr. Rooter Plumbing
Plumbing
Jerry Enwald
1092 Greg St.
Sparks, NV 89431-6040
775-351-2882

Nevada First Bank
Banking
Roger Ashby
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Reno, NV 89502-6558
775-823-5000
Fax 775-825-5609
www.nevadafirstbank.com
rashby@nevadafirstbank.com

RHP Mechanical Systems
HVAC/Plumbing
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Reno, NV 89512-3504
775-322-9434
Fax 775-322-5508
www.rhpinc.net
mscolari@rhpinc.net

Thiel Plumbing
Water Filtration
David Thiel
2100 Capurro #140
Sparks, NV 89431
775-355-9311
Fax 775-355-9322
EEEasylife@hotmail.com

Scraps Dog Bakery At Sparks
Retail
Kristen Taylor
325 Harbour Cove Dr.
Sparks, NV 89434-7858
775-358-9663
www.myfavoritescraps.com



Chamber Advertising



Due to a high volume of phone calls, the Sparks Chamber is now offering business card size ads in the monthly newsletter. The charge for the ads is **\$50.00** per month. This is an excellent opportunity to get additional exposure. The ads need to be the size of a business card. Layouts need to be e-mailed to Jesse at the chamber: webmaster@sparkschamber.org. If you have further questions feel free call him at: **775-358-1976**.

SPARKS CHAMBER OF COMMERCE
CALENDAR OF EVENTS

DATE/TIME	EVENT	PLACE
February 8 Wednesday 5:00 p.m.-7:00p.m.	Open House/Ribbon Cutting	Marina Hand Car Wash 720 Nichols Blvd., Sparks
February 9 Thursday 7:30a.m.	B.E.S.T. Kids Committee meeting	Shaw Middle School
February 15 Wednesday 4:00p.m.	Board of Directors Monthly meeting	John Ascuaga's Nugget - Alpine Room
February 21 Tuesday 5:30 p.m. Cocktails 6:15 p.m. Dinner	25th Annual Recognition Dinner RSVP 358-1976 \$50.00 per person \$400.00 for table of (8)	John Ascuaga's Nugget - Ponderosa
February 22 Wednesday 5:00 p.m.-7:00 p.m.	Membership Mixer	Pinnacle Financial 940 W. Moana Lane, Ste. 105
March 9 Thursday 7:30 a.m.	BEST Committee Meeting	Shaw Middle School Library
March 22 Wednesday 5:00 p.m. - 7:00 p.m.	Open House/Ribbon Cutting	Home Expressions 1278 Disc Dr., Sparks
March 28 Tuesday 11:30 a.m. - 1:00 p.m.	Membership Luncheon	Atlantis Casino Resort
April 13th Thursday 5:00 p.m. - 7:00 p.m.	B.E.S.T. Kids Mixer	Mendive Middle School 1900 Whitewood Dr., Sparks

Membership Re-Investments
We Thank You!!

Anachemia Science
Apex Chiropractic
Big Apple Pizza & Subs, Inc.
BJ's Barbeque
Community Services Agency
Budget Blind of Sparks
D & D Roofing & Sheet Metal, Inc.
Ferco, Inc.
First American Title
Goodwin Enterprises
Greater Nevada Credit Union
Gurr's Roofing & Building
Heritage Bank
Dr. Richard Harris

Kahl Commercial
Keller Williams Group One Realty/Roy
McMichael
National Multiple Sclerosis Society
Northern Nevada Apartment Association
Reno/Sparks Association of Realtors
Sparks Branch Library
Sparks Marina RV Park
Stylemasters
Systems of Nevada, Inc.
Washoe Building Supply Inc.
Wells Fargo Bank