



# RAN

Retail Association of Nevada

OCTOBER 2010  
BOO!



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# NEVADA NEWS

## GENERAL ELECTION NOVEMBER 2, 2010

**F**ollowing are the U.S. Senate, Congressional, Constitutional offices and Legislative contests in this year's election. Minor party candidates were omitted due to lack of space. The Retail Association of Nevada (RAN) urges all members to study the candidates and make their own decisions. For your information, names in bold are those Assembly and Senate candidates who scored well on the RAN Legislative Voting Matrix and/or are supported by RAN. For those candidates who have been spotlighted in previous newsletters, the issue month/year is noted near their names. You can find past issues of *Nevada News* on our website at [www.rannv.org](http://www.rannv.org). For more information on our matrix, reference the September 2009 issue.

### U.S. Senator

- Harry Reid – Democrat
- Sharron Angle – Republican

### Representative in Congress District 1

- Shelley Berkley – Democrat
- Kenneth Wegner – Republican

### Representative in Congress District 2

- Nancy Price – Democrat
- Dean Heller – Republican

### Representative in Congress District 3

- Dina Titus – Democrat
- Joe Heck – Republican

### Governor

- Rory Reid – Democrat
- Brian Sandoval – Republican (July 2010)

### Lt. Governor

- Jessica Sferrazza – Democrat
- Brian Krolicki – Republican (May 2010)

### Secretary of State

- Ross Miller – Democrat (Aug. 2010)
- Rob Lauer – Republican (Aug. 2010)

### State Treasurer

- Kate Marshall – Democrat (Aug. 2010)
- Steven Martin – Republican (Aug. 2010)

### State Controller

- Kim Wallin – Democrat
- Barry Herr - Republican

### State Attorney General

- Catherine Cortez Masto – Democrat (Aug. 2010)
- Travis Barrick – Republican (Aug. 2010)

### CAPITAL SENATE DISTRICT

- Kevin Ranft – Democrat
- James Settlemyer – Republican (Jan. 2010)

### CLARK SENATE DISTRICTS

#### State Senate District 2

- **Mo Denis** – Democrat (Jan. 2010)

#### State Senate District 5

- Joyce Woodhouse – Democrat
- **Mike Roberson** – Republican

### State Senate District 7

- **Mark Manendo** – Democrat
- Anthony Wright – Republican

### State Senate District 8

- Tammy Peterson – Democrat
- **Barbara Cegavske** – Republican (June 2010)

### State Senate District 9

- Benjamin Yerushalmi – Democrat
- **Elizabeth Halseth** – Republican (Sept. 2010)

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# GENERAL ELECTION CANDIDATES

## State Senate District 10

- **Ruben Kihuen** – Democrat (*Feb. 2010*)
- Henry Tyler – Republican

## State Senate District 12

- Aaron Ford – Democrat
- **Joe Hardy** – Republican (*Nov./Dec. 2009*)

## WASHOE SENATE DISTRICTS

### State Senate District 1

- Sheila Leslie – Democrat (*Feb. 2010*)
- Phillip Salerno – Republican

### State Senate District 2

- Allison Edwards – Democrat
- **Don Gustavson** – Republican (*Jan. 2010*)

### State Senate District 4

- **Ben Kieckhefer** – Republican

## CLARK ASSEMBLY DISTRICTS

### Assembly District 1

- **Marilyn Kirkpatrick** – Democrat (*July 2010*)
- Mark Thompson – Republican

### Assembly District 2

- David Lerner – Democrat
- **John Hambrick** – Republican

### Assembly District 3

- Peggy Pierce – Democrat
- Eric Morrelli – Republican

## Assembly District 4

- Gary Fisher – Democrat
- **Richard McArthur** – Republican

## Assembly District 5

- **Marilyn Dondero Loop** – Democrat
- Timothy Williams – Republican

## Assembly District 6

- **Harvey Munford** – Democrat
- Carole Long – Republican

## Assembly District 7

- Dina Neal – Democrat
- Geraldine Lewis – Republican

## Assembly District 8

- **Jason Frierson** – Democrat (*May 2010*)
- Joseph Egan – Republican

## Assembly District 9

- **Tick Segerblom** – Democrat
- Lois Basichis – Republican

## Assembly District 10

- **Joe Hogan** – Democrat
- Tyler Andrews – Republican

## Assembly District 11

- Olivia Diaz – Democrat
- Von Brewer – Republican

## Assembly District 12

- **James Ohrenschall** – Democrat
- Tod Oppenborn – Republican

## Assembly District 13

- Louis Desalvio – Democrat
- **Scott Hammond** – Republican (*Sept. 2010*)

## Assembly District 14

- Maggie Carlton – Democrat
- Lee Roach – Republican

## Assembly District 15

- **Elliot Anderson** – Democrat
- Dale Snyder – Republican

## Assembly District 16

- **John Ocegquera** – Democrat (*March 2010*)
- Robert Irwin – Republican

## Assembly District 17

- **Kelvin Atkinson** – Democrat
- Kenneth King – Republican

## Assembly District 18

- Richard Carrillo – Democrat
- Ken Walther – Republican

## Assembly District 19

- Steven Brooks – Democrat
- Jerry Wang – Republican

## Assembly District 20

- Lynn Goya – Democrat
- **Crescent Hardy** – Republican (*Sept. 2010*)

## Assembly District 21

- **Ellen Spiegel** – Democrat
- Mark Sherwood – Republican

## Assembly District 22

- Kevinn Donovan – Democrat
- **Lynn Stewart** – Republican

## Assembly District 23

- Monica Leija Bean – Democrat
- **Melissa Woodbury** – Republican

## Assembly District 28

- Lucy Flores – Democrat (*June 2010*)
- James Cressman – Republican

## Assembly District 29

- **April Mastroluca** – Democrat
- Dan Hill – Republican

## Assembly District 34

- **William Horne** – Democrat
- Richard Deeds – Republican

## Assembly District 37

- **Marcus Conklin** – Democrat
- Phillip Joseph Lupo – Republican

## Assembly District 41

- Paul Aizley – Democrat
- Jan Porter – Republican

## Assembly District 42

- Irene Bustamante Adams – Democrat
- Kathy Njus – Republican



# GENERAL ELECTION CANDIDATES

## WASHOE ASSEMBLY DISTRICTS

### Assembly District 24

- **David Bobzien** – Democrat
- Monte Johnson – Republican

### Assembly District 25

- Robert Townsend – Democrat
- **Pat Hickey** – Republican  
*(May 2010)*

### Assembly District 26

- Angie Taylor – Democrat
- **Randy Kirner** – Republican

### Assembly District 27

- Teresa Benitez-Thompson – Democrat
- **Gabe Jurado** – Republican

### Assembly District 30

- **Debbie Smith** – Democrat  
*(June 2010)*
- Kathy Martin – Republican

### Assembly District 31

- Richard "Skip" Daly – Democrat
- **Randi Thompson** – Republican  
*(May 2010)*

## NORTHERN/RURAL ASSEMBLY DISTRICTS

### Assembly District 32

- **Jodi Stephens** – Republican  
*(Oct. 2009)*

- Ira Hansen – Republican

### Assembly District 33

- Michael McFarlane – Democrat
- **John Ellison** – Republican

### Assembly District 35

- John O'Connor – Democrat
- **Pete Goicoechea** – Republican  
*(July 2010)*

### Assembly District 36

- Ron Hibble – Democrat
- **Ed Goedhart** – Republican  
*(July 2010)*

### Assembly District 38

- **Tom Grady** – Republican

### Assembly District 39

- Joetta Brown – Democrat
- **Kelly Kite** – Republican  
*(May 2010)*

### Assembly District 40

- Robin Williamson – Democrat
- **Pete Livermore** – Republican  
*(May 2010)*

## EMPLOYERS, EMPLOYEES AND THE ELECTION

By Bryan Wachter

### ACCORDING TO THE BUSINESS INDUSTRY POLITICAL

Action Committee (BIPAC), an organization that has done quite a bit of research on why communicating with your employees about elections is a good idea, seventy-one percent of voters identified themselves as 'investors' in the exit polls for a recent election. This majority investor class understands the relationship between their livelihood, retirement funds and the success of the company for which they work. This may help explain why employees consider their employers to be the

single most credible source of information on issues, candidates and elections. In fact, nearly eighty percent of employees polled say they want their employer to provide them with issue information. However, it's not as easy as just talking to your employees. Below we've provided some helpful tips to follow to ensure both you and your employees are protected.

One important distinction is whether you talk about candidates or issues. Generally, speaking with your employees about why a candidate is good or bad is not allowed. What is allowed is speaking to

your employees about issues that are important to your organization. It is also acceptable to use past voting records and statements made by candidates to let your employees know where all candidates stand on specific issues.

Another option is to invite candidates down to your place of business. Be sure to invite all candidates for a specific office, and have them speak to your employees about issues that concern the livelihood of your business. It's a very memorable experience for both employees and candidates and helps to educate all on which

candidates are good for business, and those that aren't.

Posters make great education items and are great to hang around the office provided they don't endorse a candidate. As an example, take two or three issues important to your business and list how candidates feel about those issues so your employees will know where the candidates stand.

For more information you can visit the Nevada Secretary of State's website at [www.nvsos.gov](http://www.nvsos.gov) or visit the Nevada Prosperity Project at [www.bipac.net](http://www.bipac.net) ■



# A VISION OR A MIRAGE?

By Bryan Wachter

## SEPTEMBER 10TH, 2010, SAW THE END OF THE NEVADA VISION STAKEHOLDERS'

Group and their quest for a master plan to bring Nevada out of the bottom of many of the state rankings on issues like education, transportation, and health and wellness.

What was once thought to be an exercise in creating a public excuse for raising more taxes on businesses has

become, instead, a lengthy 95-page report setting benchmarks and metrics the state should adopt. Once adopted, the benchmarks would be used when comparing progress not only among other states, but year to year, as Nevada progresses. The Report makes many recommendations on how to complete or meet these lofty goals, but stresses the need for a strong economy while referencing, quiet

frequently, the need for a low but broad-based tax structure as a driver to Nevada's success. The portion of this experimental look into state finances, that had many in the business community concerned, was dropped from the overall study. It had included a tax report that would have identified the best taxes (as if such a thing exists) to pay for the programs and goals the Stakeholders' Group had

identified. Time will tell if this Report, like the countless others undertaken before it for the same reasons, will be another footnote in the annals of Nevada legislative history, or if it will be read and integrated into the 2011 Legislative Session in order to prioritize legislative spending by recognizing the work of distinguished citizens. ■

# UNEMPLOYMENT TAXES WILL GO UP WITHOUT LEGISLATURE

By Bryan Wachter

## THE NEVADA EMPLOYMENT SECURITY COUNCIL, THE

state organization located within the Nevada Department of Employment, Training, and Rehabilitation, is tasked with maintaining the Unemployment Trust Fund, and distributing those funds to laid-off workers. The Council will meet on

October 5th, 2010, as part of their annual review of the strength of the Unemployment Trust Fund. At that meeting, they will decide if assessments on employers are sufficient to meet the Trust Fund's obligations for the coming year. It is not news that the economy has shattered all previous records for unemployment in Nevada and

has, therefore, taken its toll on the solvency of the Trust Fund. While this publication will go to print before the time of that meeting it is no secret that the unemployment tax, levied on the employer for each employee, will have to be raised considerably to both meet the needs of unemployed workers, and pay back the one billion dollars borrowed from the

Federal Government to pay on current claims. More information will be forthcoming as the final decision will be made at the end of October and will go into effect on January 1, 2011. Look for more information in the November/December RAN *Nevada News* or contact the department at <http://detr.state.nv.us> ■

## The Retail Association of Nevada and Applied Analysis release July RAN Retailer Index Index declines for third consecutive month

The RAN Retailer Index (RRI), a composite of publicly traded, retail-related enterprises having operations in Nevada, declined for the third consecutive month, ending July at a value of 114.3. The index declined 5.1 points compared to June, a decrease of 4.2 percent. In contrast, the broader equity market performed slightly better in July than in the previous month, with the Dow Jones Industrial Average rising 63 points, or 0.6 percent, when calculated in a similar manner. With the exception of Ford, which rose modestly on a positive earnings report, and Honda, which followed the broader market trend, every retailer included in the index posted a decline compared to the prior month as consumer confidence continued to fall (reaching 50.4 in July, compared to 54.3 in June) and jobs reports remained discouraging...

For more information, go to: <http://www.appliedanalysis.com/eupdates.ran/ran-ri.pdf>



# THE GREEN SCENE

## Sustainable Retail Practices



The retail industry is focused on implementing sustainable practices through recycling, energy conservation, green building design and efficient supply chain issues. Each month, we will highlight a RAN member who is committed to social and environmental responsibility by adopting company-wide “green” policies. If you have a project you would like featured on this page, contact Lea Tauchen at [lea@rannv.org](mailto:lea@rannv.org)

# SCOLARI'S STARTS NEW RECYCLING PROGRAM



## S PARKS, NEVADA — SCOLARI'S FOOD & DRUG COMPANY HAS TEAMED UP WITH

Castaway Trash Hauling and R.T. Donovan Company, all local Northern Nevada companies, to recycle waste from eleven Northern Nevada Scolari's stores. The waste that would normally

- : be taken to the Lockwood Land Fill, will now be converted to compost, saving precious land fill space and helping the environment. It is estimated that approximately 39,000 pounds of waste per week will stop being sent to the land fill.
- : The items being converted to compost are produce, floral and meat trimmings, out of code items from the bakery/deli, wood pallets and wax cardboard. After the process is complete, the compost will be bagged and eventually sold in Scolari's stores.
- : Recycling is not new to Scolari's, for years Scolari's has recycled plastic bags and regular cardboard. Currently Scolari's recycles over five tons of plastic bags annually as well as twenty-four hundred tons of regular cardboard. Scolari's also offers our customers for purchase, reusable shopping bags and credits customers five cents per bag when used during a shopping trip. ■

## Help RAN Go Green!

If you would like to receive your annual dues invoice and/or our monthly newsletter electronically, please call Piper Brown at **775-882-1700**.

## Green Glossary — Word of the Month: “Precycling” What it is and why it's catching on with consumers

Precycling evolved out of a trend called “wasted.” “Excess” was emerging as a dirty word. People were looking for ways to pare down packaging and/or repurpose it, for starters. As examples, think reusable glassware and the footwear program that offers customers a 20% discount when they send in used, but clean shoes, which are donated to developing countries.

Consumers who precycle aren't just content with throwing cans and bottles in the recycle bin and letting waste management sort it out. With increasing consumer interest in sustainable living, those engaged in precycling aim to avoid products that create more superfluous stuff. This could mean everything from buying bulk in order to avoid excess packaging to reusing everything from water bottles to shopping bags.

It is becoming a more popular viewpoint that recycling cans, bottles, paper and such is an antiquated misuse of energy, so precyclers remove themselves from junk mail lists, read paper-based media online and even carry around “precycling kits” consisting of cloth napkins and silverware—anything to reduce waste and not contribute to the recycling bin. ■

## In California ...

Sitting on Governor Schwarzenegger's desk are a number of bills awaiting signature. Among them is AB 2398.

What it would do: Impose a fee of 5 cents per square yard of new carpet sold in California, beginning July 2011, to support the recycling, reuse and diversion of old carpet from landfills.

Nearly all Republicans voted no. Critics say the five-cent fee would place a new burden on an industry struggling under the weak economy. ■



# Nevada Notes

## RECESSION ALLOWS FRANCHISES TO EXPAND, ENTER MARKET

Even as many retailers and food establishments are struggling to outlast the recession, franchises and chains are entering the market or expanding their footholds. Some are taking advantage of the sharp decline in rent, the availability of storefronts at high-traffic shopping centers and declining competition.

Newcomers to the Southern Nevada market include furniture stores, hobby craft stores, sandwich shops, yogurt shops and restaurants. Some retailers are willing to spend hundreds of thousands of dollars to jump into the Las Vegas market.

Opening a franchise can run into the mid-six figures. Financing is difficult to obtain, and business owners have to front the money or get investors. On the other hand, preparing storefronts for new businesses costs about 20 to 30 percent less these days because of competition among contractors. Even existing restaurant chains in Las Vegas are finding opportunities during the recession.

*In Business LV*

## RETAIL SALES IN AUGUST POST BEST INCREASE IN FIVE MONTHS

Retail sales rose in August by the largest amount in five months, adding to evidence that a late spring economic swoon was temporary and not the start of another recession. Retail sales increased 0.4 percent last month, the Commerce Department said Tuesday. It was the second straight monthly increase and the biggest gain since March. Excluding a decline

in autos, retail sales increased 0.6 percent. That followed two relatively flat months and a sharp drop in May.

The strength in August retail sales came in a number of areas from department stores to clothing stores and sporting goods outlets. However, bigger-ticket items such as furniture and electronics fell last month.

Best Buy said Tuesday that its fiscal second-quarter net income rose 60 percent. The retailer's standalone mobile stores helped to boost profits. Shoppers bought cell phones, appliances and tablet computers. Still, sales of televisions, video game consoles, video games, music and movies all fell.

Analysts cautioned that the August retail sales figures may not indicate a trend. Discounts on back-to-school merchandise helped drive gains of lower-priced items such as clothing, they note. At the same time, the weak housing market has dampened demand for more expensive items. Furniture sales were down 0.5 percent, the fourth decline in the past five months.

But other areas were strong. Department stores and general merchandise stores both posted 0.4 percent gains. The latter category includes big chains such as Wal-Mart and Best Buy. Major chain stores reported that this year's back-to-school season was better than first anticipated. Still, retailers reported that shoppers were spending mainly when they found discounts and sales were by no means sizzling. Analysts said they expect stores will need to keep discounting to get shoppers to spend this fall and for the holiday.

*AP/RGJ*

## LITTLE OPTIMISM FOUND IN UNR BUSINESS SURVEY

Northern Nevada business leaders remain strongly pessimistic about the economy and the prospects for recovery, the Sierra Region Economic Outlook Mid-Year Business Survey shows.

The center and the UNR College of Business sponsored the biannual online survey of more than 7,700 area business leaders, taken between July 7 and Aug. 2. The survey drew 689 responses, the highest return in the seven years since it was first circulated.

Responses generally paralleled those from last winter, with at least one brighter trend: About 14 percent indicated that overall economic conditions had improved from a year earlier, up from 9 percent who said the same thing six months ago.

## HOW BUSINESSES VIEW HOT TOPICS

### Taxes:

- 78% support some type of change to Nevada's current tax structure.
  - 28% say sales taxes need to be broadened to include more industries.
  - 28% support increased mining taxes.
  - 6% support corporate or personal income tax.
- Immigration:
- 28% support returning all illegal immigrants to their countries of origin.

### Top five messages for 2011 Legislature

- Cut/stop spending: 25%
- Change tax structure: 13%
- Balance budget/live within means: 9.6%
- Work cooperatively: 9.1%
- Support education: 8.6% *RGJ*

## NATIONAL TAKE BACK DRUG PROGRAM *By Liz MacMenamin*

### SEPTEMBER 25TH WAS DESIGNATED AS THE NATIONAL TAKE-BACK DAY FOR

prescription drugs. The public was encouraged to bring in unused or expired prescription drugs, over-the-counter pills, prescription liquids, and pet medications. The successful roundup was held at five locations in Reno: Scolari's Food & Drug at the 1300 Disc Drive store, 8165 South Virginia Street and 200 Lemmon Valley Road. Save Mart and Walgreens joined

in this effort at two locations: Save Mart at 565 East Prater Way and Walgreens at 10370 N. McCarran.

If you were unable to drop off your prescriptions in September, you may dispose of unused drugs by crushing them in a seal-tight plastic bag, add kitty litter or coffee grounds, seal the bag and dispose in the trash.

Photos and details of the successful event will be featured in the Nov/Dec RAN *Nevada News*. ■

**"Pharmacists have expertise and often have a customer's entire medical picture, so they can catch prescription overlaps or possible drug interactions."**

*News-Observer (Raleigh, NC), "Pharmacies embrace expanding medical role," 9/12/10*



# National Notes

## HALLOWEEN: NO LONGER A ONE-DAY EVENT, HOLIDAY KICKS OFF THE IMPORTANT SHOPPING SEASON THAT RUNS UNTIL CHRISTMAS

Retailers hope to shock tight-fisted shoppers into spending big this Halloween with bargain prices on candy and costumes. Sales are expected to be flat or slightly ahead of last year, according to national analysts. Candy, a Halloween staple, will hold steady, with home décor expected to decline. Halloween, the unofficial start of the holiday season, has become a multibillion-dollar holiday, with retailers spending more on marketing, extending the selling season and offering a wider array of products, from lawn ornaments to costumes. The holiday sets the tone for sales and shopper sentiment as retailers head into the all-important Christmas season.

Trick-or-treaters and Halloween revelers have taken steps to save money since 2007, when Halloween sales peaked before the recession. To meet demand, retailers are competing on price. Target said its stores would continue to focus on low prices, with costumes starting at \$12. But it's too early to speculate how much money shoppers will be willing to shell out for an authentic Halloween experience, said Kathy Grannis of the National Retail Federation.

"We do know that customers are still very bargain hungry."

Last year, the federation predicted shoppers would spend \$56.31 on Halloween items, down from \$66.54 in 2008, as they made do with the decorations they already had and cut the number of parties they attended. Sales will likely get a boost from timing: Halloween

falls on a Sunday this year. When it falls on a weekend, there tends to be more participation.

*The Detroit News*

## CALIFORNIA SENATE REJECTS PLASTIC BAG BAN BILL

California Bill AB 1998 (commonly referred to as the Plastic Bag Ban Bill) was rejected by the California Senate after it failed to receive the two-third-majority vote. It would have been the first statewide plastic bag ban in the U.S.

San Francisco made history when it became the first city to officially ban plastic shopping bags in 2007, making it a pioneer of a rapidly growing trend. AB 1998 would have prohibited any grocery store or other large retailer from distributing plastic bags to consumers and required a fee of at least five cents for every paper bag distributed.

The bill had hundreds of opponents, including industry groups citing a loss of jobs and the requirement of state funds to provide "bag police." This is the third consecutive year that a California bill that would have enforced a ban or tax has failed.

*Sacramento Bee*

## BACK-TO-SCHOOL SHOPPING GOES MOBILE

Back-to-school shopping deals are just a text message away this year as retailers wade into the brave new world of mobile commerce. Even print ads encourage users to send a text for special sales alerts. But many retailers are still waiting to see whether mobile shopping will pay off after the novelty wears off.

About 29 percent of consumers said they planned to use their phones to power through their back-to-school

shopping lists. About 38 percent of those shoppers said they intended to check prices, while 30 percent were looking for discounts and coupons.

Industry experts and techno-evangelists have long predicted a day when people no longer make the long trek to the mall or even tether themselves to their desks to shop. Now, as more Americans are snapping up smartphones that can access the Internet and boast large-screen displays that make it easy to browse for clothes or microwaves, the future may not be far off.

The National Retail Federation, a trade association, said stores are experimenting with mobile shopping in several ways. In fact, retailers say their top two mobile retailing goals are to drive sales to their Web sites and offer price and product information — not to complete the sale on the phone.

*Washington Post*

## NRF SAYS BROADLY WRITTEN ANTI-TERRORISM PROPOSAL COULD DISCOURAGE MERCHANTS FROM SELLING GIFT CARDS

NRF is urging the Treasury Department to significantly revise proposed new rules intended to keep gift cards from being used for money laundering or to fund terrorism, saying some merchants could stop selling the highly popular cards if they are forced to track purchases, collect customers' names and file "suspicious activity" reports at hundreds of thousands of stores across the nation.

"The proposed regulations would create unimagined burdens," NRF Senior Vice President and General Counsel Mallory Duncan said in

comments filed with the agency. "The prospect of having to maintain more than five years of records for each card sold in return for the minimal payment for the service is reason enough for the store owner to forego the sale of the product, leaving potentially interested customers inconvenienced and wanting."

*National Retail Federation Press Release*

## LOWE'S STEPS UP DIY, ENERGY EFFORTS

Faced with a reluctant recovery, Lowe's says it's rethinking the way it forecasts consumer spending — coming to terms with smaller-scale, DIY projects for people who are staying in their homes longer and longer. The historical assumption that a stronger housing market automatically translates into higher comparable-store sales for chains like Lowe's just isn't holding up in this economy.

Instead of major projects, Lowe's is trying to show them what they can do to improve a bathroom in a weekend, for example, and on a limited budget. And they are certainly looking at this move back to DIY — in painting and lawn care, especially.

In its marketing, they are advertising more of the budget items. Beginning next month, Lowe's will take over repairs for all the appliances it sells. The Mooresville, N.C.-based Company is also stepping up its efforts to help shoppers save on energy. It announced that it plans to launch its Energy Centers — begun as a test in 21 stores in California last year — nationwide. The centers sell products that measure, reduce and generate energy in one convenient location.

*Investors Daily*



# GUEST COLUMN BY ANN LYNCH: VACCINES HELP KEEP OUR COMMUNITY SAFE

## CALIFORNIA DECLARED AN EPIDEMIC OF PERTUSSIS

(whooping cough) this summer. In 2008, unvaccinated children contributed to measles outbreaks in California, Illinois, Washington, Arizona and New York. Thirteen percent were hospitalized. During the Olympics in Vancouver, an outbreak of measles struck; not surprising, half were in one family that rejected vaccines.

The H1N1 virus struck at younger populations than normally impacted by seasonal flu strains. In fact, only 66 of the nearly 3,800 H1N1 cases in Clark County involved people older than 65. As one 38-year-old survivor of the flu stated, "It was really a surprise when I got out of my coma and found out what got me," and he now strongly advocates that everyone get vaccinated.

The Centers for Disease

Control designated August as National Immunization Awareness month to highlight the importance of vaccines in preventing outbreaks of deadly diseases across all age groups. According to the CDC, receiving immunizations is critical to protecting us and our communities from disease.

Vaccines are a major success story of modern medicine. Vaccines have eradicated smallpox, eliminated wild poliovirus in the United States, and significantly reduced the number of cases of measles, diphtheria, rubella, pertussis and other diseases. But despite these efforts, people in the U.S. still die from these and other vaccine-preventable diseases.

I am very proud of my work in helping Nevada pass legislation that requires children to show proof of immunizations to enter school. This legislation helps ensure that our children are

protected.

But we have so much more that we need to do to protect our entire population. For example, our infant immunization rates are among the lowest in the nation, with 30 percent of infants between 19 and 30 months of age not fully immunized. The CDC has set a goal of 90 percent for immunizations, a rate that is not yet achieved anywhere in the country. Reaching that goal will not be easy, but there is no reason why we can't do it.

Some parents refuse immunizations because they believe rumors that vaccines can cause autism, despite the fact that repeated studies have shown no link. Other parents are concerned about the cost of vaccines. Fortunately, expense does not need to be a factor. Various programs in Nevada will provide free or reduced-cost vaccines. In August, Nevada parents can also take advantage

of various "Back-to-School" immunization clinics throughout the state.

To find out where to get help with vaccines, Nevadans can go to [http://health.nv.gov/immunization\\_WhereToReceiveVaccines.htm](http://health.nv.gov/immunization_WhereToReceiveVaccines.htm).

Vaccinations won't guarantee you perfect health, but they can prevent you from contracting many diseases that could kill you. Vaccines can also ensure that our community remains safe today and that in the future, diseases like polio and meningitis may join smallpox on the "eradicated" list.

*Ann Lynch, who served as the vice president of government relations for Sunrise Health System, is chair-elect of the Southern Nevada Medical Industry Coalition and a founder of the Sunrise Children's Foundation. ■*

## SEPTEMBER BOARD OF PHARMACY MEETING

By Liz MacMenamin

### THE NEVADA STATE BOARD OF PHARMACY MET ON SEPTEMBER

1-2 in Reno. Mark Jackson, Douglas County District Attorney, appeared before the board to discuss the problems he has seen with synthetic cannabinoids in Douglas County. He requested the Board

consider making these drugs a controlled substance.

At the Board's direction, Carolyn Cramer, staff attorney, will research how to make the designation through the regulatory process. She will also work with the crime lab to properly identify these substances. ■

## UPCOMING EVENTS

### NRF 100th Annual Convention & EXPO Retail's BIG Show

Convention: January 9-12, 2011

EXPO: January 10-11, 2011

There is no better place to celebrate a birthday than New York City. We'll be back in New York to celebrate our 100th Annual Convention & EXPO. Join us to be inspired, network with your colleagues, and discover new solutions to better your business.

Information on call for speakers, exhibiting and sponsoring will be available shortly.

### NRF 100th Annual Convention & EXPO

Jan 9-12, 2011

Jacob K. Javits Convention Center, New York

More info: [www.nrf.com/annual11](http://www.nrf.com/annual11)

Watch your mailbox! You will soon be receiving your welcome packet from the National Retail Federation (NRF). As reported in last month's issue of Nevada News, RAN has partnered with our national affiliate to offer our small business members joint membership. This initiative will allow you to reap the benefits of both state and national coverage of industry-specific issues. NRF membership benefits will also include a digital subscription to STORES Magazine, the Washington Retail Insight e-newsletter, a "Guide to Congress" and discounts for NRF conferences, seminars and events.

As always, if you have any questions, please contact the RAN business office at 775-882-1700.





# BARGAINING WITH MEN

## NEW RESEARCH SHEDS A FRESH LIGHT ON NEGOTIATING BETWEEN GENDERS

By James Larsen, Ph.D.

**“NO. YOU CAN'T HAVE IT. I WON'T LET YOU.**

Find another way.”

These words are hard to hear, and we've all heard them, but for retail business owners, they don't signal the end of a conversation. They signal the beginning. They are a challenge that retailers recognize as an opportunity to move forward where most people fall back, and so we persist.

Persistence. Persistence in the face of intransigence. Persistence in reaction to another person who is just as persistent, steadfastly opposing what we want to do. Persistence, even if the other person is of the opposite gender. Such persistence was the subject of a study by Hannah Bowles from Harvard University, and she learned some things we can use. She also learned some things it will be uncomfortable to hear.

Bowles conducted two large-scale experiments. In the first, she matched young men and women individually with research confederates who were instructed to bargain with them but never give in to their demands. The young men and women were instructed to reach an agreement. They were negotiating the purchase of a 4-bedroom home, and they were given a maximum amount they could spend. They would never reach an agreement. But how long would they persist, and would there be a difference by gender? Would men persist longer than women?

Contrary to popular gender stereotypes, when everything

was averaged, men were not more persistent than women. However, there was a difference with one subgroup. Women who bargained with male research confederates persisted much longer than women who bargained with female confederates. The men seemed to trigger more persistence in the women, but would that increased persistence lead to superior performance? Do women have an advantage when they bargain with stubborn men and persist? Bowles' second experiment explored this question.

In the second study, participants negotiated the sale of a business with several issues to settle. An agreement was possible but difficult, and each party received real financial inducements to obtain a settlement favorable to them. Each party also received contradictory priorities. Bowles measured the amount of persistence of each person and the forms their persistence took. She also measured the favorability of the agreement each party obtained using an elaborate scoring system that she developed.

Overall, women persisted longer when matched against men just as they had in the first experiment, but the men consistently negotiated more favorable agreements. It was a significant difference. Men appeared to have an advantage, so Bowles examined the women's performance more closely. She divided the women at the median line and compared women who scored above average (for women)

with those who scored below average. There was a clear difference.

High scoring women expressed their dissatisfaction with a male opponent's negotiating positions nonverbally. They frowned and scowled. They spoke in a sad, disappointed tone. Their posture slumped, and they used emotional displays of annoyance and frustration. They looked and acted defeated.

In contrast, low scoring women spoke directly to the point, stating that a male opponent's position was unacceptable. They confronted the men, and demanded that the men change, but it didn't happen. It was the indirect method that gained greater concessions. However, it didn't equalize the performance. Women who persisted and used indirect ways to express their dissatisfaction did better than women who used direct methods, but they still did not fare as well as the men. They gained some ground, but they were still behind.

Disturbing. Bowles explains it this way. When men and women bargain with each other, gender is the silent elephant in the living room, and it needs to be acknowledged and grappled with. When women employ indirect influence techniques, they signal to men their understandings of this issue. They signal an acceptance of a classic definition of gender and acknowledge a hierarchy between them. Men are superior. Women are inferior. Men make demands and

get what they want. Women compromise and give in. Once this signal is given, both men and women unconsciously embrace expectations they've known since childhood. Each knows what to expect from the other person, and each knows what is expected of them, and they act out their roles. The outcome is merely fulfilling expectations, and that is a powerful force in human interaction.

In contrast, if women ignore the gender issue and act assertively, then they suffer a penalty, and it is reflected in increased resistance by the men to reach agreements favorable to the women. It seems that a refusal to acknowledge the gender issue stiffens male resistance. For women, it seems to be damned if you do, doomed if you don't.

Bowles' research throws fresh light on an every-day experience. We will now have a harder time unconsciously embracing expectations that guarantee unfairness or inflicting unjust punishment on women who only want to act like adults, but Bowles is not optimistic that anything will change. However, business owners tend to have more awareness of their emotions and motives than most people, and they can embrace these findings as an opportunity to recognize and set aside arcane expectations and bargain like adults. Everyone will benefit if they do. ■

Reference: Bowles, Hannah and Francis Flynn (2010) *Gender and Persistence in Negotiation: A Dyadic Perspective*. *Academy of Management Journal*, 53(4), 769-787.



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## Important Information for SIG Members

The NRS governing self insured groups requires notifying members of all new members to the Nevada Retail Network Self Insured Group. New members for NRNSIG from September 1, 2010 to September 30, 2010 are listed below.

- Boney Horse Mobile Home Service
- Center for Plastic Surgery & Dermatology
- Danson Corp
- Munchkin Land Preschool
- New Beginnings Behavior
- Sin City Angels Spa
- Truckee Meadows Water Systems
- Windy Moon Quilts
- Zoo N'Around Preschool

**NRNSIG** members who wish to register a negative vote on a new group member, please write NRNSIG at 575 S. Saliman Road, Carson City, NV 89701, indicating which member and the reason(s) for the negative vote.

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Don't forget to check out our website, **[www.RANNV.org](http://www.RANNV.org)**.



# NRF LAUNCHES NEW ONLINE SALES TAX WEB PAGE

**NRF HAS CREATED A NEW WEB PAGE INTENDED TO SERVE AS A**

resource for retailers, lawmakers, reporters and others following legislation that would make it easier for online retailers to be required to collect sales tax from all customers the same as brick-and-mortar stores.

The Internet Sales Tax Headquarters at [www.nrf.com/](http://www.nrf.com/)

**InternetSalesTax** includes links to congressional action, news coverage and other resources, and will be expanded as needed.

“NRF has long supported a level playing field where all retailers play by the same tax rules regardless of whether they sell merchandise in a traditional store, through the mail or over the Internet,” NRF says on the page. “Internet merchants who

are not required to collect sales tax from the majority of their customers enjoy an unfair price advantage over local merchants who are required to collect sales tax from everyone.”

The page includes information on legislation introduced in Congress by Representative Bill Delahunt, D-Mass., that would allow all states that have complied with the Streamlined Sales and Use

Tax Agreement to require out-of-state sellers to collect sales tax on merchandise shipped to their residents. It also has links to the Streamlined Sales Tax Governing Board, the National Governors Association and the National Conference of State Legislatures for explanation of their positions on the issue. ■

## LAS VEGAS MAKES LIST FOR “QUESTIONABLE” SLIP AND FALL CASES

**INSURANCE COMPANIES HAVE REPORTED A RISE IN THE NUMBER OF “QUESTIONABLE” SLIP**

and fall insurance claims, and Las Vegas is among the cities with the most claims.

Las Vegas had the fourth-highest number of questionable claims in the country, according to a report that was released by the Illinois-based National

Insurance Crime Bureau, a nonprofit organization funded by insurance companies to fight insurance fraud.

Nationally, the number of questionable claims, or claims that insurance companies believe could be fraudulent, has risen 57 percent over the past 2½ years.

The top 10 cities with SFQCs in 2010 were also

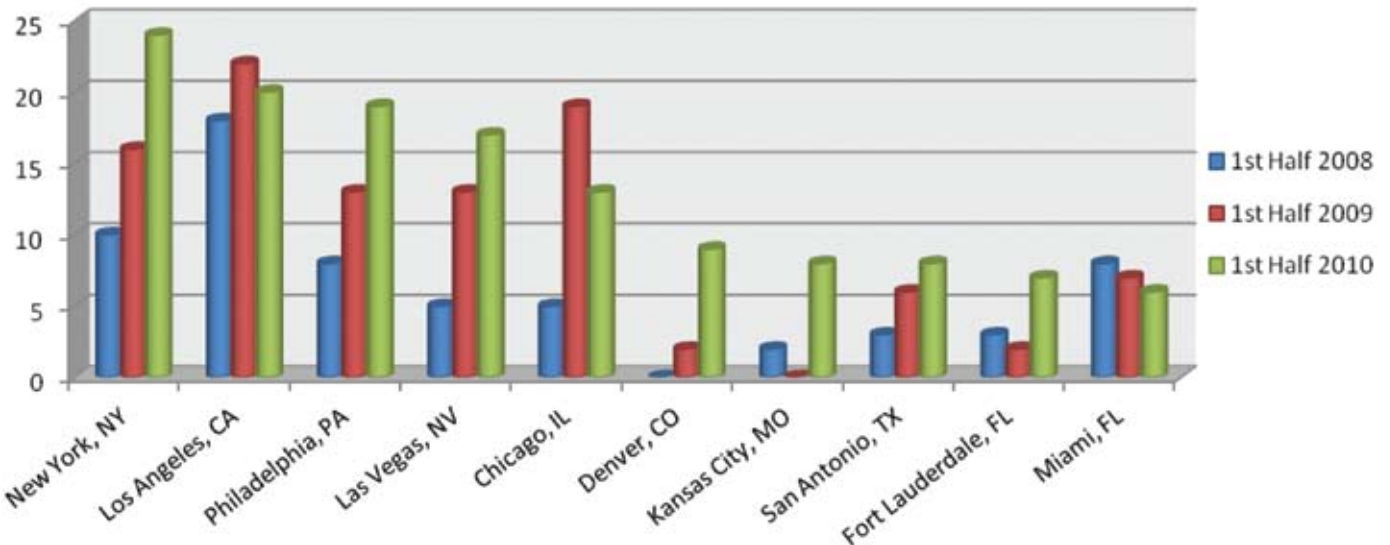
analyzed by comparing the first half of each year to identify any trends. Nine (9) out of the 10 had more SFQCs in the first half of 2010 than in the first half of 2008. Seven (7) of the top 10 cities had the more SFQCs in the first half of 2010 than in the first half of 2009.

Miami is the only top 10 city that has been decreasing in SFQCs since 2008. New York,

Philadelphia, Las Vegas, Denver, and San Antonio, on the other hand, have been increasing in SFQCs for the first half of each year since 2008. The most dramatic increase of SFQCs was seen in Denver. Florida is the only top 10 state with more than one city in the top 10 SFQCs. ■

(NICB Press Release)

**Top 10 Slip and Fall QC Cities**  
1st Half of 2008, 2009, and 2010





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### WASHINGTON RETAIL INSIGHT

# TIME FOR FAIRNESS TAX

## COULD THIS BE THE YEAR CONGRESS FINALLY LEVELS THE PLAYING

field between Main Street merchants and online retailers?

Rep. Bill Delahunt (D-Mass.) this summer introduced the Main Street Fairness Act to make it easier for states to require Internet sellers to collect sales tax just the same as local stores.

States already have authority over in-state Internet merchants. But the Supreme Court ruled in 1992 that out-of-state sellers could be required to collect taxes only if they had a physical presence in the customer's state. Since then, bricks-and-mortar stores led by NRF have worked with state tax administrators to create the Streamlined Sales and Use Tax Agreement, and Delahunt's bill would allow states that have signed on to require out-of-state sellers to collect taxes regardless of physical presence.

Delahunt and others have sponsored similar legislation since 2000, so what's new? Mostly that Internet sales have soared to more than \$200 billion — roughly 7 percent of total retail sales — and that, due to the economy and revenues lost to online sales, states are facing

***“Two dozen states have adopted the simplification agreement and 10 more are considering such legislation, so the tipping point for support has passed.”***

a collective budget shortfall of nearly \$70 billion. Uncollected sales taxes amount to about \$20 billion annually and are increasingly seen as a way to make up a sizeable chunk of that deficit — money badly needed for services like schools, firefighting and police.

Ordinarily, politicians don't like to go anywhere near taxes in an election year. But as South Dakota Governor Mike Rounds and former Iowa House Speaker Christopher Rants, both

Republicans, pointed out at a news conference with Delahunt, the Main Street Fairness Act would allow states to collect a tax already owed rather than raise taxes. That's because while consumers are supposed to report (and pay for) untaxed purchases on their annual state

returns, few comply. Without the measure, Rounds and Rant said, states could be forced to increase other taxes to make up for the lost revenue.

Two dozen states have adopted the simplification agreement and 10 more are considering such legislation, so the tipping point for support has passed. Others are sure to rush in and claim found money once the bill is enacted.

Frustration over slow movement in Washington

has led to alternatives like the “Amazon Tax” adopted in three states, or Colorado's attempt to force out-of-state retailers to report untaxed sales, both of which received discussion at the Council of State Retail Associations meeting in Denver last month. But all retail associations in states with a sales tax still support the comprehensive Delahunt measure as the ultimate solution.

NRF is working closely with state associations and others to deliver the message that all retailers should play by the same tax rules. In today's economy, states need the tax revenue, retailers need equity among all sectors — and Congress is in a position to provide the solution for both. NRF hopes this will be the year sales tax fairness becomes reality. ■