



RAN

Retail Association of Nevada

MARCH/APRIL 2014

LOOKING OUT FOR BUSINESS

410 South Minnesota Street • Carson City, NV 89703-4272

775-882-1700 • www.rannv.org

NEVADA NEWS

SUSTAINABILITY INITIATIVES THROUGHOUT THE RETAIL SUPPLY CHAIN

RAN MEMBERS ARE COMMITTED TO CONDUCTING BUSINESS IN A

socially and environmentally responsible manner throughout the supply chain. Retail industry efforts to increase sustainability practices span from their materials suppliers to their product manufacturers to their transportation partners to their store shelves. Retailers are dedicated to reducing carbon emissions, water usage, toxic chemicals and waste, while increasing energy efficiency and preserving natural resources.

National industry groups, such as the Retail Industry Leaders of America, National Retail Federation, Food Marketing Institute, National Grocers Association, and Grocery Manufacturers Association, work directly with many of our member companies in Nevada to increase awareness of emerging sustainability issues, identify model sustainability strategies, and incorporate sustainable practices in their retail business model.

Some of the areas of our industry where these sustainability initiatives have been implemented are:

PACKAGING — Most products require some sort of packaging to be transported to market safely and efficiently. Retailers work closely with their suppliers to find innovative solutions for reducing packaging materials. By improving package design, our members have reduced the plastic packaging of produce items, reduced the amount of paper in shoe boxes, reduced the thickness of the glass on beverage containers, reduced the number of wire ties on toy products, and increased the amount of recycled content in shipping containers. These are just a few examples, but many others exist and continue to be developed.

PRODUCT TRANSPORTATION — Our members manage the transportation of products as efficiently as possible to reduce environmental impacts. Most retailers use cube efficiency to load trucks to capacity, ensure a proper maintenance schedule for their fleet, use bio-diesel fuel if applicable, plan for the most efficient route and combine deliveries whenever possible, and reduce trips and miles driven

with empty trailers.

STORE DESIGN AND OPERATIONS — New store construction provides the opportunity for retailers to design environmentally friendly stores (see Walgreen's Net-Zero Energy Store story on page 5), while older stores can be upgraded. Many of our members have reduced their energy per square foot consumption by adding skylights and energy efficient lighting with motion sensors. They have also upgraded HVAC systems, installed secondary loop refrigeration

Continued on page 2

INSIDE

- Key Sustainability Definitions2, 3
- Upcoming Sustainability Events..... 3
- Local Food Movement4
- Main Street Patent Coalition4
- Walgreens Debuts Nation's First Net Zero Energy Retail Store 5
- FDA Labeling Proposal Will Cost \$2 Billion..... 6
- FDS Approves New Controversial Drug 7
- US House Introduces Bipartisan Bill Regarding Healthcare Providers 7
- The Power of Plastics 11



SUSTAINABILITY INITIATIVES

Continued from page 1

systems, harvested rainwater from rooftops, and added solar energy panels or wind turbines.

RECYCLING — Increasing recycling at all levels of a store’s operations presents a viable opportunity for sustainability of both retailers and the environment. All of our chain grocers currently offer plastic bag recycling bins for their customers. Additionally, most

merchants collect shrink wrap, loose plastic, plastic water and soda bottles, and plastic garment hangers to be bundled through a bale and sent to a certified recycler for processing. Various programs are also in place to collect and recycle electronics, ink cartridges, rechargeable batteries, and compact fluorescent light bulbs. Moreover, corrugated cardboard is sent to paper mills for

recycling and tires are recycled into non-toxic, latex-free rubber mulch.

FOOD WASTE — All of our chain grocers divert edible excess and “on-the-expiration date” food to their local food banks. Most also have established composting programs where food waste is collected and transported to a local facility. This food waste is ultimately considered recycled when

the compost is available for use. In some areas, our members are then able to donate the compost to local municipalities for use at community parks. Additionally, some grocers are able to donate their food waste to local pig farmers as feed. And all of our chain grocers follow the appropriate regulations for the safe disposal of grease. ■

Key Sustainability Definitions

Source: National Retail Federation

Sustainability — Fulfilling the needs of the present without compromising the needs of the future. It can be applied to a variety of levels of what is measured and how. True environmental sustainability goes beyond a carbon footprint and usually includes water and waste.

Carbon Footprint — The total GHG (see below) impact on the environment that includes, but may not be limited to, electricity, natural gas, propane, diesel, jet fuel and refrigerants (see below).

Greenwashing — The deceptive use of environmentally friendly claims to generate a pro-environmental image with customers and stakeholders.

Life Cycle Approach — Reviewing the entire life cycle of goods and services when making all decisions related to them. This includes production of materials to elimination of waste at the end of the product life.

Triple Bottom Line Reporting - A newer term. It refers to a concept of measuring a business’s success based on the three Ps — People, Planet and Profit.

Corporate Social Responsibility — A self-regulatory process built into the business model to encapsulate actions and financial activity related to objectives regarding a broad scope of work from environmental to humanitarian.

Green House Gas (GHG) — Gasses in the atmosphere that prevent the dispelling of heat from the Earth’s surface. These include carbon dioxide, methane and nitrous oxide.

CO2 — Carbon Dioxide. A GHG that occurs naturally and as a result of burning fossil fuels.

CH4 — Methane. A GHG produced through anaerobic (without oxygen) decomposition of waste in landfills, animal digestion, decomposition of animal wastes, production and distribution of natural gas and oil, coal production, and incomplete fossil fuel combustion.

N2O — Nitrous Oxide. A powerful GHG produced as a result of fossil fuel combustion.

Refrigerants GHG — Emissions from the use of refrigerants such as HVAC, chillers and refrigerators. The emissions are based on the type and capacity of the unit.

Fossil Fuels — A hydrocarbon deposit such as oil, natural gas or coal that is derived from the remains of ancient plant and animal life. *Continued on page 3*



Key Sustainability Definitions *Continued from page 2*

Source: National Retail Federation

- Baseline Emissions** — A benchmark to measure against. This should be one year of total usage and emissions for the purpose of knowing the starting point and measuring improvements.
- Cradle-to-Cradle** — A material or product that is recycled into a new product at the end of its life. This is a design philosophy for goods.
- Carbon Offsets** — A credit from another business's project that results in less GHGs in the atmosphere than would otherwise happen. These are bought and sold through a number of sources. The seller benefits from funds that make projects viable. The buyer benefits can be two-fold: they can mitigate their own GHGs and it may be less expensive to buy offsets than to make major changes.
- Climate Registry Guidelines** — Most of this document refers to the Climate Registry as a guide for the calculations of emissions. There are other agencies, but the calculations are very similar.
- Cap and Trade** — An emissions trading plan. Caps are set for maximum emissions and businesses can auction or «trade» their permits to heavier emitters.
- LEED Certification** — The Leadership in Energy and Environmental Design (LEED) green building rating system, developed by the U.S. Green Building Council (USGBC), provides certification standards for environmentally sustainable construction. These standards take into account energy and water efficiency, CO2 emissions reduction, improved indoor environmental quality, and responsible raw material sourcing.
- KWh** — The most common measure for electricity to account for the use of electricity over time (kilowatt hour).
- Therm** — A common unit for measuring the energy content of natural gas usage. One therm = 100,000 BTUs (British Thermal Units).
- Metric Ton (tonne)** — A measure equal to 1,000 kilograms or 2,204.6 pounds. It is the unit of measure for GHG emissions.
- EGrid** — A number assigned to different areas of the country based on the main type of process used to produce electricity for the area. These regions are assigned factors that are applied to the component calculations for carbon footprints.
- Climate Zone** — Areas of the country that are assigned based on the average temperature for those regions. This can be one factor used in normalizing usage for organizations with nationwide presence.
- Post-Consumer Recycled Content** — Materials that have been recovered from the use of another consumer product for use in a new product.
- Renewable Energy** — Energy created from sources that cannot be depleted: wind, solar, ocean, biomass and geothermal.
- Greywater** — This is water generated from activities such as laundry, dishwashing and bathing that can be used for things like irrigation. It differs from other waste water in that it does not contain human waste, so it can be directly used.

UPCOMING SUSTAINABILITY EVENTS

Global Sustainability Summit 2014

Food Marketing Institute/Grocery Manufacturers Association
August 13–15
Boston, MA

Energy and Store Development Conference 2014

Food Marketing Institute
September 7–10
St. Louis, MO

Retail Sustainability Conference 2014

Retail Industry Leaders of America
September 29–October 2
Minneapolis, MN



LOCAL FOOD MOVEMENT

THE LOCAL FOOD MOVEMENT IS SWEEPING

through Nevada restaurants. Chefs are incorporating locally grown, raised, or made foods into their menu offerings. This cultural shift toward a higher quality eating experience has many advantages. Buying local foods supports

other local businesses and boosts the economy. Local foods have shorter distances to travel so they arrive quicker and fresher and having expended fewer carbon emissions from transportation. Menu items can change more frequently based on seasonal availability. And, offerings may be more creative as local farms are able to grow small crops of

unique produce that may not be available through commercial sellers. There is no universal or legal definition of "local." Each restaurateur and their customers have a different perception of how the term will apply to their food. You should ask how your favorite restaurants determine which foods or ingredients are considered locally sourced. Is local

defined as within a specific geographic region or within state borders or within a certain number of miles or purchased directly from an independent farm or farmers market? Just remember, there are constraints on agricultural variety. Not everything can or should be grown or raised locally. ■

MAIN STREET PATENT COALITION

PATENT REFORM—PROBABLY NOT A TOPIC THAT

comes to the forefront of most people's minds when they think of all the problems our country faces and that need fixing. But if you are a small business owner, work for a small business, or shop at a small business, it should.

Troll companies (more politely referred to as "patent assertion entities") are targeting main street business here in Nevada and around the country.

Trolls do not make or produce anything. Rather than developing anything of their own, they purchase broad or vaguely worded patents and use them to attack everyone from your

neighborhood coffee shop that uses a router to provide wifi access to customers, to your local realtor who uses mapping technology to print out listings. Let's say you are a

like a pyramid scheme, a scam, but it is happening and patent troll companies are sending these demand letters out by the thousands to small business owners right here in Nevada.

The trolls do not usually stand a chance in court — instead, they bank on the fact that their targets will not be able to fight back. Most companies sued by patent trolls have annual revenues of under \$10 million dollars. For these main street companies,

"Trolls do not make or produce anything. Rather than developing anything of their own, they purchase broad or vaguely worded patents and use them to attack everyone from your neighborhood coffee shop that uses a router to provide wifi access to customers, to your local realtor who uses mapping technology to print out listings."

small business owner and you use your copier to scan and then send that scanned document via email. Did you know that was potentially a patented technology and that because you are using it, you could be subjected to a letter from the "owner" of that patent to pay anywhere from \$500 to \$5,000 per employee to ensure you won't be sued for using that patented technology? It sounds

This practice is no joke and has cost our economy half a trillion dollars over the last twenty years, \$320 billion of that in the last five years alone, threatening main street businesses using vague or poorly-worded patents. Many trolls operate from shell companies and they are crippling our economy, costing us jobs and essentially extorting a tax on small main street businesses here in Nevada.

it is usually less expensive to settle with a troll than face the legal costs of fighting in court.

Over the past decade, lawsuits filed by patent trolls have exploded. In 2006, these lawsuits accounted for less than 20 percent of all patent litigation. Today, troll cases represent the majority of all patent lawsuits in the country. Collectively, these lawsuits add up to a tax



WALGREENS DEBUTS NATION'S FIRST NET ZERO ENERGY RETAIL STORE IN EVANSTON, ILL.

SPORTING TWO WIND TURBINES, NEARLY 850 SOLAR PANELS AND A

geothermal system burrowed 550 feet into the ground, Walgreens celebrated the official opening of what is believed to be the nation's first net zero energy retail store, anticipated to produce energy equal to or greater than it consumes.

"Currently, we have facilities that utilize wind turbines, solar installations and geothermal technologies. This is the first time we are bringing all three of these technologies and many more together in one place. Our purpose as a company is to help people get, stay and live well, and that includes making our planet more livable by conserving resources and reducing pollution," said Mark Wagner, Walgreens president of operations and community management.

Walgreens plans to generate electricity and reduce its energy usage in the store by more than 50 percent through several technologies



including:

- nearly 850 roof-top solar panels, generating enough energy to power 30 Illinois homes for a year;
- two 35-foot-tall wind turbines, using Lake Michigan breezes to generate enough power to offset annual greenhouse gas emissions from 2.2 passenger vehicles;
- geothermal energy obtained by drilling 550-feet into the ground below the store, where temperatures are more constant and can be tapped to heat or cool the store in winter and summer;
- LED lighting and daylight harvesting;
- carbon dioxide refrigerant for heating, cooling and refrigeration equipment;
- and energy efficient building materials.

Engineering estimates — which can vary due to factors such as weather, store operations and systems performance — indicate that the store will use 200,000 kilowatt hours per year of electricity while generating 220,000 kilowatt hours per year.



Thomas Connolly, Walgreens Vice President of Facilities Development, said, "We are investing in a net-zero energy store so we can bring what we learn to our other stores and share what we learn with other companies. Because we operate more than 8,000 stores, anything we do that reduces our carbon footprint can have a broad, positive impact on the nation's environment."

The store is seeking platinum certification through the U.S. Green Building Council LEED program, NetZero Certification through the Living Building Challenge, and has received GreenChill platinum certification through the U.S. EPA. GreenChill's Store Certification Program was designed for supermarkets, and this is the first time a GreenChill certification is being awarded to a small-format store, such

as a convenience store or pharmacy.

The project is the latest of many green initiatives for the company. Walgreens currently operates two stores that have achieved a LEED certification level of gold; 150 stores utilizing solar power; a store in Oak Park, Ill., using geothermal energy; a distribution center in Waxahachie, Texas, that generates energy through the use of wind; and 400 locations with electric vehicle charging stations.

Walgreens stores use 25-watt fluorescent lamps (lowest wattage in the industry), LED cooler and freezer lighting and energy management systems in more than 5,000 locations. In addition, 15 Walgreens distribution centers have achieved net zero waste, which means revenues from recycling exceed waste expense. ■



FDA LABELING PROPOSAL WILL COST \$2 BILLION

By Lea Tauchen

THE UNITED STATES FOOD AND DRUG ADMINISTRATION (FDA) has proposed amendments to their regulations regarding nutrition information on food and supplement labels to improve how the nutrition information is presented to consumers.

The original regulations were put in place in the 1990s and scientific evidence of nutrition has evolved since then. The major provisions for reformatting the label are: increasing the prominence of the "Calories" value and the "Servings per container";

making serving sizes more realistic; removing the declaration of "Calories from fat"; adding sugar content details; changing the list of required vitamins and minerals; and, adjusting various Daily Values (DVs).

The FDA is still considering how variations in label format will impact consumer understanding. The FDA anticipates that a consumer education plan will be needed.

This regulation will take effect 60 days after the final rule is published. The food industry will then have two years to become compliant. The FDA has estimated costs for the industry to

OLD LABEL		NEW LABEL																													
Nutrition Facts Serving Size 2/3 cup (55g) Servings Per Container About 8		Nutrition Facts 8 servings per container Serving size 2/3 cup (55g)																													
Amount Per Serving Calories 230 Calories from Fat 40		Amount per 2/3 cup Calories 230																													
% Daily Value*		% DV*																													
Total Fat 8g	12%	12% Total Fat 8g																													
Saturated Fat 1g	5%	5% Saturated Fat 1g																													
Trans Fat 0g		0% Trans Fat 0g																													
Cholesterol 0mg	0%	0% Cholesterol 0mg																													
Sodium 160mg	7%	7% Sodium 160mg																													
Total Carbohydrate 37g	12%	12% Total Carbs 37g																													
Dietary Fiber 4g	16%	14% Dietary Fiber 4g																													
Sugars 1g		14% Sugars 1g																													
Protein 3g		Added Sugars 0g																													
Vitamin A 10% Vitamin C 8% Calcium 20% Iron 45%		Protein 3g 10% Vitamin D 2mcg 20% Calcium 260mg 45% Iron 8mg 5% Potassium 235mg																													
<small>* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.</small>		<small>* Footnote on Daily Values (DV) and calories reference to be inserted here.</small>																													
<table border="0"> <tr> <td></td> <td>Calories:</td> <td>2,000</td> <td>2,500</td> </tr> <tr> <td>Total Fat</td> <td>Less than</td> <td>65g</td> <td>80g</td> </tr> <tr> <td>Sat Fat</td> <td>Less than</td> <td>20g</td> <td>25g</td> </tr> <tr> <td>Cholesterol</td> <td>Less than</td> <td>300mg</td> <td>300mg</td> </tr> <tr> <td>Sodium</td> <td>Less than</td> <td>2,400mg</td> <td>2,400mg</td> </tr> <tr> <td>Total Carbohydrate</td> <td></td> <td>30g</td> <td>37g</td> </tr> <tr> <td>Dietary Fiber</td> <td></td> <td>25g</td> <td>30g</td> </tr> </table>			Calories:	2,000	2,500	Total Fat	Less than	65g	80g	Sat Fat	Less than	20g	25g	Cholesterol	Less than	300mg	300mg	Sodium	Less than	2,400mg	2,400mg	Total Carbohydrate		30g	37g	Dietary Fiber		25g	30g		
	Calories:	2,000	2,500																												
Total Fat	Less than	65g	80g																												
Sat Fat	Less than	20g	25g																												
Cholesterol	Less than	300mg	300mg																												
Sodium	Less than	2,400mg	2,400mg																												
Total Carbohydrate		30g	37g																												
Dietary Fiber		25g	30g																												

comply with the new labels at more than \$2 billion. The entire proposal can

be read at: <https://www.federalregister.gov/> ■

MAIN STREET PATENT COALITION *Continued from page 4*

on small businesses. When main street companies are forced to settle with patent trolls, they face serious economic consequences. They may be forced to delay a planned expansion, lay off workers, or be put out of business altogether.

Congress must act now to stop patent troll abuse by passing comprehensive common sense patent reform legislation. Recently, a number of national organizations that represent main street businesses came together to found the Main Street Patent

Coalition. The coalition, of which the Retail Association of Nevada is a part, also includes the Food Marketing Institute, the Nevada Resort Association, and National Restaurant Association, is calling on Congress to pass comprehensive patent troll reform. Successful legislation should be bipartisan, thoughtful and incorporate ways to de-incentive trolls from sending demand letters out in the first place. They include reforms such as improving patent quality;

eliminating trolls' ability to hide behind multiple shell corporations; making it easier to punish trolls that send fraudulent and abusive shakedown demand letters; requiring that trolls sue the party responsible for alleged infringement, not end users who had no input in the product development; and shifting legal fees to trolls when they sue companies frivolously.

It would be easy to dismiss patent trolls as a niche problem — a few bad actors unlikely

to ever impact our lives. Unfortunately, we have seen over the last decade that these trolls are willing to go after anyone: local coffee shops, small town employment agencies, and regional grocery stores — our main street businesses — have all been targeted by patent trolls in the last year. Our main street businesses need Congress to stand up for them and pass comprehensive patent troll reform now. ■



FDA APPROVES NEW CONTROVERSIAL DRUG

By Liz MacMenamin

RECENTLY THE FDA APPROVED A POTENT NEW painkiller, Zohydro, amidst concerns about this new drug and the potential to use it abusively. There is a capability to make the formula abuse-proof, but U.S. Food and Drug Administration Commissioner Margaret Hamburg defended this approval by stating that people in pain need more

options. Ms. Hamburg also stated that, in her opinion, the technology for abuse-proof pain relievers, "is not optimal." This association, our members, consumer advocates and law enforcement have been trying to address the growing concern of prescription drug abuse in Nevada, and this approval raises many red flags for those working on this issue. Concerns about the

abuse of Oxycontin, another opioid used for relief of acute pain, resulted in the company releasing it in a crush-resistant formula. Law enforcement and consumer advocates are asking the FDA to reverse this approval. The drug went on the market at the beginning of March. This country consumes about 80% of all the narcotics manufactured and costs our nation

between \$560 billion to \$635 billion annually. This cost is for the drug itself, but this is only part of the cost. There is also the cost to society for treatment and other expenses to the community for those that can become addicted to these powerful narcotics. RAN will be following this story as it unfolds on the national level. ■

US HOUSE INTRODUCES BIPARTISAN BILL REGARDING HEALTHCARE PROVIDERS

By Liz MacMenamin

THE CONSUMER IS SEEING ENORMOUS CHANGES IN the healthcare system in the United States and it is questionable, at this time, if the industry will be able to ensure access to affordable, quality patient care. One very critical issue to delivery of this care is the current physician shortage and what this may mean to the medically underserved of our population.

House of Representatives introduced bipartisan legislation that would designate pharmacists as healthcare providers under the Medicare program. This would amend the Social Security Act of 1935

pharmacist to utilize their expertise and training to alleviate this burden. The pharmacist is a highly educated medical professional and, according to patient surveys, is considered to

management. They are also capable of providing simple medical testing services in states that allow this practice. Nevada does not allow this, but RAN is working with the State Health Division to obtain the ability to perform these simple tests within the pharmacy. "The provider status designation

"According to an article on NACDS.org on March 11, 2014, the U.S. House of Representatives introduced bipartisan legislation that would designate pharmacists as healthcare providers under the Medicare program."

According to an article on **NACDS.org** on March 11, 2014, the U.S.

and allow pharmacists more flexibility in treating those that have a difficult time obtaining a provider of health care (medically underserved). This legislation will allow a

be one of the most trusted of healthcare professionals. They currently have been providing important services to patients such as immunizations and medication therapy

will amplify pharmacists' ability to do what they do best — serve patients and help them on the road to better health," said NACDS President and CEO Steven C. Anderson. ■



Nevada Notes

STATE'S MINIMUM WAGE TO STAY SAME

Nevada's minimum wage and daily overtime rates will remain unchanged this year from a year ago.

The minimum hourly wage for employees who receive qualified health benefits from their employers will stay at \$7.25, and the rate for those who do not will remain at \$8.25.

Employees with health benefits earning less than \$10.875 per hour and those without, who earn less than \$12.375 must be paid overtime for working more than eight hours in a 24-hour period.

Press Release

UNR TO ADD GLUTEN-FREE, VEGAN FOOD

Food choices for students and visitors at the University of Nevada, Reno are about to expand. A restaurant in the Midtown District that offers vegan and gluten-free dishes, and another that offers frozen yogurt, are scheduled to open sites in August at the Joe Crowley Student Union.

Surveys and focus groups show that students at the university want a combination of locally grown food, healthy food options and national brands.

The menu will consist of vegan, vegetarian and gluten-free options.

RGJ

SECRETARY OF STATE WARNS: BE WARY OF INVESTING IN ALLEGED HIGH-YIELD ONLINE CLOUD SERVICES

Secretary of State Ross Miller is warning potential investors about companies that have already received cease and desist orders from the California Department of Business Oversight and a consent order from the Massachusetts Securities Division. World Capital Market, Inc., WCM777, Inc., and WCM777 Limited are allegedly promoting an unregistered high-return investment scheme to investors who purchase alleged online cloud services at different membership levels.

"One of the warning signs of fraud is an investment that is sold as high-yield in a short time frame," said Miller. "Investing with companies or agents should only be done with appropriate due diligence. Investment products must be registered or exempt from registration to be sold in Nevada, and generally those selling an investment must be licensed."

The Nevada Securities Division records indicate that none of the three entities has registered securities in Nevada. WCM777, Inc. incorporated in the State of Nevada on March 7, 2013 and filed dissolution papers on September 24, 2013.

Residents who have

been contacted or solicited by someone claiming to represent World Capital Market or any of its affiliated entities are encouraged to contact the Nevada Securities Division at (702) 486-2440 or by visiting the Securities Center on the Secretary of State's website at www.nvsos.gov

Press Release

STRIP DRUGSTORE SELLS FOR \$30 MILLION

A drugstore space on the Strip has new owners.

The 14,378-square-foot CVS Pharmacy inside Sky Las Vegas, a condominium tower at 2700 Las Vegas Blvd. South, sold for \$30 million.

Capital Square invested in the space because its executives expect economic conditions on the north end of the Strip, where Genting Group's future Resorts World will be built, to "radically improve" in coming years.

CVS is in the middle of a long-term lease on the space.

LVRJ

TRADE SHOW FOR LATEST RETAIL STORE FIXTURES

Once you step through the evil clown's mouth, Madame Morbida will be there to greet you.

This is GlobalShop 2014.

The 2014 trade show is the place to see the latest store fixtures and displays available for the

retail universe, and the horror display is part of Halloween retailer Spirit's entry for the 2014 industry awards.

GlobalShop took over part of the Mandalay Bay Convention Center; 650 exhibitors were spread across 201,300 square feet of exhibit space.

The trade show has experienced four consecutive years of growth and is 4 percent larger in terms of square footage this year over last. About 80 percent of the attendees came from domestic locations.

The show focuses on store product displays and fixtures. The next time you see a Frito-Lay rack in Subway, or a lotion display at a salon, remember that someone exhibiting at GlobalShop probably made it.

An experience is what most exhibitors at GlobalShop are trying to create for their customers, comprised of retailers and nationally known brands.

The segment overall is looking up, as many retailers are renovating and rebranding. Rebranding requires new banners, signs, floor graphics, fixtures and lighting.

The brand's scene-setter mirror was very popular at the show for its ability to give off multiple light settings. This can be useful when trying on clothing.

LVRJ



National Notes

MARKETPLACE FAIRNESS

Annually, states fail to collect more than \$23 billion from transactions conducted over the Internet or through catalogues. Although the tax is owed, states cannot compel sellers, who do not have a physical presence in the state, to collect the sales tax without federal legislation.

The explosive growth of electronic commerce – more than 10 percent annually — means states’ sales tax bases are eroding and increasing states’ reliance on other revenue streams. The Marketplace Fairness Act supports the collection of taxes that are already owed to states, encourages competition and benefits consumers.

National Governors’ Assn.

GROCERY DEAL A BIG BET SUPERMARKETS CAN FEND OFF COMPETITION

Cerberus Capital Management’s \$9 billion deal to merge Safeway with Albertsons is a bet that a larger supermarket chain can better fend off an attack on the grocery business by big-box stores and online retailers.

Safeway, the No. 2 grocery-store operator in the United States, agreed to be acquired by Cerberus’s Albertsons for about \$40 a share. The deal will unite two chains with locations across the country — especially in the west.

Albertsons operations had emerged as the lead-

ing bidder for Safeway last month.

The Albertsons-Safeway tie-up would create a company with more than 2,400 stores, 27 distribution facilities and 20 manufacturing plants. No stores are expected to be closed.

After rising an estimated 0.4 percent to \$531.4 billion last year, U.S. supermarket and grocery store sales are expected to decline 1.7 percent this year, according to a January report from research firm IBISWorld Inc.

No one has come forward to make a competing offer for Safeway, so the acquisition by Albertsons is moving forward.

Safeway’s period to seek a better offer expired on March 28. There was strong speculation from analysts that Kroger would make a competing bid. Kroger will likely be a buyer of stores that end up being sold piecemeal.

The next big hurdle comes from the Federal Trade Commission which is said to be reviewing Cerberus Capital’s acquisition of Safeway. Cerberus owns Albertsons.

Safeway shareholders also have to approve the buyout, which is expected to be completed in the fourth quarter.

NYT/WSJ

REVIVE THAT OLD-FASHIONED EXTRA: EXCELLENT CUSTOMER SERVICE

Value-added service has become all too pricey for small businesses. Yet, everyone knows how important it is to exceed customer expectations. Instead of adding more services, why not try adopting something of value that’s unique -- making your business service unexpectedly delightful?

Here are three simple, inexpensive ways to enchant your customers while enhancing your bottom line:

1. Charm those who are important to your customer. An upscale men’s clothing store in Atlanta put a large colorful gumball machine on a table at the store entrance. Beside it was placed a large bowl of shiny pennies. Guess where Junior goes when Daddy is trying on trousers? Guess which men’s store is the buzz at cocktail parties? Sales are up for the boutique store “with the gumball machine.”

2. Don’t be afraid of the whimsical. One medium-priced hotel chain with properties in many U.S. cities is on the rise. The bathrobe is a leopard- or zebra-skin print. Guests can have a goldfish in their room (taken care of by the housekeeper). And, on the pillow at turn-down, guests find an unexpected treat (a foreign coin, a flower, a lottery ticket or who knows).

3. The way to a custom-

er’s purse is via the heart. A nursery in Dallas is known as “garden center with the cats.” Lounging on top of the large checkout area might be one of two large calico cats. Beside them is a business card holder with their business cards: Frankie Cat and Sammie Cat. And their job titles? The Rat Pack.

Entrepreneur

HOW TO MAKE YOUR SPRING RETAIL SALES SING

There’s gloomy news for retailers this season. Winter weather in much of the country meant retail shopping essentially leveled off after the December holidays. The National Retail Federation reports that January sales were flat [1] as customers holed up to avoid the Polar Vortex.

So how can your retail business make up for slow winter sales? Get ready now to market your store for Spring season holidays. Although they’re not as big a deal as back-to-school or Christmas, Spring holidays, including Easter, Mother’s Day and Father’s Day, are nonetheless key shopping periods for retailers.

Last year, U.S. consumers spent an estimated \$17.2 billion for Easter, \$20.7 billion on Mother’s Day, and \$13.3 billion on Father’s Day. Even Tax Day (April 15th) can be good when many are getting refunds.

Retail Trends



Important Information for SIG Members

NRS requires all existing members of a self-insured group to be notified of all new members. NRNSIG new members are listed below.

- A.B.E. Printing & Copy
- Barolos NV LLC dba Radio City Pizza
- Boys & Girls Club of Mason Valley
- BrightPath Adult Day Services Inc dba BrightPath Adult Enrichment Center
- Design Outdoor Inc.
- Efficient Services Inc.
- Jason Warfield Residential Design
- Jeff Veasley Property Management
- Luzon Entertainment LLC dba AGR Las Vegas
- Oli-K LLC dba McDonald's – Oli-K
- Ryoko LLC dba Sierra Gourmet Grill and Wine Bar
- Sports Therapy & Rehabilitation
- Sunbelt Engineering & Testing LLP
- Superior Landscape
- Tacos & Beers LLC
- Tech4Less Wholesale, LLC
- Tires La Cumbre

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.

NOTE FOR MEMBERS

If you would like us to profile your business in our newsletter, or have any questions about RAN or the NRF Partnership, please contact Piper at Piper@rannv.org or call the business office at 775-882-1700.



"Workers' comp that works for you"

Take Control of Your Workers' Compensation through the Self Insured Group Administered by Pro Group

- Increased workplace safety
- Effective claims management
- Lower claims cost
- Reduced rates
- Full Control of your coverage
- Help you retain your profits
- Protect your Employees
- Comply with State Regulations
- Pay-as-you-go with no annual deposits or renewals
- Reduce interruption in production and services
- Management, Supervisor, and Employee Training

Talk with one of Pro Group's specialists today. Give them a call at **(800) 859-3177**, Monday - Friday 8:00 a.m. to 5:00 p.m. or email at info@pgmnv.com.




PRO GROUP

Carson City Office
575 S. Saliman Road, Carson City, NV 89701
(800) 859-3177 or (775) 887-2480

Las Vegas Office
175 E. Reno Avenue, Suite C9, Las Vegas, NV 89119
(800) 480-1846 or (702) 740-4380

Elko Office
557 W. Silver Street, #206, Elko, NV 89801
(775) 753-7771

MEMBERSHIP INFORMATION: Find out more about RAN's self insured group. Call Mike Olson, 800-859-3177, or the RAN office at 775-882-1700 (toll free in Nevada 800-690-5959). Don't forget to check out our website, www.RANNV.org.



THE POWER OF PLASTICS

WAKE UP COLD THIS MORNING?

Warm? Chances are if your home was comfortable, you have plastics to thank. The insulation in the walls of your home, that keep temperatures constant and help you slide out of bed in the morning to face the day, are also helping keep your home more energy efficient and saving you money. Versatile plastics inspire countless innovations that help make life better, healthier and safer every day. By allowing manufacturers and consumers to do more with less, using plastics can help reduce energy use and greenhouse gas emissions throughout the life of a product or package.

Because they're durable and lightweight, plastics can help reduce waste and consume less energy. Lighter packaging can mean lighter loads or fewer trucks and railcars needed for shipping goods—helping reduce transportation energy, decrease emissions and lower shipping costs.

Whether you spend your day on seemingly never-ending conference calls or trying to cajole the copier into liking you enough to print the page you've asked it to, plastics are still there, working at providing better efficiencies, enabling many of your favorite electronics to do more with less. For instance, plastics are essential



to advances in weight reduction and miniaturization in many electronic products, so less material is used in production. And plastics can be engineered to meet very specific performance requirements, often helping to achieve greater energy efficiency over the course of a product's life.

Additionally, new technologies are emerging to further complement recycling programs by reclaiming the inherent energy in plastics that are currently being landfilled.

Energy recovery technologies can turn landfilled material into renewable energy or new feedstock materials. Energy

recovery is happening right now, powering homes and businesses, and it's helping to address our growing population's biggest challenges: energy independence, waste diversion, and climate change.

So as you set the thermostat this evening and settle down to read before a night of sleep to recover your own energy, remember the role plastics play in making your home warmer, your electronics more efficient and your life more comfortable.

The American Chemistry Council represents the leading companies engaged in the business of chemistry. Learn more at www.americanchemistry.com

NEVADA NOTES *Continued from page 8*

DON'T RETURN CALLS FROM THESE AREA CODES — IT'S A SCAM!

A scam that repeats itself in modified forms every few years is once again spreading throughout the United States. Don't be a victim!

Criminals target people simply by calling them. Intended victims receive a call on their phones from area code 473 which rings once and then disconnects, thereby arousing the call-recipient's natural curiosity

— "who just called me and from where?" Sometimes the caller actually allows the phone to ring long enough for the victim to answer -- after which the caller (or the caller's robocaller system) makes groaning sounds or otherwise indicates that he or she is in distress and then hangs up, enticing the victim to wonder what is going on and call back.

If either of these happens to you — don't call back.

While area code

473 may appear to be domestic, it is not. This area code was created in the late 1990s for the islands of Grenada, Carriacou, and Petite Martinique, which, like the United States, use country code 1. Calls placed to 473 numbers are international calls and can be quite expensive — and, because the criminals sometimes establish the number which the victim sees on his or her caller ID as a premium service number — the rate can exceed \$20 for the first

minute! If you have voicemail — as pretty much everyone does today — there is usually no reason to call back missed calls from numbers that you do not recognize, regardless of the area code from which they originated. If a caller has something important to say, he or she can leave a message identifying himself or herself (or send you a text message). Don't let curiosity get the best of you. *Forbes/LVBP*



Retail Association of Nevada
 410 South Minnesota Street
 Carson City, Nevada 89703-4272

PRESORTED
 STANDARD
 U.S. POSTAGE PAID
 RENO, NV
 PERMIT NO. 931

NEVADA NEWS

Nevada News is published by the Retail Association of Nevada, a nonpartisan, nonprofit corporation founded in 1969 representing the Retail Community, the Chain Drug Council and the Grocery Industry Council.

Mary F. Lau
President/CEO

Elizabeth MacMenamin
Vice President of Government Affairs

Lea Tauchen
Senior Director of Government Affairs

Bryan Wachter
Director of Public and Government Affairs

Amanda Schweisthal
Government Affairs Analyst

Piper Brown
Office Manager

Mike Olson
Account Executive / Workers' Comp

Ande Engleman
Newsletter Editor

Sue Arzillo, Alphabet Soup Inc.
Newsletter Design & Layout

WASHINGTON RETAIL INSIGHT

NRF URGES 40-HOUR DEFINITION OF 'FULL TIME' UNDER HEALTH CARE LAW

THE NATIONAL RETAIL FEDERATION URGED

Congress to pass the bipartisan Save American Workers Act, which would change the Affordable Care Act's definition of full-time employment from 30 hours per week to 40 hours. NRF sent a letter to the House saying all votes related to the bill, H.R. 2575, would be considered key votes for the association's annual scorecard.

"NRF greatly appreciates the bipartisan support for changes to the Affordable Care Act's definition of full-time work

for benefit eligibility," NRF Senior Vice President for Government Relations David French wrote. "It is, after all, a common sense approach."

The key vote letter follows testimony from NRF Vice President and Employee Benefits Policy Counsel Neil Trautwein before the House Ways and Means Committee in January, when he said the 30-hour definition is difficult for retailers because of the large number of employees who work variable hours.

NRF has led the retail industry's efforts to make the health care reform law work for employers and

employees alike and has collaborated with both the Obama administration and Congress to advance common sense changes to reflect the practical concerns of employers. In addition to seeking a 40-hour definition for full-time workers, NRF has supported legislation that would limit the law to companies with 100 or more full-time workers rather than 50.

"The 40-hour full-time definition proposed in H.R. 2575 will return flexibility to employers," French wrote. "We hope to continue to work to help mitigate the negative effects [the Affordable

Care Act has] on the retail industry and retail employees."

The Affordable Care Act's employer mandate is set to go into effect in 2015 for employers with 100 or more full-time workers and 2016 for employers with 50 or more.

NRF is the world's largest retail trade association, representing discount and department stores, home goods and specialty stores, Main Street merchants, grocers, wholesalers, chain restaurants and Internet retailers. ■