

Nevada News

Serving the Retail Community Since 1969

September 2004



Nevada Primary Election Results

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Manager of Government Affairs

The 2004 Primary Election is over and candidates for the general election have been chosen. Below is a list of all of the Federal, statewide, Nevada State Senate and Nevada State Assembly races.

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Federal Races

U.S. Senate

Senator Harry Reid (D) (Incumbent)
 Richard Ziser (R)
 Gary Marinch (NP)
 Thomas Hurst (L)
 David Schumann (IAP)

U.S. House of Representatives

District 1

Shelley Berkley (D) (Incumbent)
 Russ Mickelson (R)

U.S. House of Representatives

District 2

Jim Gibbons (R) (Incumbent)
 Angie Cochran (D)
 Brendan Trainor (L)

Statewide Races

Nevada Supreme Court A

(Nonpartisan)

Jim Hardesty
 Cynthia Dianne Steele

Nevada Supreme Court E

(Nonpartisan)

John Mason
 Ron Parraguirre

Nevada Supreme Court F

(Nonpartisan)

Michael Douglas (Incumbent)
 Joel Hansen

Nevada State Senate

Central

Mike McGinness (R) (Incumbent)
 Freddie Warman (D)
 Kenneth E. Greenwell (IAP)

Northern

Dean Rhoads (R) (Incumbent)
 Thomas Jefferson (IAP)

Clark 01

Ray Shaffer (R) (Incumbent)
 John Lee (D)

Clark 03

Valerie Wiener (D) (Incumbent)
 Leo Davenport (R)

Clark 04

Steven Horsford (D)
 Mabel Lucier (R)

Clark 05

Joe Heck (R)
 Richard Fitzpatrick (D)
 T. Rex Hagen (L)

Clark 06

Bob Beers (R)
 Cathie Lynn Profant (IAP)

Clark 07

Dina Titus (D) (Incumbent)
 Paul Fairfield (R)
 John Russo (IAP)

Seen & Noted

Time to Replace “We Card” Material

Are your “We Card” posters, point-of-sale signage and other products getting a little dingy? Maybe it’s time you spruce up those tattered edges and order your 2005 material that helps retailers prevent sales of tobacco to minors under the age of 18.

Most retailers are familiar with the counter signs with “We Card” prominently displayed, white on a red background, but there are other materials such as the “Age Checker” that can help clerks quickly determine if a buyer is of legal age to purchase tobacco products.

Did you know that more adults are buying tobacco for minors? We Card offers the “Third-Party Sales” tip sheet, which can help a clerk spot and respond responsibly to these kinds of sales.

We Card was developed by the Coalition for Responsible Tobacco Retailing, a nonprofit group founded in 1996 by a group of retailers, retail associations, wholesalers and tobacco manufacturers to help retailers comply with the federal law that prohibits sales of tobacco products to those under 18 years old. The program has created signage, resource kits and training programs (available onsite, online, on CD-ROM and on a training video). Retailers can order material from the Coalition for a nominal charge, which goes towards production and shipping. To order material, call 888-872-4603

Material is also available at no cost at www.wecard.org. Free online training is also available.

Nevada Tobacco Retailers Doing a Good Job!

Tobacco retailers have scored high again in stopping the youth tobacco buy rate. Retailers have cut buy rates by nearly half since January of this year. According to Brian Sandoval, attorney general of Nevada, the youth buy rate in January was 15.2 percent, which dropped to 8.2 percent in July.

“The Nevada retail community continues to do its part in reducing youth smoking by refusing to sell cigarettes to minors,” says Chief Deputy Attorney General John Albrecht. “Our part is to educate and enforce, but significant reductions in the underage buy rate are virtually impossible without the concern and cooperation of the retail outlets.”

Since 1992, states have been bound by a federal law that prohibits selling tobacco to minors. The Nevada Attorney General’s office was assigned the lead in the effort in 1995. Under the program, each of the 2,000 stores that sell tobacco in Nevada are checked for compliance three times per year, and about 30 percent of all Nevada stores give their clerks a reward for passing a tobacco compliance check.

Compliance checks use youth between the ages of 15 and 17 1/2 years old. If a clerk sells tobacco to the youth, the clerk or the store owner receives a citation. If no tobacco is sold, the clerk receives a congratulatory card from the AG. There is no attempt to give the clerk misleading information during a compliance check. The youth states his or her age, if asked, and the youth may only use his or her own valid ID.

Don’t Forget to Check State for New OT Regs

New overtime regulations for the state of Nevada went into effect on Aug. 25, 2004. The Nevada Association of Employers has a PDF downloadable version of the new regs at www.nae-online.org. Click on the yellow box titled “NV Wage & Hour Reg.” You can also download the regs from the Nevada Labor Commission at www/laborcommissioner.com. Find more information in the August 2004 issue RAN Nevada News.

Primary Results

continued from page 1

Nevada State Assembly

Clark 01

Marilyn K. Kirkpatrick (D)
Ed Gobel (R)

Clark 02

Garn Mabey (R) (Incumbent)
Geoffry Vanderpal (D)

Clark 03

Peggy Pierce (D) (Incumbent)
Brian Packer (R)
Clint Barker (IAP)

Clark 04

Francis Allen (R)
Mark Andrews (IAP)

Clark 05

Valerie Weber (R) (Incumbent)
Kirk Kaplan (D)

Clark 06

Cornell Clark (R)
Harvey Munford (D)
Charles Schneider (L)
Robert Clayne Petersen (IAP)

Clark 08

Barbara Buckley (D) (Incumbent)
Patricia Peacock (R)

Clark 09

Chris Giunchigliani (D) (Incumbent)
Lee Wayne Haynes (IAP)

Clark 10

Joseph Hogan (D)
Rex Whilhoite (R)
Glenn Brown (IAP)

Clark 11

Bob McCleary (D) (Incumbent)
David Adams (R)

Clark 12

Genie Ohrenschall (D) (Incumbent)
Brandon Cascutt (R)

Clark 13

Chad Christensen (R) (Incumbent)
Justin Jones (D)
Debra Payne-Dedmon (L)

Clark 14

Ellen Koivisto (D)) (Incumbent)
Richard Golden Gardner (R)
Steven Dempsey (L)

Clark 15

Kathy McClain (D) (Incumbent)
Bob Anderson (R)

Clark 16

John Ocegüera (D) (Incumbent)
Bob Spretnak (R)

Clark 17

Kelvin Atkinson (D) (Incumbent)
David Gibbs (R)

Clark 19

Jerry Claborn (D) (Incumbent)
Bradley Smith (R))

Clark 20

Joe Hardy (R) (Incumbent)
Travis Chandler (R)

Clark 21

Bob Seale (R)
Joseph Pitts (D)
Jesse Harris (IAP)

Clark 22

Careen Levenson (D)
Scott Sibley (R)
Josh Hansen (IAP)

Clark 23

Richard Perkins (D) (Incumbent)
Steven Grierson (R)

Clark 28

Mois Denis (D)
Benjamin Bell (R)

Clark 29

Susan Gerhardt (D)
Anthony Bandiero (R)

Clark 34

William Horne (D)

Clark 37

Marcus Conklin (D) (Incumbent)
Sandra Vitolo (R)

Clark 41

David Parks (D) (Incumbent)
Patricia Saye (R)
Christopher Hansen (IAP)

Clark 42

Harry Mortenson (D) (Incumbent)
Bob Adney (R)

Washoe 24

David Love (D)
Brooks Holcomb (R)
Patrick Lantis (IAP)

Washoe 25

Heidi Seevers Gansert (R)
Dan Meyer (D)

Washoe 26

Sharron Angle (R) (Incumbent)
Paul Mozen (D)
Greg Miller (IAP)
Paul Juntunen (Green)

Washoe 27

Sheila Leslie (D) (Incumbent)
Larry Martin (R)

Washoe 30

Don Gustavson (R) (Incumbent)
Debbie Smith (D)

Washoe 31

Bernie Anderson (D) (Incumbent)
Randi Thompson (R)

Multi-County 32

John Marvel (R) (Incumbent)
Joan Morrow (D)

Multi-County 33

John Carpenter (R) (Incumbent)

Multi-County 35

Pete Goicoechea (R) (Incumbent)
Marcia DeBraga (D)
Linwood Tracy, Jr. (IAP)

Multi-County 36

Rod Sherer (R) (Incumbent)
Jackie A. Holmgren (IAP)

Multi-County 38

Tom Grady (R) (Incumbent)
Cathylee James (D)
Dennis Gomez (IAP)

Multi-County 39

Lynn Hettrick (R) (Incumbent)
Randi Green (NP)

Multi-County 40

Ron Knecht (R) (Incumbent)
Bonnie Parnell (D)
Merrit Yochum (IAP)

On-Board Necessity – Your Internet Connection

If the thought of flying makes you woozy because you can't bear being separated from your Internet service, you're in luck. From text messaging to full Internet use, international and national flights are making it easier for passengers to get their fix.

Tenzing Communications claims it sent the first email message from an aircraft four years ago, but those baby steps and efforts by other companies came to a virtual standstill after 9/11. Airlines have been coming online steadily, though, in the last few years as wireless communication technology advances. Now, Connexion by Boeing and iPass Inc. are offering a service to international customers that gives them secure in-flight Wi-Fi Internet service.

Lufthansa has been offering Connexion by Boeing on some flights since May. For \$30, you get connected for six-plus hours. Ten dollars will get you 30 minutes of service. Although the service is only available for those with wireless connections for laptops or handheld computers and just on five planes that fly from Munich to Los Angeles and Munich to Tokyo, the company plans on adding flights by the end of the year.

iPass promises to bring an even wider range of access to Boeing's Connexion. Passengers will not only have unlimited access to their corporate networks, they'll be able to send and receive emails with attachments, access files and business applications and surf the entire Internet at over 121 airports in 21 countries. The Lufthansa five are already using it, and Boeing has made agreements to install it on other long-range aircraft for Scandinavian Airlines, Japan Airlines, ANA, Singapore Airlines, China Airlines, Korean Air and others.

You don't have to fly international to get in on the action. Over 800 United, Continental and US Airways airplanes offer dial-up cables connected to Verizon Airfones so passengers can send and receive email, text messages and instant messages and surf through a number of pages of news, games, sports and other sites. Tenzing has also added a separate email service,

\$10 for domestic flights and \$20 for international flights.

Like Internet service in general, the Internet for airline passengers is turning on the speed. If you actually savor those rare moments where you aren't "connected," you'll need to find a better excuse than flying for being out of reach.

Put Your Mug on a Stamp – and It's Legal Postage

We've all met them, and sometimes we are them—those people with a wallet full of photos of their favorite child, grandchild, dog, fish, car.... Well, now "those" people can take that photo and put it on a postage stamp. Yes, a real, mail it through the United States Postal Service (USPS), stamp to send your favorite outgoing mail on its way.

The USPS approved PhotoStamps is a new form of postage offered by Stamps.com, an online provider of stamps and other postage. PhotoStamps allows you to take one of your favorite photos, upload it to the PhotoStamps website, fiddle with it changing backgrounds, position, borders, etc., and then order your official stamps. You can even put your own face on that stamp—but not your favorite movie star's image. Other limitations include no nudity, controversial or politically partisan images and no copyrighted material.

What you can do is put your corporate logo on it. The service is available to individuals and businesses. Want special stamps for those wedding invitations, your 50th birthday party invitations or just want the world to know you love your pet?

You can do it at PhotoStamps.

You may even want to expand your business advertising budget to include a unique marketing angle. Although the stamps aren't cheap, over twice the cost of a normal 37-cent first class stamp, the message can be yours.

The USPS gave Stamps.com exclusive permission to test PhotoStamps. You can order them now at PhotoStamps.com. A sheet of 20 self-adhesive first-class stamps costs \$16.99, plus shipping and handling. The personalized postage is also available in other denominations, including the 23-cent postcard stamp and \$3.85 1-pound Priority Mail.

Since 1999, Stamps.com has been offering "metered-mail" and other postage services over the Internet. You order the stamps at the site and print them at home on specially provided self-adhesive sheets. Businesses or individuals can print stamps, shipping labels and directly to envelopes with the service. If you sign up for the service, you'll get a digital scale and can do away with the traditional postage meter that many small businesses use. To find out more about the online service, go to stamps.com.

FCC Moves to Protect Wireless Communications from Spam

The Federal Communications Commission (FCC) says wireless subscribers, those using PDAs and cell phones, should be free from spam. The Commission has adopted a general prohibition against sending commercial messages to any address referencing an Internet domain associated with wireless subscriber messaging services.

This rule prevents commercial emailers from sending spam to wireless devices without the express permission of the user, sometimes called "opting in." This decision is in sharp contrast to the CanSpam Act that allows commercial emailers to send spam until the consumer opts out, which is one of the biggest criticisms of the anti-spam act.

"By prohibiting all commercial messages to wireless phones and PDAs absent affirmative consent from the consumer, Americans can now use their wireless devices freely, without being bothered by unwanted and annoying messages," says Michael K. Powell, chairman of the FCC. The ban does not apply to services that simply forward existing computer email messages to a wireless device or allow the wireless device to connect to a computer-based mail account so that email can be read.

To help commercial emailers identify whom not to spam, the Commission has required that commercial mobile radio service (CMRS) providers submit those domain names to the Commission so it can create a public list. No individual subscriber addresses will be collected or included on the list.

The Commission also interpreted the scope of material covered under the definition of mobile service commercial messages (MSCMs) in the Can-Spam act to include any

commercial message sent to an electronic mail address provided by a commercial mobile radio service (CMRS) provider specifically for delivery to the subscriber's wireless device.

Short Message Service messages transmitted solely to phone numbers (as opposed to those sent to addresses with references to Internet domains) are not covered by these protections. However, all autodialed calls are already covered by the Telephone Consumer Protection Act (TCPA).

Other actions of the FCC include:

- Prohibits sending any commercial messages to addresses that contain domain names that have been listed on the official list for at least 30 days or at any time prior to 30 days if the sender otherwise knows that the message is addressed to a wireless device.
- States that authorization for sending commercial messages can be given orally, by paper or electronically.
- Provides guidance on what falls within the definition of "Commercial," while emphasizing that the Federal Trade Commission is ultimately responsible for determining the criteria for "commercial" and what is excluded as "transactional or relationship" messages.

The Commission says that establishing a list of domain names appears to be the most effective method to allow subscribers to avoid unwanted wireless commercial messages.

The Commission also encouraged the industry to develop more mechanisms to protect wireless subscribers from unwanted commercial mail themselves.

Bots Attack PCs

The first six months of 2004 has not been kind to PC users, according to a survey conducted by the Internet Security Threat Report, released earlier this month.

The survey found that Bot networks, designed to cause havoc and steal information from personal Windows-based personal computers, increased from fewer than 2000 to over 30,000 from Jan. 1 to June 30 of this year.

Bot networks are different configurations of interconnected personal computers that are compromised to enable the designer to inject large volumes of viruses, worms, spyware or spam into the Internet. The networks are used for a number of reasons, including to get information to sell to commercial spammers and others who want to send information anonymously.

The survey is based on monitoring by Symantec, a software maker of computer protection programs, and is done twice a year. These results show a shift in attacks from malicious to "a dramatic increase in electronic commerce attacks," says Alfred Huger, senior director of engineering for security response at Symantec.

Bot networks, or robots, vary in size. The survey showed that the average was a conglomeration of about 2000 captured machines, known as zombies. But the researchers did find a network of over 400,000 machines. Although most of the networks consist of home computers that are connected to broadband cable or DSL, the survey showed that 50 percent of the attacks came from zombies with Internet addresses controlled by Fortune 500 companies.

Sierra Feed and Saddlery... The Place for Animal Lovers

You walk into Sierra Feed and Saddlery and you find you've entered the past. You're immediately greeted by someone who asks if you need help. And if you do need help, say you have a question about fencing, or feed, or pet shots, or pet problems, there's a person there who can actually give you a good answer. This store, that's been at the same location, 7460 S. Virginia St., since it opened 27 years ago, keeps the best from the past, and the customers are better for it.

Ken Cliff, owner of the store, was probably destined to run a western-style business. After graduating from Cal Poly in San Luis Obispo, he managed a feed mill in Cupertino, CA. He moved to Reno, and after working for another feed store, Albers, he worked for a grain merchandiser and traveled the state buying and selling. When he got tired of the traveling, he opened his own shop and has been with it ever since.

This is a full service feed and saddle shop. Don't let the western gear fool you, though. If you have an animal, Sierra Feed has the goods. Take birds, for example. Need a specialty feed for your favorite canary, parakeet, parrot or cockatiel? Or maybe you just like to feed all those wild birds like finches, sparrows, quail, doves, robins and others. No problem, the feed is there. And Sierra Feed even delivers.

Is your favorite pet a dog or cat? How about some special food, like Chicken Soup for the Dog (cat, puppy, kitten) Lover's Soul? Really. The store stocks bags of that along with many other favorites like Iams, Nutro and others, all sold at competitive prices. The store also sells plenty of toys, brushes, combs, shampoos, goodies,

leashes and collars, beds and other products that make animal lovers happy.

If it's a horse you're shopping for, one stop will set you up with just about everything you need. You can buy hay, supplements, liniments, wormers, fly spray and masks, horse goodies, grains, tack, fencing, electric wire and more.

Then there are those other pets—or animals, depending on your perspective—like rabbits, llamas, cows, sheep, pigs, goats and even deer. If you need feed or supplies, Sierra Feed is your store.

There's nothing like a shopping experience that fills all the senses. When you walk in, the smell of good leather bridles and saddles mingles with the sweet smell of grain. There's even the house cat, Garfield, ready to greet anyone who will pet her. Yes, Garfield is a her, named for the famous cartoon cat because of her coloring, love for food, and yes, her chutzpah.

Garfield adopted Ken. When he discovered her living in the back with the hay and farm supplies, he told his employees to feed her. Ken's supposed to be a sort of gruff guy, but soon Garfield decided she needed to live indoors. Danielle Harris, an employee, says Garfield would plunk herself down in front of the checkout counter, and Ken would throw her out. Garfield prevailed, though, and she's lived inside ever since. She's been spayed and receives her regular check ups and inoculations. She helps Ken when he does paperwork by sleeping on his desk, moving only when she's ready. She's earns her keep by keeping the mice out of the store, and she occasionally chooses one of



Danielle Harris attends to a customer placing a phone order.

the most expensive cat toys the store sells and makes it her own. However, she never jumps on the saddles, Danielle says, and if Ken can't find her in the store, all work stops until she's found and brought back indoors.

That pretty much sums up Ken's attitude about doing business. The Andrews fire that burned south of Reno in August affected several employees. Not only were those employees sent home and offered help, the rest of the store "family" was ready to lend a hand to anyone in the area.

Ken also helps out kids in 4-H by giving them discounts on feed and supplies for their animal projects. He also buys one of the animals during the Nevada State Fair in Reno. As far as competition goes, he's helped other small feed stores in places like Washoe Valley, Smith Valley and Dayton.

Sierra Feed continued on next page

Seminars

Garfield keeps a close watch on the paperwork of Sierra Feed and Saddlery.



From pipe panels to catnip, Sierra Feed and Saddlery has what you need. The store is worth a visit even if you don't have an animal. It looks, feels and smells exactly like an old-fashioned country store should. Knowledgeable people are ready to help or even just swap stories. They'll even look at your favorite animal photos. Maybe you've just rescued a horse and need some feeding advice. You can get that, too. Worried about the West Nile virus? They've kept up with the latest information about it, and along with telling you to see your vet, they'll share what they've learned.

Maybe you're just looking for some good service or good advice. Or maybe you just want to meander through a store that isn't all bright lights and technology, but has the products you need and the service you want. Visit the store on South Virginia, open seven days a week. Travel to Sierra Feed and Saddlery for the best of the past in retail with the convenience and choice of today.

Pharmacy Conference Covers Regulations

As privacy legislation heats up, regulatory measures increase. The pharmaceutical industry is being flooded with regulatory scrutiny by federal and state government agencies trying to enforce the rules and regulations that now apply to the industry. If you need to find out how you or your business may be affected, the Pharmaceutical Congress 2004 may have some answers.

The Congress, sponsored by the Pharmaceutical Compliance Forum, runs from Nov. 14 - 17, 2004, in Washington, D.C., and will cover a number of issues that affect those in the industry as a whole.

Pharmaceutical companies can learn how to update their knowledge of existing laws and incorporate them into the business plan. They'll also come away with knowledge about how to create future business plans that comply with what seems ambiguous and confusing rules and regulations.

Conference topics will include discussions of drug pricing, sales and marketing practices, conducting clinical trials, publication and off-label use and the new Medicare prescription drug benefits.

The conference is aimed at those from many areas of the health care industry including health care compliance professionals; health plan, health system and physician organizations; physicians and pharmacists; generic pharmaceutical manufacturers; clinical research organizations; health care auditors; pharmacy benefit management companies; privacy, compliance and ethics officers; food and drug law attorneys; health plan and health insurers and more.

Some goals of the conference include discussing the regulator's enforcement initiatives that pertain to the pharmaceutical industry, suggesting appropriate steps to take if a government investigation is initiated and assessing the applicability of HIPAA to the pharmaceutical industry and suggest compliance strategies.

For more information, go to www.pharmacongress.com or call 800-684-4549.

• Seminars •

October – 2004

NACS Show 2004

October 17 - 20, 2004

Las Vegas, NV

Contact: 703-684-3600

CGA Western Food Industry Exposition

October 24 - 26, 2004

Las Vegas, NV

Contact: 800-794-3545 or email to expo@cagrocers.com

November 2004

CIO/05: The Year Ahead

November 7 -9, 2004

Scottsdale, AZ

Contact: 415-498-7991 or

security.privacy@us.pwc.com

5th Annual Pharmaceutical Regulatory & Compliance Congress and Best Practices Forum

November 14 - 17, 2004

Washington, DC

Contact: 800-684-4549 or

registration@hcconference.com

January 2005

NRF 2005 – Retail's BIG SHOW

January 16 - 19, 2005

New York, NY

Contact: 800-673-4692 or

202-626-8194

NACDS Regional Chain Conference

January 27 - 30, 2005

Naples, FL

Contact: 703-549-3001

March 2005

IHA International Home & Housewares Show

March 20 - 22, 2005

Chicago, IL

Contact: [http://](http://www.housewares.org/ihshow)

www.housewares.org/ihshow

Abbreviations

CGA • California Grocers Association

FMI • Food Marketing Institute

IHA • International Housewares Assn.

NACS • Nat'l Assn. of Convenience Stores

NRF • National Retail Federation

FCC Says 'No' to Unsolicited Fax Transmissions

Are unsolicited faxes rolling out from your fax machine? Well, there's good news and bad news about that. Unsolicited faxes are illegal by both federal and Nevada state law. That means you can report those who use your fax line to sell stuff, and those sending the illegal transmission may even get in trouble. But somehow, that hasn't stopped illegal transmissions. Just ask someone at Nevada's Consumer Affairs Division with the Department of Business and Industry about unsolicited faxes. The agency has a drawer full.

Nevada's law, NRS 207.325, says, "...a person shall not make or cause to be made an unsolicited electronic or telephonic transmission to a facsimile machine to solicit a person to purchase real property, goods or services. The provisions of subsection 1 do not apply to an unsolicited electronic or telephonic transmission sent to a person who has a preexisting business relationship with the person who makes or causes the transmission to be made."

Both Nevada and federal legislation allows unsolicited faxes from someone or a company you already do business with, although consumers have the right to opt-out or sign a statement saying no to unsolicited faxes. As with unsolicited telephone calls and spam, opt-out still opens consumers to numerous annoying junk because most people have many "relationships" because they do business with a bank, hold credit cards, and have mortgages and other loans. All those companies have relationships with other companies, and that relationship allows all of them to put you on their list. Those who want to protect their privacy would prefer the opt-in method where

the consumer has to give express permission to a company wanting to send unsolicited faxes or emails.

The Federal Communications Commission (FCC) has amended a rule that will make it unlawful to send unsolicited faxes without that prior permission of the recipient, or opt-in, starting January 1, 2005. In the meantime, consumers who receive unsolicited faxes should call the number listed on the fax to tell the sender to remove you from the list. If you receive subsequent faxes

from the sender, file a complaint with the FCC by calling 888-225-5322 or 888-835-5322 (TTY), by going online at www.fcc.gov/cgb/complaints.html or by sending a letter summarizing the complaint to: Federal Communications Commission, Consumer & Governmental Affairs Bureau, Consumer Inquiries and Complaints Division, 445-12th St., SW, Washington, DC 20554. In Nevada, call the Consumer Affairs Division at 775-688-1800 (northern area) or 702-486-7355 (southern area).

Is Social Security in Trouble?

Not wanting to jump into the middle of the Social Security debate but making sure his slant on the situation makes headlines, Alan Greenspan, chairman of the Federal Reserve Board, flew the black flag for Social Security. Greenspan warned attendees at the Federal Reserve Board's annual economic conference in Kansas City, "If we have promised more than our economy has the ability to deliver to retirees without unduly diminishing real income gains of workers, as I fear we may have, we must recalibrate our programs."

He blamed his call to reduce benefits on baby boomers coming to retirement age, the declining savings rate in the U.S. and the terrifying escalation of the federal deficit during the Bush administration that has caused the country to increase borrowing from foreign countries. Greenspan included the cost of Medicare drug benefits in his litany of doom. His short answer for the problem is partially privatizing the system.

What Greenspan's rendition of a cure, or privatization, doesn't include is the devastating affect that privatization would have on the system as a whole and women and other such groups.

Women still, on average, work fewer years at lower pay because the unpaid job of homemaker and primary parent still falls largely to women; thus, women contribute less in payroll taxes over their lifetime than do men. Individual retirement accounts would fundamentally disenfranchise a large portion of the nation's citizens.

The Social Security Board of Trustees' 64th annual report on the program's financial and actuarial status isn't so gloomy. In fact, the report shows the 75-year financing shortfall decreased slightly from a year ago.

The report also reaffirmed that Social Security does not face a near-term crisis and can pay full benefits for the next 38 years. Even then, it would still be able to finance benefits at about 70 percent.

New Program for Physicians' Free Samples

Pharmacies could get a boost from the latest program launched by the Macaluso Group. It takes the free samples given to doctors out of the closet and gets them to the patient.

According to Craig L. Fuller, president and CEO of the National Association of Chain Drug Stores (NACDS), the new program has drug manufacturers supply physicians with product debit cards rather than samples of the drug.

The debit card allows a physician to give a patient a prescription and the debit card, which the patient can then take to his or her pharmacy to be filled. The drug is still free because the patient pays with the manufacturer-provided debit card. According to NACDS, this will mean no more boxes of samples of prescription drugs going stale in the physician's office.

That's a good bonus, says Fuller, but there are more benefits for everyone. For example:

- Manufacturers no longer need to inventory and stock samples in physician offices; they can receive information on physician usage because of the encoded debit card; they know that the medication is getting into the hands of the patient and not sitting in a sample closet.
- Physicians won't have to store hundreds of samples and check expiration dates; they have more freedom and flexibility in the samples they can offer to patients; and they have more confidence that the patient will use the medication properly under the care and guidance of a licensed pharmacist.
- Pharmacies get the business and can establish the customer pharmacy relationship; it costs

Updated Nevada Preferred Drug List (PDL)

By Dawn Daly

Provider Relations Clinical Representative
First Health Services

The Pharmacy and Therapeutics Committee recently added the antidepressant and the stimulant/ADHD drug classes to the PDL. It is important to note that only the drug classes listed on the current PDL are affected by PDL requirements at this time. In the future, the PDL can be expanded or revised by the Committee.

For a complete PDL implementation schedule, please refer to the following website:

<http://nevada.fhsc.com> and click on the "Pharmacy" tab. A copy of the "PDL Exception Prior Authorization Form" is also available at this site.

The following drugs or drug classes will be grandfathered in for one year, i.e., patients currently taking these drugs will not be required to obtain prior authorization (PA) in order to continue receiving the drug:

- SSRI Antidepressants
- Novel Antidepressants
- Stimulant/ADHD Drugs
- Hepatitis C Drugs (for current course of therapy only)
- Coreg

New prescriptions for the following drugs may be obtained without prior authorization if the prescriber includes the following ICD-9-CM code on the prescription:

- Coreg - Code 428 (Congestive Heart Failure with Left Ventricular Systolic Dysfunction)
- Zoloft - Code 300.3 (Obsessive Compulsive Disorder – limited to patients between 6 and 17 years of age)

For any questions regarding the PDL process, including prior authorization requests for non-preferred agents, please contact First Health Services' Clinical Call Center at 800-505-9185.

pharmacies nothing; it provides a new revenue stream for the pharmacy (customers might just pick up other items while in the store.)

Patients benefit, too. Not only will the drug still be free, patients will be privy to the expertise of the

pharmacist.

The program has been in place for a while, and so far, more than 150,000 drug samples have been dispensed through the program.

For information contact NACDS at 703-837-4164 or send an email to dfaucette@nacds.org.

Retail Association of Nevada
NRNSIG
775-720-8125

**Global Payments
1/4 page ad
New**

Important information for SIG members

The NRS governing self insured groups requires notifying members of all new members to the Group. New members for NRNSIG from August 16, 2004 to September 22, 2004, are listed below. For a complete member list, please call RAN at 775-882-1700. Please Note: Due to the many new members added each month to NRNSIG, we are unable to list all members on this page.

NRNSIG

- | | |
|--|--|
| Adam S. Kutner, PC | Laboratory Medicine Consultants, LTD |
| Advanced Personal Care Solutions, Inc. | Los Padres Foster Family Services |
| American Auto Care | Payless Car Rental |
| ARC Medcenters, LLC | Premier Jewelry & Loan, Inc. |
| ARC Physicians, PC | Silver Hills Manufactured Homes |
| Bella Salon Spa, LLC | Strobel Dental Laboratory, Inc. |
| Benjamin J. Rodriguez, MD, PC | Texaco Xpress Lube |
| Cafe Caubo | The Champions |
| California Avenue Apartments | The Helping Angels, Inc. |
| Country Homes, Inc. | |
| Cowboy Joe Downtown | |
| Crown Trophy, Inc. | |
| Domino's Pizza | NRNSIG members who wish to register a negative vote on a new group member, please write NRNSIG at 810 E. Fifth Street, Suite A, Carson City, NV 89701, indicating which member and the reason(s) for the negative vote. |
| Fallon Welding, LLC | |
| I Do Wedding Photography, Inc. | |
| Innovative Network Solutions, LLC | |
| Knights Templar Educational Foundation | |

Membership Information

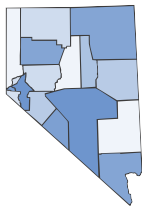
Find out more about RAN's self insured group.
Call Willie Kerschner, 775-720-8125
or the RAN office at 775-882-1700
(Toll-free in Nevada – 800-690-5959).
Don't forget to check out our website, www.RANNV.org.

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Certificate #5004



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• Membership in RAN Required •

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Giving Instructions

Recent Research in Goal Setting Gives Supervisors New Understanding in Making Assignments

Supervisors are caught in a snare—if they give too many instructions, they're bossy. If they give too few, people do things any way they want forming bad habits that are hard to break.

The universal solution to this is to assign responsibilities and then monitor performance and correct problems. This results in comfortable routines in which employees do O.K., and supervisors leave them alone. But it is also a recipe for mediocrity. Employees become resistant to instruction and reluctant to change anything. Performance suffers. Standards decline.

For many years, management experts have recommended goal setting to motivate employees and to focus their efforts, and research has repeatedly demonstrated a positive impact. Past studies have shown that to be effective, goals must be specific and have outcomes that can be measured. Goals must be challenging, and there must be deadlines.

Gerald Seijts, from the University of Western Ontario, is interested in goal setting and recently completed research that advances our understanding of it. A comparison of two goals given by a supervisor to a sales clerk in a department store will illustrate this new understanding.

#1-Instruction to Clerk A: "We wish to improve customer relations, and we measure how well we do with a telephone survey. Your goal is for all of your customers to rate the quality of your service as "very good" or above in the next round of follow up calls. You have four weeks."

#2-Instruction to Clerk B: "We wish to improve customer relations, and we measure how well we do with a telephone survey. Your goal is to discover and implement six different ways to get your customers to smile during your time with them. You have four weeks."

Seijts labels #1 a performance goal. It assumes that a person already knows how to efficiently perform the task and merely needs to be motivated to accomplish it. The second he labels a learning goal. It assumes that a person does not possess sufficient knowledge and/or skill to accomplish the desired

outcome. Instead, this person needs to focus on the process of reaching the goal. He/she needs to learn how to accomplish the task in an efficient manner.

Seijts tested these two types of goals, one against the other. His subjects' tasks were difficult, and to perform well, they needed to search for information and be persistent. Which group do you suppose had the highest, bottom-line results?

If you reasoned that a specific, difficult goal would stimulate the best performance, then you might choose the group receiving the performance goal. But in Seijts's study, those pursuing a learning goal were eight times more likely to achieve the desired outcome.

Professor Seijts explains:

When people lack the skills and/or knowledge needed to efficiently complete a task, the purpose of a goal should be to focus on the process of acquiring this knowledge and then implementing it. Small steps in this process build confidence because employees experience success in taking steps. These small, frequent experiences of success also build commitment toward reaching the final learning goal. In Seijts's study, subjects pursuing a learning goal persisted significantly longer in searching for information.

Seijts's subjects who pursued a performance goal progressed through the difficult task focused on the final outcome. Since it was very difficult, they did not notice small steps they were making that brought the final outcome nearer. Instead, they became discouraged. They experienced their efforts as failures, and they tended to reduce their effort. They decreased their time in seeking relevant information. Their confidence declined, and their commitment toward the goal diminished. By the end of the test, they lagged far behind.

Seijts's findings present a challenge for supervisors. They must correctly assess the learning needs of their people and the performance situations they face, and then match challenging learning goals with employees who need to learn how to complete difficult tasks and to implement this learning.

Reference: Seijts, Gerald, Gary Latham, Kevin Tasa, and Brandon Latham (2004) "Goal Setting and Goal Orientation: An Integration of Two Different yet Related Literatures." **Academy of Management Journal**, 47 (2), 227-239.
C 2004 Management Resources

Capitol Watch



Grocers participating in the Nevada WIC Program must keep their cashiers informed of the program requirements. Following is information from the Nevada Division of Health WIC Program concerning Nevada WIC transactions.

1) Cashiers must only sell infant formulas that are approved by the program. As of June 2004, the following formulas are approved: Mead Johnson's Enfamil w/Iron Lipil, Prosobee Lipil, Enfamil Low Iron Lipil, Enfamil AR Lipil, Nutramigen Lipil and Enficare Lipil; Ross's Similac w/Iron Advance, Similac Low Iron Advance, Similac Lactose Free Advance and Neosure Advance; and Nestle Good Start Supreme w/DHA & ARA.

These formulas are only available to WIC participants when the recipient requests them, and the WIC check must specify "Lipil," "Advance," or "DHA/ARA."

2) Authorized WIC vendors are required to stock the WIC contract formulas, regular Enfamil with Iron and Prosobee, in both the 13 oz. concentrate and the small powder.

WIC vendors may store approved formulas at locations other than the formula aisle, but they must still post shelf prices on the formula aisle with an accompanying sign that indicates where to find the formula.

For more information, please contact the Nevada state WIC program, 775-684-5942.

Retail Association of Nevada

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