CHAPTER *Spotlight*

TMA'S NEVADA CHAPTER

It's All Business

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Presented By GT GreenbergTraurig

Why join TMA?

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An insert about TMA's Nevada Chapter appeared in a January 2009 edition of In Business Las Vegas.

For a young and growing chapter in a region shaken by the economic downturn, TMA's Nevada Chapter has clear focus: to build a reputation as a resource for the business community and to offer programs that help members perform at their very best.

It shows.

The chapter's Web site speaks directly to its audiences, particularly prospective clients, through a "Business S.O.S" icon. There, users find out how a turnaround professional can help when signs of business distress appear.

It reads, in part: "Are you now worried because: Your banker is cutting off your credit and telling you to get the professional help of a turnaround expert? Your suppliers are now requiring COD terms? Your sales are declining, your costs are increasing?"

"The role of our Web site should not just be an internal mechanism to communicate to our members," said Pamela Joy Ring, chapter president and president of The Ring Retail Advisory LLC. "[It's] an opportunity to let the business world know that TMA exists and can be of help."

"How many business organizations have the pedigree of membership that TMA membership has, let alone an international presence?" she added. "TMA's got a prestige that sets it apart."

The Web site includes a searchable membership directory and member benefits at both the chapter and TMA International levels. At the chapter level, for example, members may qualify to join the chapter's Speaker Bureau or Ambassador Program, which encourages involvement with "synergistic" groups, such as the Nevada Bankers Association.

The Workout, the chapter's quarterly e-magazine, showcases members and consists of member-written articles that talk about professional success, such as "Maintaining Good Reputation Will Help Companies Weather Trouble," and "Growing Your Business Right: Three Core Tips For Making Your Website Work for You."

The chapter promotes turnaround professionals as a resource for rescuing businesses and for helping stable companies stay that way. As a result, the 61-member chapter includes business executives who want to "grow their business right" and avoid turnarounds, according to Ring.

Like other regions throughout the United States, Las Vegas and its surrounding areas face a business climate hobbled by a credit crunch and widespread business retrenchment.

"People are challenged. They are challenged by changing relationships with their banks as banks clamp down on lines of credit," Ring said. "So what has happened is a mirror of what is happening all over the country, but it has occurred in more of a direct way here because we are a small community and very dependent on an industry that's in trouble."

The resulting mix of chapter programs, she said, speaks to the times. For instance, a February roundtable, "The Economy, Gaming Industry & Las Vegas: Where Are We Now & Where Are We Going?" addressed how company operating and financing plans will change over the next 12 to 18 months, how companies will generate investment capital, and how the gaming industry will change in the region and the world.

It featured Bill Lerner, managing director and gaming analyst with Deutsche Bank; Drew Sweeney, senior vice president with Macquarie Funds Group; Ken Wiles and Kep Sweeney, both managing directors with Acceleron Group, LLC, and Jim Bienias, director, restructuring, with KPMG LLP.

A follow-up to the roundtable occurred in March, while upcoming programs include "Bankruptcy & The Human Factor" in April and "Collecting Money: Effective Methods and How It Impacts 13-Week Cash Flow" in June.

"We get a number of visitors from other states who drop in, and that's a positive as well because we're obviously doing something right," said John Bear, the first chapter president and an exclusive agent for Payroll Solutions in Nevada.

The chapter has always focused on becoming "a vibrant resource to the business community," Bear said. Established in 2006, it received a TMA chapter assistance fund grant and advice from TMA colleagues in neighboring Arizona. Given the high quality of its programs, leadership, and members, he said, "the chapter has exceeded even my wildest expectations for success." CR