

Why the Sierra Region of Nevada?

This week in Anaheim, Calif., the world's largest trade show for the medical device industry will be in full swing, with tens of thousands of attendees looking at amazing advances in medical devices, from the next best heart valve to a tricked-out power chair. Just inside the main entrance, the Northern Nevada Development Authority (NNDA) team will show attendees, including manufacturers and other industry players, "Why Expand Your Company to Northern Nevada?"

The NNDA tradeshow team includes representatives from the Nevada Commission on Economic Development, NV Energy, delegates from NNDA's Commercial Real Estate Committee, builder representatives, such as Miles Construction, and local business folks to "sell" the Sierra Region of Nevada. Our slogan says it all: "The Sierra Region; the peaks, hills and valleys of the front range of the Sierra Nevada, where the climate for business is perfect!"

Not only does Nevada offer the best tax climate in the U.S., which believe me does not go unnoticed by companies focusing on their bottom lines, the Sierra Region offers some unique climatic features that make operating a medical device business here even more profitable.

Medical devices are manufactured in a "controlled environment" or "cleanroom," because manufacturers are required to control the plant environment when producing these products. The Sierra Region has a leg up on most areas for this.

Why? We have low humidity; therefore lower or no-cost to control the moisture in the air. In addition, we don't have high temperature spikes, like in Phoenix or LA, and our high altitude means we are less prone to yeast and mold invasions. We have clean air, clean water and more, making it less expensive to operate controlled environment businesses in the Sierra Region than most



Rob Hooper
Executive Director NNDA

other places.

In addition to a great tax climate, our region also offers access to government leaders who honestly care for the success of Nevada businesses, as well as easy access to the West Coast market, with one day trucking time from Seattle to San Diego. In his keynote address at the USDA Rural Development's recent Forum on Jobs and Economic Growth, Brian Palmer, Vice President of GE Energy of Minden, explained another benefit. He said, "Why does GE Energy stay in Nevada? Because we find the best balanced workforce that can be found in the country. Nevada workers are technology adept, flexible and with a strong work ethic. Nevada offers one of the most welcoming business communities in the world, and we operate businesses around the world."

So there you have it. The Sierra Region of Nevada has it all - great weather, excellent quality of life, close proximity to major markets, and a business friendly government. However, the magic ingredient is you! Keep on doing what you do in making our region, our communities, and our families the envy of our country.

For questions or to learn how you can get involved, call NNDA at (775) 883-4413 or visit www.nnda.org. ■



Nevada Business Gateway to World Markets

Bill Cline
US Commercial Service

More than 70 percent of the world's purchasing power is outside of the U.S., but many northern Nevada companies think exporting is too burdensome or difficult. What they need to know is that the U.S. Department of Commerce maintains a network of offices in 160 U.S. embassies and consulates in more than 80 countries to help U.S. businesses identify, develop and sustain international markets. Those overseas offices are linked with a network of domestic U.S. offices—one right here serving the Sierra Region.

The U.S. Commercial Service (USCS) "is a gateway to world markets for all Nevada companies," explains Bill Cline, director of the Reno office. "We listen to what the client needs and together develop solutions to achieve their goals overseas."

Assistance might be customized or may include tools from the USCS toolbox. "For example," says Cline, "we help companies identify their best prospects via market research or offer business introductions through a matchmaking service that arranges prescreened appointments with potential agents and distributors—our Gold Key Service."

Recently, Jerry Gamroth, owner of Infrared Inc, a local image-sensing company, went on an aggressive two-week trip that included stops in Africa and the Middle East. Gamroth sought the support of the U.S. Embassies in those locations to connect with government decision makers and private distribution partners. In short order, Cline's colleagues abroad set up a variety of meetings. Gamroth came home with orders in hand as well as potential distribution agreements.

USCS has helped U.S. companies roll out new product lines; refine client presentations to better target key decision makers; and provide U.S. government advocacy support to help level the playing field on foreign government contracts. USCS can also link clients with the U.S. Export-Import Bank, which provides export insurance and

financing or provide training on U.S. export control issues and guidance on protecting intellectual property. These services save businesses valuable time and resources when competing abroad.

A great place to meet international buyers in Nevada is at one of the world-class trade shows certified by USCS in Las Vegas. If certified, the USCS recruits international buyers from around the world and introduces them to U.S.

participants at the shows. This includes pre-arranged one-on-one business meetings and seminars featuring country-specific opportunities.

To better reach area businesses, USCS maintains partnerships with the Northern Nevada Development Authority in Carson City as well as the Reno-Sparks Chamber of Commerce. For more information, visit www.export.gov or call 775-784-5203 or email bill.cline@mail.doc.gov.

The U.S. Commercial Service is the trade promotion unit of the U.S. Commerce Department's International Trade Administration. In 2008, the worldwide U.S. Commercial Service helped facilitate nearly \$70 billion in U.S. export sales. Bill Cline is director of the U.S. Commercial Service in Reno and team leader of the International Trade Administration's Global Environmental Team. ■

DID YOU KNOW?

Made in Nevada companies contributing to the TASTE OF NEVADA reception at the MD&M West trade show in Anaheim this week include Alpen Sierra Coffee, Buckbean Brewery, Hidden Valley Honey, Killer Salsa, Kimmie Candy, Lattin Farms, Sierra Crunch Granola, Sweet Images and Tahoe Ridge Wine. For *Made in Nevada* information call (775) 315-5718 or visit www.madeinnv.com.