

An Empowered Community Will Thrive

Over the past months, NNDA's Open Source Economic Development has become a driving force in the Sierra Region. The question is no longer: What has the development authority done for me lately? But



Rob Hooper
Executive Director NNDA

rather, what have we done together for our community? This transition is changing the entire approach not only for economic development, but the way we function as a community.

Let me share two examples. We all know commercial real estate agents make their living on commissions, which are to come by in these economic times. So to give up a commission is a big deal. Last week one of the agents on our Commercial Real Estate Committee, Bruce Robertson of Sperry Van Ness in Carson City, was working on an NNDA lead. The out-of-state client is a big company and has approval to move their company to Nevada. In the process of working with the client, it turned out the person on the phone was actually a commercial agent working directly for the client. The other agent's reaction was "I did not know you were an agent, this is not going to work!"

In a world of "what's in it for me" Bruce could have said, "Let's split the commission" or "Now that I know you are an agent, I will let you figure it out on your own." After all, why should an agent work for free? But not Bruce. His response was "I am part of the economic development team. I will not participate in any commission or referral fee. I assure you that I am solely interested in seeing new jobs come to the Sierra Region of Nevada."

This is the message I have been conveying — shared abundance and doing the right thing! Now I am sure Bruce would have loved the commission, but the mission we are on for our community was the most important. But Bruce is not the only example.

Several months ago Andie Wilson with the Carson City Coldwell Banker Commercial

office was working with an NNDA client. This company is moving their West Coast facility to Nevada. Andie put in considerable time researching properties,

doing comparisons and working with the companies CFO. Then the glitch. Back at the company's headquarters they decided it would be best to call one of their friends in the real estate business, who in turn reached out to another associate in Reno. All of a sudden there were two agents on the same deal. It would have been easy for Andie or NNDA to call a foul. But that could have sent the wrong signal and jeopardized the deal. So what did Andie do? The right thing — the "what have we done together for our community" thing. Andie called the agent, Bryan Gardner at Reno Property Management, and said, "I have been working on this deal for a long time but will send you the work I have done and would be happy to help you in any way to bring the company to the Sierra Region." The company will come. Bryan now has become an investment partner with NNDA and joined our Commercial Real Estate Committee. Andie did what was best for our future, our kids, and our community.

These are only two stories of how a community can pull together, work together, respect each other and look at the benefits of shared abundance and doing the right thing. We invite you to join us from 4-7 p.m. Wednesday, March 31 at the Carson Valley Inn, Minden, to see for yourself how this strong economic platform is working for the future of our communities. Lt. Gov. Brian Krolicki will be on hand to discuss the future of Nevada's economic development. Light refreshments are sponsored by Douglas County, GE Energy, Heritage Bank, Nevada Appeal, NV Energy and the Washoe Tribe. A courtesy RSVP is requested at www.nnda.org Events or calling (775) 883-4413. ■

The Washoe Tribe Partners in Economic Development

Trade, commerce and economic development are top priorities for the Washoe Tribe of Nevada and California. Tribal Chairman Waldo W. Walker recently observed that "The vision and hard work of Tribal leaders past and present and of Tribal members and managers have positioned the Tribe well to take advantage of many new opportunities. We value the many partners we have in business and economic development."

The Tribe's economic and business development programs focus on key goals:

Long Term Tribal Economic Self-Sufficiency through large-scale energy projects, prudent energy and minerals development of Tribal Trust lands, mergers and acquisitions, joint ventures with other Tribes to leverage strengths and opportunities, and development of comprehensive economic development strategies.

Attraction of Suitable Businesses and Manufacturing Facilities to Washoe Tribal lands or to neighboring parcels for the benefit of the Washoe people in collaboration with the Northern Nevada Development Authority and project developers.

Short Term Revenue from Tribal Businesses through successful operation of Tribal businesses and formation of new ventures.

Support for Tribal Members and Tribal Member-Owned Businesses equipping members to succeed through collaborations with SBA, Nevada Commission on Economic Development, UNR, and others. Additional efforts include facilitating seminars and resources for Tribal business owners and artisans, serving as an employment opportunities information clearinghouse for member-owned businesses, and fostering workforce development and placement for members.

The federally recognized

Tribe collaborates with development organizations, businesses and government agencies. Members live in four reservation communities — Dresslerville, Stewart and Carson Colony in Nevada and the Woodfords Community in Alpine County, California. Members also live in the Reno-Sparks Indian Colony and off-reservation throughout the United States. Tribally owned parcels of land dot the landscape in Carson City, Douglas County and Alpine County.

The Tribe's Washoe Development Group manages Meeks Bay Resort and Marina under special permit with the U.S. Forest Service and operates three profitable

retail centers. The Tribe runs its own farming and ranching operations. These enterprises produce revenue and provide dozens of jobs for Tribal members and others.

Washoe people traditionally lived a seasonal life of hunting and plant gathering. Summer was spent at Lake Tahoe, their ancestral home, hunting, fishing, and collecting medicinal plants, roots, and berries for the winter season. Here they traded with Native peoples to the West. Before fall, families journeyed down to the Pine Nut Mountains gathering and celebrating the pine nut harvest — a staple food source. Winter and spring, they lived in the valleys of the Eastern Sierras including present day Carson

Valley, Washoe Valley, and Eagle Valley.

Today, the Washoe Tribe prides themselves on being able to partner with area agencies to improve the Sierra region's economic landscape. For information on the Washoe Tribe economic and business development initiatives, contact the Tribe's Planning Director Rob Beltramo at 775-265-8600 ext 1173 or e-mail rob.beltramo@washoetribe.us. ■

