

The magazine dedicated to women who have chosen

Nevada their home!

# NEVADA

# WOMAN

**11TH ANNIVERSARY ISSUE**



## WOMEN AT THE TOP

The WPO's extraordinary female entrepreneurs at the million- and multimillion-dollar levels

### California's Cool Summer Respite

- Napa's La Residence
- Britt Scripps Inn
- Paradise Point
- Left Coast Escapes

### On Their Toes

Nevada Ballet Theatre Takes It to the "Streets"

### Lofty Inspirations

*"Top of the Mountain Goal Setting"*

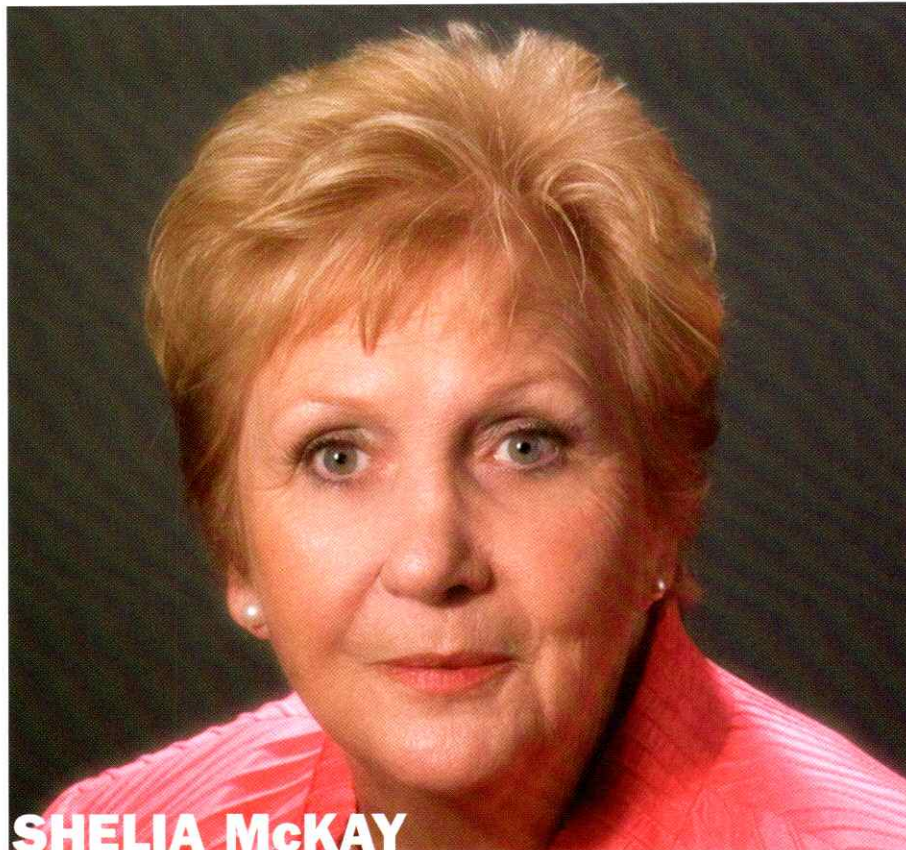
\$3.95 AUGUST 2006



**PLUS:** The Years of Living Dangerously in the Land of "Me Too," Life's Blueprint, Commanders Palace and Vic & Anthony's, and Liqueurs and Rosé

# Women **IN** Business

WOMEN PRESIDENTS' ORGANIZATION



**SHELIA MCKAY**

**THE WOMEN** Presidents' Organization is an international membership organization that connects top women entrepreneurs at the million and multimillion-dollar level (\$2 million in gross annual sales or \$1 million for service-based business) for greater personal and professional success. In monthly meetings across the United States and Canada, chapters of accomplished women presidents from diverse industries and backgrounds invest in themselves and their businesses to drive their corporations to the next level. Additionally, the WPO provides educational opportunities for members in the form of advanced seminars, Web casts and an annual conference.

Dr. Marsha Firestone, president and founder of the WPO, developed the concept of a peer advisory group for multimillion dollar women-owned and women-led businesses when she founded the organization in 1996. An effective peer advisory group brings together non-competitive peers from a variety of industries that confidentially examines significant business challenges. Additionally, mem-

bers of entrepreneurial peer advisory groups often work together to create business opportunities, developing strategic alliances and promote members' personal growth as well as strategies for accelerating the growth of their businesses.

As president, Firestone, along with the board of directors, oversees the strategic operations of 60 chapters, focusing on organizational growth and empowering members to achieve increased business and financial success. She is a well-known speaker with engagements ranging from Tulane University, New York Women's Agenda Entrepreneurs Update, University of Syracuse, to The Center for Women's Business Research Roundtable and Unicul International in Tokyo, Japan. Firestone has published research in both business and educational journals on such topics as adult learning theory, nonverbal communication and managerial competency.

"The WPO functions as a catalyst to spur women entrepreneurs to greater heights of success," says Firestone. "The core of the WPO is based on the High C's: Confirmation, Collaboration,

Confidentiality and Connection. The strength of our Nevada Chapter and the dedication of its members are a tribute to the value of the WPO."

The WPO Nevada (Las Vegas) Chapter is part of the larger National WPO organization, headquartered in New York City. There are 60 chapters with

**"THE WPO FUNCTIONS  
AS A CATALYST TO SPUR  
WOMEN ENTREPRENEURS  
TO GREATER HEIGHTS  
OF SUCCESS"**

over 1,000 members nationwide. Each chapter is comprised of 15-20 female presidents and CEOs. The Nevada Chapter is proud to be the 51st chapter, and as of February 2006, has 14 members. During 2006, members have met at the boardroom of Morgan Stanley's office in the Wells Fargo Building on the last Thursday of the month from 6 to 9 p.m. with dinner served.

The WPO engages the women of the Nevada Chapter in a confidential forum professionally facilitated. Members attest in a signed application to current revenues; are second stage entrepreneurs who have oversight of management staff; want continuing education in business and leadership and are interested in creating a synergy from women collaborating and supporting one another.

Since May of 2005, Shelia McKay has been the facilitator for the Las Vegas WPO Chapter. She is a principal at S. McKay Enterprises, LLC, a consulting firm for small businesses and non-profits in Las Vegas.

Women presidents and CEOs interested in joining the WPO can learn more about WPO by calling Shelia at 702.658.4559 or e-mailing her at [wponevada@cox.net](mailto:wponevada@cox.net).

Note: Potential qualified members are allowed to attend one partial meeting before making the decision to join.



PHOTOGRAPHY: RICHARD FAVERTY/BECKETT STUDIOS

## DEBBI SOMERS

Chief Executive Officer – Somers Convention Furniture Rental, Inc.  
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Somers Furniture was established in 1989 via a small business loan from Sun State Bank. Its mission statement is to provide quality merchandise and superior service at competitive prices to the hotel and convention industry. Due to the dedicated efforts of its staff and employees, Somers Furniture has entered into its third expansion and is now located in a 54,000-sq.-ft. warehouse. It owns a fleet of trucks and an inventory in excess of \$2 million.

Business was hit hard by the 9/11 aftermath. Somers needed to regroup and become more creative in order to survive. We extended our services to building special event furniture to better serve our clientele. Because of the uniqueness of this new line, we were approached by several hotels and restaurants to manufacture furniture. Special event and customer clients include: Pure Night Club and the Venus pool at Caesars Palace, Tangerine at Treasure Island, MGM, Hard Rock Hotel, Bellagio, The Mirage, Mandalay Bay, The Venetian, Ritz Carlton and Sapporo restaurant.

Somers Furniture has made a dedicated effort not only to network with various associations, but also to give back to the community. Memberships and affiliations include CSA, NAWBO, ASID, ISES, NACE, SNHBA, LVHA, and WPO. Our charitable contributions focus on children's and women's organizations such as Andre Agassi Foundation, Tiger Woods Foundation, Lili Claire Foundation, and various breast cancer fund-raising efforts.

The success of Somers Furniture is the result of a dedicated and talented staff that is not satisfied with the status quo, but is customer-oriented and extremely innovative.

Debbi is married to Lou Somers and has one daughter, Tammi Grassi and one grandson, Levi Grassi.



PHOTOGRAPHY: RICHARD FAVERTY/BECKETT STUDIOS

## TAMMY STARRING

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Tammy Starring is an authorized dealer with Circuit Rider Marketing and president of Circuit Rider Consulting. It markets an electronic device used both commercially and residentially to reduce kilowatt-hours; thereby, decreasing electricity costs a minimum of 10 percent. It also serves as a surge and lightening protector.

Starring is a "multi-preneur" who has owned several successful businesses throughout the years. Her enthusiasm for business ventures makes for a diverse resume. At one time, she owned and operated the largest private valet company in Nevada. Currently, Starring owns a Quizno's Classic Subs and a Juice Express smoothie concession in Terminal D at McCarran International Airport in Las Vegas. Her Quizno's concession has consistently been one of the most productive in the nation.

As a graduate of McNeese State University in Lake Charles, Louisiana, Starring holds a master's degree in health and physical education. She was on the women's basketball team throughout her college years and still has a passion for most sports. It can be said that her love for sports is almost equal to that of her love for business ventures.

Starring is a single mom with daughter Diman, who wants to be a business owner, and son Daman, who is determined to play college basketball. The family shares an appreciation for the outdoors and an enthusiasm for sports.

Starring is DBE certified and a member of the NAWBO. In addition, she is an advisory board member of the Fellowship of Christian Athletes in Las Vegas.



# THE IDEA OF A WOMAN PRESIDENT ISN'T NEW TO US.

Hence the  
“WOMEN PRESIDENTS’ ORGANIZATION.”

Created for women presidents of multi-million dollar businesses, the Women Presidents’ Organization is an exclusive opportunity for accomplished business women to connect with one another to increase their personal and professional success.

WPO members serve as an informal board of directors sharing resources, expertise and insights. By providing a highly individualized confidential environment, diverse female entrepreneurs collaborate to tackle a wide range of challenges – from legal to financial to communication – head-on.

Membership in WPO is a badge of accomplishment for women who have taken their place among the upper echelon of the business world. The WPO puts you and your business in good company. Stand proud with us. Join WPO today.

To find out more, visit [womenpresidentsorg.com](http://womenpresidentsorg.com), or call 212.688.4114.



**WOMEN PRESIDENTS’  
ORGANIZATION®**

**Reaching Farther. Together.**

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