2ND ANNUAL NEVADA ECONOMIC DEVELOPMENT CONFERENCE

SEPTEMBER 20, 2016
PRE-CONFERENCE WORKSHOPS

SEPTEMBER 21 & 22, 2016
CONFERENCE

University of Nevada, Reno
The Joe Crowley Student Union

PRESENTED BY
University Nevada Reno – College of Business, UNLV Center for Business & Economic Research, Western Nevada Development District, Nevada Industry Excellence, USDA Rural Development

INFORMATION

SPONSORED BY

EARLY BIRD RATES END JUNE 30
CONFERENCE AT A GLANCE

TUESDAY, SEPTEMBER 20

PRE-CONFERENCE WORKSHOPS

SUPPORTING ECONOMIC DEVELOPMENT THROUGH BROWNFIELDS FUNDS & TECHNICAL ASSISTANCE

8:00am – 4:00pm
Presented by Environmental Protection Agency - Center for Creative Land Recycling, Nevada Division of Environmental Protection - Bureau of Corrective Actions, Northern Nevada Development Authority

Federal and state brownfields resources have brought jobs and economic development throughout the State of Nevada. Learn how the suite of brownfields resources can accelerate business, economic development, energy, infrastructure, and other activities in your community.

FUNDAMENTALS OF ECONOMIC DEVELOPMENT

8:30am – 4:30pm
Presented by University of Nevada, Reno College of Business & University of Economic Development

Attendees will learn economic development strategies from community to neighborhood development to redevelopment and land use, to workforce development and entrepreneurial development. An overview of how to fund economic development as well as fiscal authority and stability and their impacts on economic development.

WEDNESDAY, SEPTEMBER 21

7:00am  Conference Registration
7:00 – 7:30am  Continental Breakfast located in Exhibit Hall
7:30 – 9:00am  Keynote by Jens Peter Clausen, Vice President Tesla Gigafactory – “Tesla Energy in Nevada”
9:15am – 12:00pm  Institutes
12:15 – 1:30pm  Lunch & Keynote – Dr. Sam Cordes – “Regional Development, Rural-Urban Interdependency, and Deep Collaborations: Keys to Future Successes”
1:45 – 5:30pm  Tours
3:15 – 4:30pm  Concurrent Education Sessions
5:30 – 8:00pm  Exhibitors’ Reception – Exhibit Hall located in Milt Glick Ballroom A

THURSDAY, SEPTEMBER 22

7:30 AM  Conference Registration
8:30 AM  Keynote by Robert Lang, Greenspun College of Urban Affairs, Linch Institute Executive Director, Director at Brookings Mountain West Institute – “Megapolitan America”
10:15 – 11:45am  Concurrent Education Sessions
12 – 1:30pm  Lunch & Keynote – Brett Kelsey, Vice President & Chief Technology Officer for the Americas for Intel Security – “Cyber Security Trends & Innovations”
1:45 – 3:00pm  Concurrent Education Sessions
3:15 – 4:30pm  Concurrent Education Sessions

“Separate ticketed events

REGISTER TODAY
ONLINE www.wndd.org
BY EMAIL sgonzales@wndd.org
BY PHONE 775.883.7333 X2000

KEYNOTE SPEAKERS

Jens Peter Clausen
TESLA ENERGY IN NEVADA

Mr. Clausen is the VP of the Tesla Gigafactory. He is a native of Denmark and is now living in the heart of Reno, Nevada. He was previously with the LEGO Group and relocated to the Reno area from Monterey, Mexico. Jens Peter has a degree in engineering manufacturing, a diploma in leadership, and an MBA in technology and innovation. He is driven by our changing future and is excited to be a part of building a better world for all.

Robert Lang
MEGAPOLITAN AMERICA

Robert Lang is a professor in the Greenspun College of Urban Affairs and serves as the Executive Director of The Lincy Institute and Director of Brookings Mountain West at UNLV. He is also a Senior Fellow at the Brookings Institution in Washington, D.C. Lang earned a Ph.D. in urban sociology from Rutgers University. Mr. Lang is a nationally recognized authority on urban growth, economic development and population dynamics, including the interplay between politics and growth in the American West. He has authored over 150 academic and professional publications and has developed many new urban planning concepts such as “Boomburbs,” “Edgeless Cities,” and “Megapolitan Areas.” His book, Megapolitan America, details the rise of megapolitan areas and how they will change how American plans.

Brett Kelsey
CYBER SECURITY TRENDS & INNOVATIONS

Brett Kelsey is the Vice President & Chief Technology Officer, for the Americas for Intel Security. Mr. Kelsey has leveraged his business and practice development, strategic outlook, technical expertise and innovative thought leadership to evangelize Intel Security’s go-to-market strategy. Brett Kelsey has also served as the Vice President of Professional Services for the Americas for Intel Security and as the Senior Director Global Training at Intel Security (formerly McAfee).

Dr. Sam Cordes
REGIONAL DEVELOPMENT, RURAL-URBAN INTERDEPENDENCY & DEEP COLLABORATIONS: KEYS TO FUTURE SUCCESSES

Dr. Cordes spent eight years at Purdue University before retiring in 2011. While at Purdue he served in several capacities including (a) Associate Vice Provost for Engagement (b) Founder and Co-director, Center for Regional Development (c) Assistant Director and Program Leader, Cooperative Extension and (d) Professor of Agricultural Economics. Dr. Cordes has been sought out by others and has served in a number of consulting roles. He currently leads the Rural Policy Research Institute's Spatial Analytics Initiative.
CONFERENCE PLANNING COMMITTEE

Sarah Adler, State Director
Presenting Sponsor
USDA Rural Development

Richard Bartholet, Director
Business/Entrepreneur
Track Chair
University of Nevada, Reno
Nevada Small Business Development Center
College of Business

Terri Bath, Owner – Events
and Marketing
Agribusiness Track Chair
Reno Garden Shop Nursery

Kelly K. Clark, Special Projects/
Public Affairs Coordinator
Exhibit Hall Chair
USDA Rural Development,
Carson City

Barbra Coffee, Director
Program Committee/So. Nevada
Representative
Economic Development & Tourism
City of Henderson

Rachel Dahl, Executive
Director
Infrastructure/Transportation
Track Chair
Churchill County Economic
Development Authority

Sheryl Gonzales, Project Manager
Staff Liaison & Presenting Sponsor
Western Nevada
Development District

Lisa Granahan, Economic
Vitality Manager
Economic Vitality/Development
Track Chair
Douglas County

Kathy Halbardier,
Project Manager
Manufacturing Track Chair
& Co-Presenter
Nevada Industry Excellence

Tom Harris, Professor, Director of
Center for Economic Development
Program Committee - Presenting
Sponsor
University of Nevada Reno -
Center for Economic Development,
College of Business

Shelley Hartman, Director
Registration & Volunteers
Mineral County Economic
Development Authority

Andrew Haskin, Dir. Marketing &
Communications
Awards Committee
Northern Nevada Development
Authority

Dean Haymore, Community
Development Director
Program Committee
Storey County

Mark Hauenstein, President
Energy Track Chair
Technical Designs

Mojra Hauenstein, Neighborhood
Development - Business Facilitator
Publicity Committee
Washoe County

Lyne F. Keller, Co-Founder
Registration & Volunteers
The Right Track

Dick Kelsey
Energy Track Committee
Sun Science

Ed Lawson, WNDD President
Presenting Sponsor
City of Sparks City Councilman

Heidi Lusby-Anvgick, Ex. Director
Manufacturing Track Chair
Pershing County Economic
Development Authority

Dave Mendiola, County Manager
Publicity Committee
Humboldt County

Stephen M. Miller, Ph.D.
Economic Vitality Program
Committee & Presenting Sponsor
Professor & Director,
Center for Business & Economic
Research UNLV

Ron Radil, Executive Director
Presenting Sponsor
Western Nevada Development
District

Anthony Ruiz,
Communications Manager
Publicity Committee/So. Nevada
Representative
Las Vegas Global Economic
Alliance

Michael Salogga,
Business Development Manager
Program Committee
Carson City

Frederick Steinmann, DPPD,
Assistant Research Professor
Logistics, Registration, Pres.
Reception & UNR Staff Liaison &
Presenting Sponsor
University of Nevada Reno -
Center for Economic Development,
College of Business

Louise Torres, Community and
Economic Dev Specialist
Awards Chair & Presenting
Sponsor/So. Nevada Representative
USDA Rural Development -
Las Vegas

Tilly Williams,
Management Analyst
Workforce Development
Track Chair
City of Reno

Ms. Colleen Unterbrink,
Assistant To City Manager
Program Committee
City of Fernley

Don Vetter, Owner
Publicity Committee
Vetter PR

The International Economic Development Council’s (IEDC) Event Recognition Program recognizes organizations that continue to support, enhance and contribute to the profession of economic development. The Nevada Economic Development Conference is recognized by the IEDC as a professional development event that counts towards the recertification of Certified Economic Developers (CEcDs).
# Conference Schedule of Events

## Tuesday, September 20

### Pre-Conference Workshops

**8am - 4pm**  
Supporting Economic Development Through Brownfields Funds & Technical Assistance  
**Presented by** Nevada Division of Environmental Protection Agency - Center for Creative Land Recycling, Nevada Division of Environmental Protection - Bureau of Corrective Actions, Northern Nevada Development Authority  
**8:30am - 4:30pm**  
Fundamentals of Economic Development, Presented by UNR College of Business – Leadership Institute

## Wednesday, September 21

**8 - 9am**  
Welcome and Opening Session  
**JENS PETER CLAUSEN, VP TESLA GIGAFACTORY - TESLA ENERGY IN NEVADA**

<table>
<thead>
<tr>
<th>INSTITUTES</th>
<th>Agribusiness</th>
<th>Small Business &amp; Entrepreneurship</th>
<th>Economic Development Vitality</th>
<th>Energy</th>
<th>Infrastructure/Transportation</th>
<th>Manufacturing</th>
<th>Workforce Development</th>
</tr>
</thead>
</table>
| 9:15am - 12pm | Innovation, Growth & Opportunities in Agribusiness  
**Moderator** Clint Kolbe  
Dick Kelsey - Sun Science, Meg Stout - Aquaponics Association  
Other Speakers to Be Announced | Financial Literacy  
Kathy Carrico, Statewide Director of Training - Nevada Small Business Development Center, Kathleen "Kate" Marshall, Robert Kirk, VP and Branch Manager - Schwab Bank & Manager, Dr. Elliott Parker - UNR | How Do You Become a Community of Choice? Use the Data  
Moderator Jon Ralston  
Robert Lang - Brookings Inst., Lee Bonner - Nevada Dept. of Transportation | Economic Development Trends - A Statewide Prospective  
Tom Harris - UNR, Bob Potts - GOED, Stephen Miller - UNLV | Bridging the Gap - Educators & Employers Working Together, Creating Pathways for Workforce  

**12:15 - 1:30pm**  
Lunch  
**DR. SAM CORDES, REGIONAL DEVELOPMENT, RURAL-URBAN INTERDEPENDENCY & DEEP COLLABORATIONS: KEYS TO FUTURE SUCCESSES**

<table>
<thead>
<tr>
<th>TOURS</th>
<th>Agribusiness</th>
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<th>Infrastructure/Transportation</th>
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</thead>
</table>
| 1:45 - 5:30pm | Desert Research Institute  
Richard Jasoni | Tour of Innovation Center at UNR | Tahoe Reno Industrial Center - A Look One Year Later  
Dean Haymore - Storey County | Electratherm  
Celeste Erlach, Marketing Communications Manager | Bikeable, Walkable Livable Communities  
Noah Silverman - Reno Bike Project, Kelly Clark - Gov Bicycle Ped Board Dev, Richard Ping - Natl. Institute Walkable Live Communities, Rebecca Kapular - Regional Transportation Commission, Bill Story - NDOT | University of Nevada Tour  
Fred Steinmann – UNR College of Business |

**5:30 - 8:30pm**  
**EXHIBITORS’ RECEPTION - EXHIBIT HALL**
### Conference Schedule

**THURSDAY, SEPTEMBER 22**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 - 10am</td>
<td>Welcome and Opening Session <strong>ROBERT LANG - MEGAPOLITAN AMERICA</strong></td>
</tr>
<tr>
<td>10:15 - 11:45</td>
<td><strong>Agrihoods</strong> Moderator <strong>Rick Lattin</strong> Amaya Genaro, Rancho Mission Viejo - Daron Joffe, The Leichtag Foundation Urban Land Institute, NV</td>
</tr>
<tr>
<td>12 - 1:30pm</td>
<td>Lunch <strong>BRETT KELSEY - CYBER SECURITY TRENDS AND INNOVATIONS</strong></td>
</tr>
<tr>
<td>1:45 - 3pm</td>
<td><strong>Regional Food Technology &amp; Agribusiness Incubator Center</strong> James Toomey Agribusiness Incubator-Univ. Idaho</td>
</tr>
<tr>
<td>3:15 - 4:30pm</td>
<td><strong>Sustainable Dryland Agriculture Initiative</strong> Dr. William Payne - College of Agriculture, Biotechnology &amp; Natural Resources UNR</td>
</tr>
</tbody>
</table>

**Energy**

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<tr>
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<tr>
<td>12 - 1:30pm</td>
<td>Lunch <strong>BRETT KELSEY - CYBER SECURITY TRENDS AND INNOVATIONS</strong></td>
</tr>
<tr>
<td>1:45 - 3pm</td>
<td>Breckenridge Conference <strong>Energy</strong> <strong>The Good, The Bad, The Ugly</strong> UNR Debate Team</td>
</tr>
<tr>
<td>3:15 - 4:30pm</td>
<td>Nevada's Urban Economic Development and Its Impact on their Regions, the State <strong>Mike Kuzmenski</strong> EDAWN, Bill Arent - City of Las Vegas</td>
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**Infrastructure/Transportation**

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>10:15 - 11:45</td>
<td>Clean Power Plan <strong>Mark Hauenstein</strong>, CEO Technical Designs, WNDD - SET Energy Chair</td>
</tr>
<tr>
<td>12 - 1:30pm</td>
<td>Lunch <strong>BRETT KELSEY - CYBER SECURITY TRENDS AND INNOVATIONS</strong></td>
</tr>
<tr>
<td>1:45 - 3pm</td>
<td>Broadband - Making the Investment to Drive High-Tech Growth Britta Kuhn - Gov Office on Science, Innovation, &amp; Technology, Mark Feest - CC Communications, Lindsey Harman - Connect Nevada</td>
</tr>
<tr>
<td>3:15 - 4:30pm</td>
<td>Recruiting Energy Companies to NV <strong>Kevin Geraghty</strong> - NV Energy, Constellation Energy/Exelon and SolarCity Other Speakers to Be Announced</td>
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**Manufacturing**

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<td>12 - 1:30pm</td>
<td>Lunch <strong>BRETT KELSEY - CYBER SECURITY TRENDS AND INNOVATIONS</strong></td>
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<tr>
<td>1:45 - 3pm</td>
<td>Making the Mining Connection Jan Morrison - Lander County RDA, Pam Borda - No NV RDA, Dana Bennett - NV Mining Assoc.</td>
</tr>
<tr>
<td>3:15 - 4:30pm</td>
<td>Nevada's Urban Economic Development and Its Impact on their Regions, the State <strong>Mike Kuzmenski</strong> EDAWN, Bill Arent - City of Las Vegas</td>
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**Workforce Development**

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</tr>
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<tbody>
<tr>
<td>10:15 - 11:45</td>
<td>775.883.7333 X2000 <strong>BY PHONE</strong> <strong>REGISTER TODAY</strong> ONLINE <a href="http://www.wndd.org">www.wndd.org</a> BY EMAIL <a href="mailto:sgonzales@wndd.org">sgonzales@wndd.org</a></td>
</tr>
<tr>
<td>12 - 1:30pm</td>
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Please note conference sessions are subject to change. Please check website www.wndd.org for up to date information.
# Registration

## Early Bird Registration Before June 30, 2016

**Conference Registration**

Please indicate your choices by entering the correct prices in the "Total" column.

<table>
<thead>
<tr>
<th>Registration</th>
<th>Description</th>
<th>Fee</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supporting Economic Development Through Brownfields Funds and Technical Assistance</td>
<td>Includes workshop, lunch and parking.</td>
<td>$75/ $100*</td>
<td>$75/ $100*</td>
</tr>
<tr>
<td>Fundamentals of Economic Development Workshop</td>
<td>Includes workshop, lunch, and parking.</td>
<td>$75/ $100*</td>
<td>$75/ $100*</td>
</tr>
<tr>
<td>Conference</td>
<td>Includes opening sessions with keynote speakers, institutes, tours, educational sessions, parking, and luncheons for both dates.</td>
<td>$125/ $150*</td>
<td>$125/ $150*</td>
</tr>
<tr>
<td>One Day Conference Pass</td>
<td>Includes opening session with keynote speaker, institutes, tours, parking, luncheon with keynote speaker, and Exhibit Hall Welcome evening reception.</td>
<td>$100</td>
<td>$100</td>
</tr>
<tr>
<td>One Day Conference Pass</td>
<td>Includes opening session with keynote speaker, educational sessions, parking, and luncheon with keynote speaker.</td>
<td>$100</td>
<td>$100</td>
</tr>
<tr>
<td>Student/Non-Profit (501C.3)</td>
<td>Includes Sept. 21 &amp; 22 opening session with keynote speakers, institutes, tours, educational sessions, parking, and luncheons for both dates.</td>
<td>$75/ $100*</td>
<td>$75/ $100*</td>
</tr>
</tbody>
</table>

**Group Discounts**

A 10% registration discount is available to organizations with groups of three or more registering for and attending the September 21 & 22 conference days. Does not include the Pre-Conference Workshops. Please call 775.883.7333 X2000 for Group Registration.

**TOTAL: $__________________________**

*Fee after June 30, 2016

## Registration for Institutes & Off Site Tours

Each full conference registration fee includes an Institute and Tour. Check one box for Institute and one box for Tour.

### Institutes 9:15AM - 12PM

<table>
<thead>
<tr>
<th>Institute</th>
<th>Description</th>
<th>Check One Only</th>
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<tbody>
<tr>
<td>Agribusiness</td>
<td>Innovation, Growth &amp; Opportunities in Agribusiness</td>
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<td>How Do You Become a Community of Choice? Use the Data!</td>
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</tr>
<tr>
<td>Energy</td>
<td>The Future of Energy</td>
<td></td>
</tr>
<tr>
<td>Infrastructure/Transportation</td>
<td>Looking Down the Road – A View of Transportation in Nevada</td>
<td></td>
</tr>
<tr>
<td>Manufacturing</td>
<td>Economic Development Trends – A Statewide Perspective</td>
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<td>Workforce Development</td>
<td>Bridging the Gap – Educators &amp; Employers Working Together, Creating Pathways for Future Workforce</td>
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</table>

### Tours 1:45 - 5:30PM

<table>
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<th>Institute</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Agribusiness</td>
<td>Desert Basin Institute</td>
<td></td>
</tr>
<tr>
<td>Small Business/Entrepreneurship</td>
<td>Innovation Tour – UNR</td>
<td></td>
</tr>
<tr>
<td>Economic Development/Vitality</td>
<td>Tahoe Reno Industrial Center</td>
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<td>Energy</td>
<td>Electrotherm</td>
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<td>Infrastructure/Transportation</td>
<td>Bikeable/Walkable Liveable Communities</td>
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</tr>
<tr>
<td>Manufacturing</td>
<td>TMCC Machine Tool &amp; Technology Center</td>
<td></td>
</tr>
<tr>
<td>Workforce Development</td>
<td>UNR Tour</td>
<td></td>
</tr>
</tbody>
</table>
# Registration

**Name:** __________________________________________

**Title:** __________________________________________

**Organization:** __________________________________________

**City:** ______________________________________

**State:** _________

**Zip:** __________

**Email:** __________________________________________

**Phone number (in case we have questions about your registration):** __________________________________________

**How did you hear about Nevada Economic Development conference?** __________________________________________

To help limit food waste, please check those meals you plan to attend.

- [ ] Conference Luncheon – Wednesday, September 21
- [ ] Conference Luncheon – Thursday, September 22
- [ ] Exhibit Hall Evening Welcome Reception – Wednesday, September 21

## Payment Information

Please select method of payment.

- [ ] CASH $________________________
- [ ] CHECK #________________________ PAYABLE TO “THE BOARD OF REGENTS”
- [ ] CREDIT CARD Your Credit Card will not be billed until the week of the conference

___ VISA ___ DISCOVER ___ MasterCard ___ AMERICAN EXPRESS

**Name on Card:** __________________________________________

**Card Number:** __________________________________________

**Exp:** ________________

**CVC Number:** ________________

**Amount Authorized to Charge:** ________________

**Authorized Signature:** __________________________________________

## Fees for Special Services

- Cancellation or refund request (after June 30): $50
- Name change (registration transfer): $15

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**You may register by mail, online, email, fax or phone**

**MAIL**

Attn: Nevada Leadership Institute  
University Center for Economic Development Attn: UCED  
University of Nevada, Reno  
Mail Stop 204  
Reno, NV 89557

**ONLINE**

http://wndd.org/economic-development-conference/

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**EXHIBIT BOOTH AND SPONSORSHIPS STILL AVAILABLE!**
WHO SHOULD ATTEND THE NEVADA ECONOMIC DEVELOPMENT CONFERENCE?
Attendees will include economic developers, elected and appointed officials, business owners, utilities, banks, educators, manufacturers, the mining industry, transportation representatives, agribusiness, and anyone interested in connecting with Nevada’s economic development network.

KEYNOTE SPEAKERS

Jens Peter Clausen  
Tesla Gigafactory

Robert Lang  
Brookings Institute

Brett Kelsey  
Intel

Dr. Sam Cordes  
Rural Policy Research Institute

SILVER LEGACY - HOST HOTEL  
SPECIAL RATES FOR CONFERENCE ATTENDEES - $59.99
Silver Legacy Resort Casino is a historically themed masterpiece, with turn-of-the-century elegance. Silver Legacy’s lodging in Reno is perfectly situated in the heart of downtown connected to the Eldorado Hotel Casino and Circus Circus Reno by skyways and within walking distance of a number of entertainment venues, including the University of Nevada. To and From Tahoe Reno Airport transportation is available. Special rates are available until August 21, 2016. PLEASE NOTE: Rates are subject to a $15 per room, per night resort fee as well as a $3 City of Reno Facility Fee. Call 1-800-687-8733 and use code WNDD6KK when making room reservation. Special rates are available until August 21, 2016.

SAVE TIME AND MONEY!  
REGISTER BY JUNE 30 TO RECEIVE YOU EARLY BIRD RATE!

PRESENTED BY

SUPPORTED BY