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PSC 101 – 1012

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### KNPR Paper

The state of Nevada program is hosted by Joe Schoenmann. Joe Schoenmann had three business leaders on the program which were Paul Murad who is in real estate business at Downtown Las Vegas, CEO of Latin chamber Peter Guzman, and Andre Carrier who is a chief operating officer at Eureka casinos. First the topics being discussed are regarding how entrepreneurs and members of the community can speed up the process of getting back to “normal” by thinking of new ways that the government is able to help in this situation facing a global pandemic. It was also discussed on what would happen if there was a second surge of COVID-19 in Las Vegas and how are business going to make the public feel safe in their store. Another very interesting topic discussed was how Andre Carrier and partners are offering a reward of one million dollars to an individual that is able to come up with a new method in which everyone feels safe in large gatherings. One of the examples given was how airports now have metal screenings.

Paul Murad talked about ways that the government can make entrepreneurs be excited about starting their business. A really interesting example he gave is that a liquor license can cost upwards of \$20,000 dollars in the city of Las Vegas. The city should come down on what they are charging in comparison to other municipalities in the new economy of Las Vegas. The city government should be reforming policies in which they approve permits and licensing so entrepreneurs can be excited about their business in Las Vegas again. Peter Guzman discussed that the Latin business members unfortunately didn't see the disbursement of aid in the first

wave but did so in the second wave of that aid. Peter also touched on businesses need to be prepared to what the consumer is going to want, otherwise they will fall behind. The Latin chamber created the BIM which means Business Information Network, which is just for resources, alongside this was Jackie Rosen. Andre Carrier touched on more in depth regarding the one-million-dollar reward.

The course concepts that were touched on throughout the course were on Executive Roles of the governor and Bureaucracy. Paul Murad and Peter Guzman discussed how governor Steve Sisolak should take action amongst the process in which permits, and licensing is executed. Paul and Peter also talked about how Sisolak needs to look at other municipals around Las Vegas and determine what the price of their liquor licenses are. The price for a liquor license is \$20,000 in the economy post pandemic there might not be many businesses trying to open up a bar in Las Vegas. So, with governor Sisolak having executive roles over the state which obviously includes Las Vegas, they believe that there is a possibility of speeding up getting back to “normal”. In terms of bureaucracy it can go hand on hand as state officials hold more power as they are experts of the state rather than the president or congress officials.

Paul Murad’s position in the state of Nevada program this evening was in favor of opening up Nevada in a faster and safe way while also giving the confidence to entrepreneurs so they can look at Las Vegas and want to invest in their businesses or the city in general as we are known for hospitality. Peter Guzman was also in favor of reopening Las Vegas in a safe manner as well. Peter Guzman gave a tip to all businesses that will be reopening on May 15<sup>th</sup>, 2020 and that was for them to be prepared with how they are going to make the customers and employees feel comfortable being at your establishment. Andre Carrier isn’t opposed to opening but his main focus is finding the next “new normal” in which businesses are going to be able provide the

security from COVID-19. Andre talked about how just in three months they would be taking said person to an investment firm, manufacturing and later the distribution process to public. The winner of this competition will win a cash prize of \$1 million dollars. This is in partnership with the Lee Business School at the University of Nevada, Las Vegas. Giving the opportunity for students or former students at UNLV to stand out and come up with brilliant ideas in which we will be able to feel safe or comfortable in public aside from social distancing.