



## Sun City Anthem Business Development Club

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# PRESS RELEASE

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**FOR IMMEDIATE RELEASE:**

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**HEADLINE:** **New Group Challenges Conventional Wisdom on Retirement Braindrain! Henderson, Nevada's Sun City Anthem<sup>1</sup> Business Development Club brings Senior talent back into the marketplace.**

**BODY:** It was bound to happen! The Old Folks we thought were comfortably over the hill are making a counter attack! But, the very people who built America's prosperity over the last 50 years are proving that retirement from prior business activity does not preclude starting something new and exciting! Today's Seniors have it all (upscale, active living in an age-restricted community with golf courses, multiple club houses, a physical fitness center, travel clubs, and dozens of recreational activities); but, many miss the excitement of being engaged in what they know best—business ventures and making money. So, now they are adding business development activities to keep their minds sharp and supplement their incomes as they look down the road at 10 to 30 active years ahead.

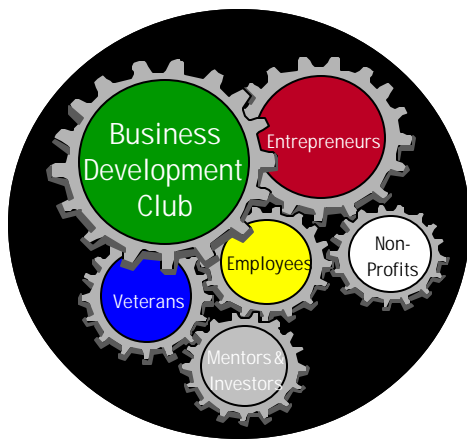
Taking the initiative, the national award-winning [Sun City Anthem Community in Henderson, Nevada](#) has just launched a groundbreaking, "[Business Development Club \(BDC\)](#)" for its 10,000 residents. And, since the average age of this 55+ senior community is around 61 with over half claiming to still be involved in some type of business activity, this new club is likely to become a model for the 75 million baby boomerers soon to enter the retirement market.

Sun City Anthem's BDC is taking-off with retired Air Force Colonel Bob Frank in the lead. Faced with all the business opportunities provided in the booming Las Vegas area, his task will be to energize its residents to complement their leisure activities with an exciting menu of opportunities for staying active in the business community.

BDC has an ambitious agenda—it will provide networking and training opportunities for business-oriented residents, instruct residents on how to launch a small business (for-profit, non-profit, and veteran-owned enterprises), build networks to find interesting and rewarding employment, enable experienced executives to give back by mentoring and advising fellow residents, and much more. This year, meetings are being held at 7 PM in the Sun City Anthem Center on the 4<sup>th</sup> Mondays.

**Want to know more? See the following BDC Fact Sheet or contact Bob Frank.**

<sup>1</sup> Sun City Anthem: <http://www.delwebb.com/homefinder/Community.aspx?ID=100009>



# Sun City Anthem Business Development Club Fact Sheet

**Who?** Sun City Anthem residents interested in for-profit and non-profit business development and/or employment should become members. BDC is seeking members looking for a fun group that is bursting with new ideas from forward-thinking, active people who continue to be involved in business, but sometimes prefer to approach it from different perspectives than in previous lives!

**What** does BDC add to the Sun City Anthem lifestyle? BDC supports residents seeking information about entrepreneurship, senior employment, networking, mentoring, volunteering, and the fine-tuning of existing for-profit and non-profit enterprises.

The BDC could team with other Sun City Anthem clubs and with the SCA Community Manager to help grow community expertise in non-profit corporation regulations and business operations.

**Why** should I join? If you desire to be active in any way with business activities, and if you are interested in discovering new ways to apply your talents, BDC could provide unique networking and training opportunities among Sun City Anthem community members with similar interests. BDC may also help you learn where to find the right kind of assistance for your needs.

BDC activities should attract membership by resident entrepreneurs looking for new employees for their companies, individuals desiring employment, residents willing to volunteer to help local enterprises, exceptionally qualified business owners/executives willing to mentor SCA companies, and SEC-qualified investors willing to advise SCA entrepreneurs on how to raise private capital.

If you are looking for full or part time work, BDC could provide valuable information and sponsor workshops on how to apply, interview, and get placed into enjoyable and rewarding positions.

If you have a great idea, but do not know how to establish a corporation, write business and marketing plans, implement financial, human and computer systems, hire good employees, promote your product or service, recruit volunteers, obtain startup funding, or qualify for a small business loan, etc., BDC could bring in expert speakers and host low-cost training classes to meet your needs.

If you are a veteran and seeking guidance on how to take advantage of new public laws supporting veteran-owned and operated businesses, BDC could sponsor workshops and training sessions to stimulate creative thinking and introduce you to specialists in the fields of expertise you need.

If you are willing to share lessons learned from your own small business difficulties, disappointments, and successes, our members could provide an appreciative audience.

**When?** Sign up today! The SCA Community Association Board has approved our charter club application, and you will find it beneficial to be on our email list for announcements as we initiate operations. Meetings are usually held at **7 PM on the 4th Monday** in the SCA Center.

**How?** Send email to [sca-bdc@cox.net](mailto:sca-bdc@cox.net) for more details.



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## SUN CITY ANTHEM CLUB: Staying in business

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[Tuesday Edition](#)

[Friday Edition](#)

### SUMMERLIN SOUTH

[Tuesday Edition](#)

### SUNRISE

[Tuesday Edition](#)

### SOUTHWEST

[Tuesday Edition](#)

### SOUTHEAST

[Tuesday Edition](#)

### GREEN VALLEY/HENDERSON

[Tuesday Edition](#)

[Friday Edition](#)

### ANTHEM

[Tuesday Edition](#)

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### Retirement isn't the end for members of newly formed group

By LAURA TUCKER

VIEW STAFF WRITER

Sun City Anthem residents Bob Frank and Ron Morse didn't stop working after they moved to the retirement community.



Advertisement

Instead, they used their experience in business to start the Business Development Club in February to help seniors who are looking to start a new business or find work after retirement.

"If you're over 55, that doesn't mean you're done yet, that doesn't mean you're done with in the business world," said Frank, who is president of the BDC.

One of the main things the club strives to do is to compile a directory for residents who are looking for jobs or who need resources to start a business. Members have access to information about the UNLV Center for Entrepreneurship, which helps small businesses, and contact information for businesses looking to hire seniors.

In addition, the club invites speakers or holds workshops on various topics during its regular meetings at 7 p.m. every second and fourth Monday of the month at the Anthem Center, 2450 Hampton Road.

Frank, who still works as a business consultant, came to Sun City Anthem 1 1/2 years ago and said he noticed most of the residents of the community are still working. From his Web research, Frank said he found the trend is not unique to Sun City, but is common among many Baby Boomers who reach retirement age.

"Anthem may be the tip of the iceberg of an emerging trend. People want to retire before they are too old to do anything," Frank said. "It's common to find people who are in their 50s and 60s who look around and say, 'What else is there? I'm not ready to fade into the sunset, so what do I do with my life?' "

He said many people have a dream that retirement is fishing and playing bocce ball all day, but they realize they are no longer getting the daily stimulant of working.

"There's only so much bocce ball you can do," he said.

Frank said another issue is money. Too often, he said, retirees realize they have another 20 or 30 years to live and need the money to support themselves or even to receive medical care.

"I think with the Baby Boomers, this will become an emerging issue for retirement communities," he said.

Frank said he looked around the Las Vegas Valley and could not find an organization specifically geared toward seniors who want to start a business or find a job.

The BDC is open only to Anthem Sun City residents, but Frank said the model translates easily to other areas of town. Currently, Frank is working with Nellis Air Force Base to develop a similar program to help

retired military personnel.

Because the BDC is still in its fledging stages, it has not yet resulted in any new businesses. But Frank said the club has approximately 50 members and is growing.

The group doesn't only focus on paying positions. The BDC helps seniors who are looking for volunteer work as well.

"People who retire want to pay back or make some kind of social contribution they couldn't do while they were working full-time," said Morse, vice president of the BDC. He said the club can help seniors better organize and make a larger contribution.

Morse has worked for several nonprofit groups over the years and said he thinks he can bring that expertise to the retirement community.

Morse and Frank are working on a business venture of their own -- an anime and manga (Japanese comics) cafe for children and teenagers.

"Young people have no place to get together in town," Morse said.

Frank said he believes many people buy a home in Sun City Anthem for the investment in a good community, but do not necessarily intend to stop working.

"There's a lot of people who believe in the idea of an active lifestyle that's more than tennis and golf," Frank said.

<<-- [\[back\]](#)

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## Potential Topics and Candidate Speakers for the Business Development Club and/or its Standing Committees:

### Entrepreneurship

- **"What Are the Small Business Development & Training Opportunities in Southern Nevada & What Does it Cost to Take Advantage of Them?"** (Various individuals are qualified/available to speak on this subject)
- **"How to Start and Grow High Technology--High Return-On-Investment Enterprises"** **Randy Innis**, Director, Nevada Operations, Center for Commercialization & Entrepreneurial Training, Technology Ventures Corporation (non-profit division of Lockheed Corp. under contract to the U.S. Department of Energy's National Nuclear Security Administration (NNSA).
- **"How to Start and Grow A Small Businesses"** **John Moon**, Vice President, Southern Nevada SCORE Chapter (Service Corps of Retired Executives sponsored by the U.S. Small Business Administration) and a SCA resident.
- **"Training and Mentoring Nevada Small Business Operations"** **Kathy Carrico**, NxLevel State Training Administrator for the Nevada Small Business Development Center for Las Vegas and Reno.
- **"What Types of International Business Opportunities are Possible in Las Vegas and What Are Some Typical Barriers to Entry?"** **Dr. Ron Morse, PhD**, Japanese Gaming Business Consultant/Journalist & SCA Resident.
- **"When Does a Startup Need a Qualified Board of Directors & What Are the Impacts of Failing to Do a Good Job on Corporate Bylaws and Board Selections?"** **Roger Marcussen**, Executive Director of Martec Research (specializing in Corporate Board Training and Administration) and a SCA Resident.

### Employment

- **"What Are the Best Positions For Senior Men & Women in Las Vegas & How Could You Get One?"** (Various speakers available)
- **"How to Write a Senior Resume and Get Placed in the Position You Want?"** (Various speakers available)
- **"How Does a Senior Find Worthwhile Part Time Employment to Suit Your Schedule and Your Interests?"** (Various speakers available)

## Mentorship & Investing

- **"What Are the Current Laws and Restrictions Concerning Individuals Making Investments in Private Companies?"** (Various speakers available)
- **"What You Need to Know & Do to Become a Security & Exchange Commission Certified Investor?"** (Various speakers available)
- **"Who are the Angel and Venture Capital Investment Groups in Las Vegas & How Could Someone in SCA Get Involved?"** (Various speakers available)

## Non-Profits

- **"What are the Unique Laws and Regulations Concerning Non-Profit Companies?"** (Various speakers available)
- **"What are the Differences Between Non-Profit Corporations and Non-Profit Foundations and What Are Your Risks if You Serve on One of Their Boards?"** (Various speakers available)
- **"How Can the BDC Help the SCA Community Association Become More Effective & Efficient at Managing Its Resources and Serving Its Members?"** Panel discussion with SCA Board Members—Led by David Berman.

## Veterans Enterprises

- **"What are the Government Contracting Benefits to a Veteran-owned and Operated Business?"** (Various speakers available)
- **"How Could a Veteran Start a Veteran-Owned & Operated Business & Get Certified to Sell to the Government?"** (Various speakers available)
- **"How Does a Veteran-Owned & Operated Business Qualify to Receive Its First Government Contract?"** (Various speakers available)
- **"How Do Veterans Locate Veterans Enterprises to Apply for Positions?"** (Various speakers available)
- **"What are the Special Provisions for Service-Disabled Veterans?"** (Various speakers available)
- **"What Are the Pros and Cons of Hiring Veterans?"** (Various speakers available)
- **"When Should Active Duty Military People Begin Planning For Starting a Business and What Do They Need to Know/Do Before Retirement or Separation?"** (Various speakers available)



## SCA Business Development Club

### Startup Activities: April--August 2006

**February 23 Charter approved** unanimously by SCA Board of Directors.

**March 27** **Formation Seminar:** Initial Organizational Meeting--attended by the project proposal team.

**April 10** **Get Acquainted Session #1:** PowerPoint Presentation by Acting President Bob Frank on the club background, by-laws, officer responsibilities, standing committees, and first year proposed goals.

Self-introductions by attendees—comments focused on business, technical, and related expertise.

**April 24** **Get Acquainted Session #2:** PowerPoint Presentation by Acting President Bob Frank on the club background, by-laws, officer responsibilities, standing committees and first year proposed goals.

Self-introductions by attendees—comments focused on business, technical, and related expertise.

Announcements of proposed May, June and July Program topics and for a semi-monthly schedule for the 2<sup>nd</sup> and 4<sup>th</sup> Mondays.

**May 8** **1<sup>st</sup> Business Meeting:** General business meeting to review and approve the by-laws, elect the 2006 Officers/Board of Directors, approve the 2006 program schedule, and authorize the opening of a Wells Fargo Bank account.

**May 22** **1<sup>st</sup> Program:** “UNLV Entrepreneurship Center & Degree Program”

Dr. Janet Runge, PhD, UNLV Department of Management talked about the "UNLV Entrepreneurship Center" and the UNLV Entrepreneurship Degree program. She also discussed "How UNLV and SCA BDC Can Work Together". She explained that UNLV is seeking mentors, executive team members, consultants, and equity partners to support a wide variety of startup businesses initiated by UNLV faculty, grad students, and area businesses. She stated that SCA retired business people could make ideal members of Las Vegas start ups where they could be compensated through deferred salaries for full or part time positions and/or equity positions in such ventures. She also proposed that the UNLV programs could help SCA residents in their efforts to establish new companies and/or to find qualified employees.

**June 12** **2<sup>nd</sup> Program:** “Entrepreneurial & Training Opportunities in Southern Nevada”

**Guest Speakers:**

Mr. Randy Innis, Director of Nevada Operations for the Technology Ventures Corporation's "Center for Commercialization and Entrepreneurial Training" in Las Vegas. Mr. Innis provided an overview of the available resources in this area to support all types of entrepreneurs—with a particular focus on high technology enterprises seeking angel capital and venture capital investments.

Mr. Michael Graham, Deputy State Director of The Nevada Small Business Development Center. Mr. Graham reviewed the extensive training and mentoring programs provided by his Small Business Administration-sponsored organization. He compared and contrasted his programs with other small business programs in Nevada and urged our SCA senior community to get involved and stay involved as much as possible. Mr. Graham also encouraged our qualified seniors to volunteer in his programs conducted at the South end of the Las Vegas UNLV campus.

**June 26**

**3<sup>rd</sup> Program: "Directory of Business & Employment Opportunities for Seniors"**

**Speakers:** Dr. Ronald Morse, PhD (Vice President of BDC) and Ms. Rosalind Edmonds (BDC Director of Education & Training)

As one of its first SCA community support activities, the Business Development Club compiled an information directory of resources for seniors interested in business, employment, non-profit activities, mentoring and investment issues.

This product is a living directory that will be updated quarterly and provided at no charge via email to SCA residents.

**July 12  
Through  
August 14**

**4<sup>th</sup> Program: "2006 Summer Seminar Series"**

**Presenters/Facilitators:**

Club Members Robert Frank & Ronald Morse

**Purpose:** Instead of shutting down for the hot summer, BDC elected to experiment with a series of educational seminars focused on business topics requested by our members. The objectives included offering open sessions to make it easier to identify new member candidates and to motivate them to join the BDC. Consequently, the seminars were intended to provide practical business information to residents involved in startups and nonprofits by using SCA operations as case studies.

**1st Seminar: "Understanding the Trumpets Lease Agreement"**

**2<sup>nd</sup> Seminar: "Analyzing the Trumpets Lease Agreement"**

**3<sup>rd</sup> Seminar: "Communications Difficulties in a Senior Community"**

**Sept 25**

**5<sup>th</sup> Program: "So You Want To Be A Star?" (7 PM, Anthem Center)**

**Guest Speaker: Ms. Jaki Baskow, Talent Broker/Agent and CEO, Baskow & Associates, Las Vegas, NV**

Jaki Baskow has been named one of the top 10 star brokers in the world. Her Talent Agency is the largest in Nevada and it is celebrating 30 years casting in Las Vegas. Jaki Baskow offers casino negotiations, casting extras and stars, accommodations, permits and locations. Clients have included such motion pictures as Austin Powers, Rat Race, The Mexican, and over 300 TV shows from Nash Bridges to Vegas (NBC), over 220 national commercials, videos, MTV, print campaigns and more. Jaki Baskow's personal credits include over 500 movies, 300 videos, 300 TV shows such as The Hitcher, Nash Bridges, Best of the Best, Fatherhood (Disney), Rocky IV, Will and Grace, Game Show Network, Poker Superstars and many others.

Ms. Jaki Baskow also owns/is CEO of Baskow & Associates—A Las Vegas leader in Total Event, Meeting, and Destination Management Services.

**October 23 6<sup>th</sup> Program: “Everything You Wanted to Know About Casinos—But Were Afraid to Ask”** (Part of the presentation will include tips for how SCA residents can compete for good positions in LV casinos.)

**Guest Speaker: Mr. Hap May, Vice President of Play Las Vegas,**  
Owner/Manager of 4 downtown casino properties: The Plaza, The Las Vegas Club, Gold Spike and The Western.

**Monthly Attendance/Participation:**

April = 58, May = 56, Jun = 76, Jul = 198, Aug = 51

**Membership Status:**

54 residents joined/paid as of August 15, 2006

58 residents have attended a meeting and expressed an interest in joining in the future

**Financial Status:**

The BDC Wells Fargo Bank account was opened in June 2006 and it contains \$1300. Approximately \$50 of reimbursements is owed to members for costs of handout reproduction, posters, nametags, etc. Half of the remaining funds are earmarked for 12 months of full-service web capabilities (as specified in the BDC Bylaws) to enable members to benefit from club events and participate in policy decisions—even though they may be working fulltime, be confined to their residences due to illnesses, and/or frequently traveling.