



*****NEWS FLASH***NEWS FLASH***NEWS FLASH*****

**NEVADA DEVELOPMENT AUTHORITY'S CALIFORNIA CAMPAIGN
DRAWS ATTENTION FROM ANOTHER MAJOR U.S. DAILY NEWSPAPER**

The California Tax Bear greeted Golden State residents in the March 30th edition of the *Los Angeles Times*. Found on the front page of Sunday's "California" section, the headline read: "California officials find Nevada ads 'un-Bear-able'." With a circulation over a million and published online for millions more, the article was also published in the online editions of the *Chicago Tribune* and the *Orlando Sentinel*. The concerted advertising and public relations campaign continues to draw attention across the country from media, government officials and most importantly, business leaders.

"We can see what is going on in California as far as businesses are concerned," Somer Hollingsworth, president of the authority, which is seeking to attract companies to the Las Vegas area, said in an interview. "They've got workers' comp issues, a \$16.5 billion deficit, [and] employee retirement funds that are out of whack."¹

Politicians and government officials from both sides of the aisle chimed in as well:

"Unfortunately, this Legislature is asking for these types of advertisements," [Senator] Runner said in an interview. Nevada officials "wouldn't be placing them if they didn't think they would be successful in luring businesses away from here."²

"California is the best place in the world to do business," said Schwarzenegger spokesman Aaron McLear. "It has a governor who understands what is necessary for success." McLear also points to the state's new law limiting greenhouse gas emissions, which the governor says has led to a boom in businesses that develop clean technology.³

The article's author, Evan Halper, was quick to follow McLear's statement with an undeniable truth:

But there is no guarantee those companies will stay in California. Consider the Palo Alto solar-panel firm Ausra, Inc. Its new factory will produce panels for a giant solar farm in San Luis Obispo County that will generate enough energy to light 132,000 California homes. But the factory isn't in California. It's just outside Las Vegas.⁴

¹ "California officials find Nevada ads 'un-Bear-able'" by Evan Halper, *Los Angeles Times*, pg. B1, B8, March 30, 2008.

² Ibid.

³ Ibid.

⁴ Ibid.