



Madame Chair and members of the senate subcommittee,

Good evening. My name is Shaundell Newsome, a Nevada small business owner and founder of Sumnu Marketing, a firm in partnership with my wife Arlene and my daughter Tiara. In 2015 we were recognized as SBA Nevada Family-Owned Business of the Year.

Currently, I chair the Urban Chamber of Commerce Las Vegas Board of Directors, Co-Chair Small Business for America's Future, serve as a Trustee for the Las Vegas Chamber of Commerce and Co-Chair for the Henderson Chamber's Issues Committee. So, I am extremely engaged and involved in my small and minority business community.

Today, I am here to speak directly to Investing in America's Tourism and Hospitality Workforce and Small Business. And I want to thank Senator Rosen, a true small business champion for this opportunity to address you.

After serving a decade in the military, I worked for a gaming and hospitality family-owned small business, Station Casinos in Nevada as a Marketing Director. This is where I connected the dots between workforce and small businesses. Not only did we hire thousands of employees with growth, but our local small businesses also benefitted from our needs to procure products and services. We purchased balloons, t-shirts, signage and many products and services from local small business vendors. The Las Vegas Strip casinos produce many jobs and procurement opportunities for small companies. But I know that many of you outside of Nevada may not realize that there are small casino operators like Henderson's Rainbow and Emerald Island with my friend Tim Brooks as an owner. And the Poker Palace owned by Mickey and Laura Coleman in North Las Vegas has served the community since even before I arrived in 1987 to Nellis AFB. Yes. I know these small business owners personally. Despite being the Entertainment Capitol of the World and a global destination, Las Vegas and in particular Southern Nevada is a small tight community.

When one business owner in a tight community feels a burden, we all feel a burden. The impact of a decrease in business and leisure travel is felt from our major corporations to the smallest main street companies. Contracts for my company and many others were either delayed or canceled immediately causing instant closures and uncertainty. Small business owners had to reach into our bag of innovative tricks to survive. School and daycare closures put our employees in a bad position. Once we were clear to open again with social distancing our firm decided to create office space for children to attend school remotely, giving their parents comfort and peace of mind. The new normal meant that we had to be flexible with team members working remotely with alternating days in the office to keep everyone safe. We followed the science and survived with no major concerns.

Investing in America's Tourism and Hospitality Workforce and Small Business is a safe BET, pun intended, for this country. I implore this committee to DOUBLE DOWN on the recent successful American Rescue Plan by investing in America's Tourism and Hospitality Workforce and Small Businesses to rebuild our economy. In addition, we should PUSH ALL OF OUR CHIPS TO MIDDLE OF THE TABLE on



the American Jobs Plan to rebuild our infrastructure and create necessary job opportunities for individuals and contracts for small businesses.

Thank you very much for realizing the importance of the tourism, travel and hospitality industry and small businesses. We are all WINNERS when we invest wisely this way.

Shaundell Newsome

Founder/Visionary

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