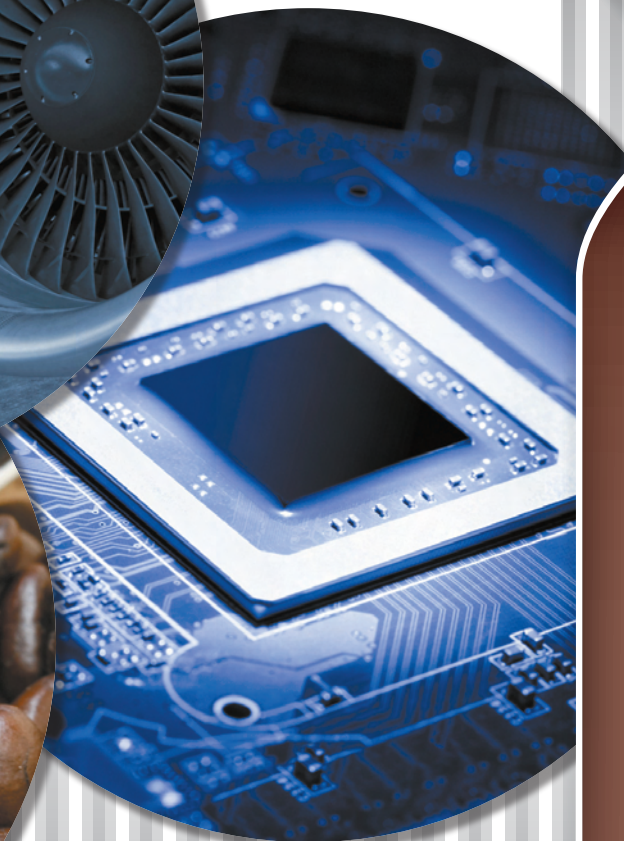




SILVER
ANNIVERSARY



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MADE IN
NEVADA™

The recession and cutbacks in state funding hit the Made in Nevada program in 2009. Six of the members stepped up and applied for non-profit status for a newly independent program, and were awarded 501(c)6 status by the IRS. Lynette Castillo, a long-time Made in Nevada staffer, took the reins of the new entity. The organization continues to work hard to showcase Nevada-made products. A new interactive website is in the works, and value added services such as providing certificates of origin for exports have been added. There will soon be "Made in Nevada" logo merchandise available, and the new website will include an educational component for teachers. Now funded through membership dues (a very reasonable \$100 per year), Made in Nevada is poised on the threshold of its second quarter-century. As board member Kimberly Elliott says, "It's about pride in our state and pride in Nevada-made products."

In this magazine you will learn about the depth and breadth Nevada's entrepreneurial spirit and the amazing variety of products made in the Silver State. Featured industries include beverages, aerospace companies, and businesses on the leading edge of technology. Made in Nevada products are found in local stores and online, in military and commercial aircraft, in fire-suppression systems, in high-tech manufacturing facilities, in hospital operating rooms, in dentist's offices, beauty salons, and even in outer space!

It is important for all of us to remember that buying local is beneficial to our economy. A dollar spent locally has three times the economic impact of a dollar spent in a national chain establishment. Each dollar spent on a locally made product or at locally owned establishment provides an economic multiplier effect as that dollar circulates through the local economy. So look for the "Made in Nevada" brand where you shop. ●



2013-14 LEADERSHIP

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DAVIDSON'S: TEA FOR EVERY TASTE



Hundreds of organic ingredients are used in Davidson's Tea products.



Products from around the world are stored at Davidson's Tea in Sparks.

Tea lovers are very particular about what they like. With 300 products made from 500 ingredients, Davidson's Tea in Sparks can provide something for just about every tea lover.

John and Sharon Davidson started with mulling spices in 1976, working out of their garage. They soon expanded into herb teas, and by 1990 the tea business outstripped the herb business. All their products have been certified organic, with tea leaves coming from India, Africa, and China. The herbs and spices primarily come from India and South Asia.

Kunall Patel, the company's director of sales and strategy, says that the company's most difficult task is to source quality organic materials. "It is a challenge to source and keep consistent flavors," he said.

Some of the company's most popular products include eight flavors of dessert teas, which are a good alternative to high-calorie desserts. Tulsi tea is also a popular product. It is made from aromatic herbs from India. Tulsi is considered a sacred plant there, and is used for medicinal purposes. Patel says that it is high in antioxidants, and is good for colds.

Davidson's tea is continually developing new products, and is expanding their Tulsi tea line with three new flavors. "We bring out new flavors and packages every year," says Patel. "We like to keep people surprised with what we can do." To that end, the company has an in-house R&D department constantly formulating new blends.

Davidson's Tea currently has 18 employees, most involved in the production and packaging of the product. They sell a lot of tea direct to consumers, primarily through their ecommerce website and their catalog. The company has a growing social media presence and a video presentation featuring their Nevada outlets. Wholesale sales are through mail order catalogs, trade shows, and direct sales. They have a private label team that makes products for specific customers and also helps with marketing.

Patel is on a mission to increase awareness of his company's products. "Educating the customer is key," he says. "Buyers today want more than a relationship. They have ten times the expectations they have traditionally had."

Davidson's Tea is located at 700 East Glendale Avenue in Sparks. They have a showroom, and welcome hundreds of visitors every year. ●