



# SKYE CANYON

## EDITION

**Free!**

VOLUME 1, NUMBER 6 | MARCH 2025

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### Dee-ligthful

Dee's Donuts & Pastry opened in mid-February at 9540 Skye Canyon Park Drive, Suite 140, next to Liquor Lineup.

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### Dog Whistle

Skye Canyon's Eric Adams has launched Dog & Whistle, offering healthy meal choices for your dog.

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### Calendar

Upcoming March Events

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# Three of a Million

Three Skye Canyon homes topped the \$1 million plateau recently. What does this mean for the market?

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# Hey, what's this doing in my mailbox?

215News-Skye Canyon edition hit a major milestone with the March this March issue

Not only is it the sixth edition of the publication (reaching a half-birthday), but the publication is now direct mailed into every single home in Skye Canyon.

When I started the publication back in October, I took the conservative approach. Since it was a new concept for this community, I wanted to have a product to show advertisers what I planning to do.

So I started printing the news-



paper with only 1,000 copies and dropped it off for pickup at many of the businesses in the Skye Canyon Marketplace.

I priced my ads accordingly with this amount of printing (really cheap) and was able to entice a fair amount of business owners to take a chance.

But that was never the long-term plan. From the first issue, the publication was very well received. Through Facebook and other avenues, I got the word out about the community newspaper and found that at the end of each month, there were very few of those 1,000 copies left over.

So it was time to take the plunge. My first advertising rate card was based on 5,000 printing, with about 4,500 mailed to every home in Skye Canyon. It's the same approach I used in another publication I'm affiliated with in Sun City Summerlin:

100 percent market penetration.

So there you have it. That's why 215News-Skye Canyon edition is now mailed to your home.

For those of you who have regularly picked up the paper at the Smiths or some of the other locations in the shopping centers, I'm now saving you a trip to pick one up!

But I'm guessing there are still quite a few of you who have never even seen or heard of this publication. I welcome you to give it a look and let me know what you think.

Hopefully, you'll find it worth a read. I try to keep it hyperlocal, with as much of the content as possible having to do with Skye Canyon or the surrounding area.

I'm also on the lookout for good story ideas. My email and mobile number are in the box just to the left of this column, so don't hesitate to reach out.

—Kirk Kern

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# Skye Canyon market expands with luxury listings

By Kirk Kern

For current Skye Canyon residents, the experience for living in the community is priceless.

But for those looking to move into the area, that price may be going up.

Back in October, three homes crossed that million dollar threshold. All three were model homes sold by Toll Brothers on Cielo Canyon Street. The first one sold on Oct. 16 for \$1,100,995. It was 3,443 square feet with five-bedrooms and five baths. Two days later, a 3,686 square foot home next door sold for \$1,040,000. It was 3,686 square feet with four bedrooms and five baths.

Lastly, on Oct. 28, the third model home in the community sold for \$1,175,000. It was 3,626 square feet with five bedrooms and five baths.

“As Skye Canyon graduates into a livable community with local restaurants, and shopping, etc, it will attract a larger buyer pool,” said Billy Alt, a Realtor and Skye Canyon resident. “This in turn will bring in higher end buyers.”

It almost happened earlier than October. In September, another Toll Brothers new build came within \$5 of breaking that million dollar barrier. It was a single-story home on Copper Meadow Boulevard that sold for \$999,995.

“This market is typical for a master plan,” said Rector Mitch Fulfer. “There’s always an entry point and an exit point.”

As market moves, so has have those points. It’s a great community.”

Currently, there are five homes in the Skye Canyon market listed at more than \$1 million. Three are new builds by Toll Brothers and two more are resales. Two of the new homes are on Rolling Pietra Street and are listed for \$1,230,000 (3,481 square feet with five bedrooms and five baths) and \$1,033,000 (3,686 square feet with five bedrooms and five baths). The third is on Sequoia Glen Avenue, listed at \$1,074,995 (3,249 square feet with five bed-



**This home on Bismark Palms Avenue in Skye Canyon is one of two resale homes listed at more than \$1 million. The 3,039-square-foot home is listed at \$1.189 million.** (Photo courtesy Mitch Fulfer)

rooms and five baths).

The most expensive resale home is on Bismarck Palms Avenue, which is listed by Fulfer. The 3,093-square-foot home has four bedrooms and four baths and is listed at \$1,189,302 after a \$70,000 price cut on Feb. 16. It has been on the market for 96 days as of Feb. 19. It originally sold in April of 2023 for \$842,193.

The other million dollar resale listing is on Powell Springs Drive. It is 3,259 square feet with five bedrooms and five baths and is listed at 1,150,000 after a \$100,000 price cut on Jan. 30. It has been on the market for 136 days as of Feb. 19 and originally sold for \$800,000 in February 2023.

This price range is still uncom-

mon for this area, with only a handful of the hundred or so homes for sale in the community at \$1 million-plus. But Fulfer says it helps to have comps in the area that have sold in that range.

“You can’t compare apples to apples,” he said. “It may be a different square footage and floorpan. All those things play into factors. But the fact they passed that million dollar mark helps set our pricing.”

While million dollar homes sometimes take longer to sell, the market for smaller homes is little more healthy.

“We have a healthy, balanced market that’s attracting both buyers and sellers,” said Chelsea Atwell, another Realtor who lives in Skye

Canyon. “This stability helps protect your investment and ensures that Skye Canyon remains a desirable place to live for years to come. Residents seek out this community because you get so much more bang for your buck here compared to other master plans, especially West Summerlin.”

Skye Canyon will continue to grow and thrive, Alt said, as more amenities come along. A new police substation is already in the works along with a new skate park and pickleball courts. A Station Casinos project is also slated for down the road. Other master-plans either under way or in the works in the northwest will also spur more retail and commercial projects.



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The new Dee's Donuts & Pastries at 9540 Skye Canyon Park Drive, Suite 140, opened in mid-February, offering a variety of donuts and other pastries. (Photo courtesy Chelsea Atwell)

## Dee's Donuts brings sweet treats to Skye Canyon

215News-SkyeCanyon

Dee's Donuts & Pastries opened in mid-February at 9450 Skye Canyon Park Drive, Suite, 140, and the reaction from many Facebook posts show that it will be very popular for those craving sweets in Skye Canyon.

Carolyn Garcia called the donuts "amazing" while Kevin Simons grabbed a dozen the first week they were open.

Billy Alt said the new donut shop won't help with his New Year's Resolution goal.

Ricky Lewis said Dee's Donuts are "the best in town, and with their sister shop Mazzoa."

Dee's Donuts is a family owned and operated donut shop specializing in traditional style donuts. Made

fresh daily, it offers a secret recipe that delivers donuts with a texture that satisfies any sweet-tooth. From its most popular glazed option to gigantic bear claw, Dee's Donuts has something for everybody.

This is the second location for Dee's Donuts, with the first also in the northwest at 6401 N. Durango Drive. As Lewis had posted, the same company also operates Mazzoa Donuts, which has a location in the southwest part of the valley.

The new location is in the shopping center just to the east of the Skye Canyon Marketplace, which also has Jersey Mike's, Optic Gallery, El Pollo Loco and other businesses.

Those wishing to contact Dee's Donuts can visit the company website at [dees-donuts.foodjoy.com](http://dees-donuts.foodjoy.com).

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# Dog & Whistle healthy for your pet ... and the planet

215News - Skye Canyon

Skye Canyon resident Eric Adams is the owner of Dog & Whistle, which has a mission to revolutionize the pet food industry by providing nutritious, sustainable meals made from upcycled ingredients.

It is committed to reducing food waste and delivering premium pet food that nourishes your furry companions while protecting the planet. With every meal, treat and topper, Dog & Whistle strives to create a healthier, happier world for pets and pet owners alike.

Visit [DogandWhistle.com](http://DogandWhistle.com) for details on how to order.

**Why did you decide to get into this business? How long have you done this?**

I've always had a passion for food and sustainability, and that naturally led me to the pet food industry. I

started Dog & Whistle with the goal of creating high-quality, upcycled pet food that not only benefits pets but also helps reduce food waste. We've been in business for five years, and it's been incredible to see the impact we've made in both pet health and sustainability.

**What types of products do you have?**

Dog & Whistle offers a range of fresh, lightly cooked meals and treats made from nutritionally rich, upcycled ingredients. We focus on wholesome, natural foods that provide optimal health benefits for dogs.

**I'm assuming you have dogs... what breed(s)?**

Yes! Rocket, our pup, has been part of our family, and Yorkie and a Shih Tzu mix and he is 6 years old

> See DOG, Page 9



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# COOKIE TIME



Isley Williams (left) and Mackenzie Morton of Girl Scout Troop 56 in Skye Canyon set up shop outside of the Smith's Marketplace in Skye Canyon Marketplace for the troop's annual fund-raiser. Those interested in Troop 56 can call 702-385-3677 (215News-Skye Canyon photo)

## Dog

continued from Page 8

### What are some of the benefits of your product?

Our products are designed to be healthier, fresher, and more sustainable than traditional pet food. We use human-grade, upcycled ingredients, which means pets get high-quality nutrition while reducing environmental waste. Plus, our food is lightly cooked to retain essential nutrients, making it easier to digest for all dogs, including those with sensitivities.

### What is your background?

I originally went to school with aspirations of becoming a chef, but later shifted into Front of

House (FOH) management in the hospitality industry. My passion for food, customer experience, and sustainability ultimately led me to create Dog & Whistle, where I apply my culinary knowledge to crafting better, more responsible pet food.

### How long have you lived in Skye Canyon? What do you like best about the area?

We've lived in Skye Canyon for five years, and what we love most is the strong sense of community. It's an amazing place where people truly support one another, and the connection between families, pets, and the outdoors makes it a perfect fit for us.

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# Vegas PBS celebrates 25th Kids Writers Contest

By Sharon Chayra

Las Vegas may have global name recognition, but it's not necessarily recognized from a child's view. This is why Vegas PBS president Mare Mazur prioritizes creating a "sense of belonging" in the station's many endeavors. What good is community building if not for ensuring the most vulnerable or marginalized individuals have a voice?

Vegas PBS Ready To Learn (RTL) focuses on early childhood education, with a foundation of literacy central to its mission. It's woven into every word in the tens of thousands of books the program distributes annually, every family engagement workshop, and in the station's countless community events such as Be My Neighbor Day and the Vegas PBS KIDS Writers Contest Presented by Janice Allen.

## READY TO LEARN FUELS IMAGINATIONS

Jessica Russell, Vegas PBS Ready To Learn Coordinator leads the lion's share of activities and events geared at engaging children. "The mission of PBS KIDS is to deliver high-quality educational media that helps children develop the cognitive, social, emotional, and physical skills they need to thrive," Russell explains. "Ready To Learn is a boots-on-the-ground initiative that brings learning to life in communities through hands-on activities and family engagement — all powered by PBS KIDS media."

Over the 24 years since Russell joined the station, she has devoted 12 of those as the visionary and ambassador, leading this charge. In 2025, the program will celebrate the 25th year anniversary of the Vegas PBS KIDS Writers Contest Presented by Janice Allen. Vegas PBS is reflecting on the accomplishments of the contest's many participants, especially the young writers who won. Janice Allen, a Las Vegas philanthropist and former journalist, created an endowment to ensure this program will continue for many years.

## WRITING CONTEST WINNERS: MARCY AND MORRIS BROWN

Entering a writing contest in kindergarten isn't a particularly normal activity. When most children are still learning to tie their shoelaces, five-year-old Morris Brown was trying to keep up with his big sister, Marcy. Even at the age of eight, she was a prolific reader and writer. Morris wanted to be just like her. Fortunately, through Vegas PBS, Morris did just that. His story, The Komodo Dragon Who Helped Me with My Science Project won him the top prize in his age group as a student at Challenger School in 2005. He also competed in second grade and third grade and won both times.

"My mom was super active with us and academically focused," says Morris. "We didn't really watch TV except for Vegas PBS, and only then to watch Reading Rainbow."

## WRITING CONTEST WINNER: BLAKE EECKLOR

Another former contest winner is Blake Eecklor. As a first grader in her mother's class at Heckethorn Elementary, Eecklor remembers her self-determination to "do hard things." Participating in the writing contest may have been a class project, but Eecklor's curiosity inspired her charming tale, A Perfect Me, in 2013. The story was about a little girl's crisis with self-identity that caused the character to change her name daily, resulting in chaos. Ultimately, she realized just being herself was perfect. The allegory isn't lost on Eecklor, whose aspirations landed her as a freshman at Pepperdine University, where she studies physics.

## 25 YEARS AND COUNTING

Russell notes that Vegas PBS has received over 18,000 stories since the inception of the annual writing contest. The 2025 Vegas PBS Youth Writing Contest Presented by Janice Allen

> See **PBS**, Page 11



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## February home sales

The Skye Canyon home sales market saw 14 homes close in the past 30 days, ending on Feb. 22.

The most expensive home sold was for \$790,000 on Skye Saddle Avenue. The 3,160-square-foot, two-story home was originally built in 2021 closed on Jan. 23. The price was \$250 per square foot.

The least expensive home was a two-story home on Roadrunner Ravine Street, a 1,570 square foot home that sold for \$444,000. The home was built in 2023 and sold for \$283 per square foot.

Following is a list of home closed for 30 days, ending Feb. 22. Information is from Zillow.com.

9660 Hiking Ave, 2,326 sqft, \$700,000  
9987 Celestial Cliffs Ave, 3,130 sqft, \$729,000

10113 Skye Saddle Ave, 3,160 sqft, \$790,000  
10281 Grey Pine Ct, 2,161 sqft, \$570,000  
8130 Skye Sweep St, 2,390 sqft, \$573,000  
10478 Wedgedale Ave, 2,282 sqft, \$661,976  
8830 Roadrunner Ravine St, 1,570 sqft, \$444,000  
9876 Cullin Range Ave, 1,717 sqft, \$545,000  
8681 Marcana St, 1,831 sqft, \$549,000  
9068 Cielo Canyon St, 2,389 sqft, \$630,000  
10368 Vista Argento Ave, 2,236 sqft, \$616,995  
10656 Deibel Ave, 1,859 sqft, \$498,888  
8946 Faxom St, 2,126 sqft, \$534,990  
8957 Faxom St, 2,259 sqft, \$554,990

## Crime Report

Information gathered from LVMPD Open Source Date from January 25-February 21..

### ASSAULT

2/13, 12:17 p.m., 7900 block of Aubergine Cove Court, 89149

### DESTRUCTION/DAMAGE/VANDALISM OF PROPERTY

2/8, 6:52 a.m., 8400 block of Canyon Sun Street, 89166

### FRAUD

1/29, 6:12 a.m., 8100 block of California Pine Street, 89166  
1/30, 5:56 a.m., 10300 block of Toasted Acorn Drive, 89166  
2/5, 7:03 a.m., 10600 block of Ostend Avenue, 89166  
2/10, 12:54 a.m., 9200 block of Oxbow Lake Avenue, 89149  
2/11, 3:08 a.m., 9900 block of Peaceful Peaks Avenue, 89166

### LARCENY/THEFT OFFENSES

1/24, 5:25 a.m., Noble Mesa Avenue, 89166  
1/29, 6:13 a.m., 7500 block of Midnight Rambler Street, 89149  
2/6, 1:11 a.m., 7500 block of Oso Blanco Road, 89149  
2/10, 8:19 a.m., 10700 block of Mentersana Avenue, 89166  
2/11, 3:09 a.m., 7500 block of Whitman Colonia Street, 89166

### MOTOR VEHICLE THEFT

1/25, 7:11 a.m., 7800 block of Spartanburg Street, 89149  
1/25, 9:12 a.m., 7500 block of Oso Blanco Road, 89149  
2/3, 8:39 a.m., 10600 block of West Centennial Parkway, 89166  
2/6, 9:49 p.m., 9500 block of Canyon Park Drive, 89166  
2/7, 10:37 p.m., 8600 block of Principato Street, 89166

## PBS

continued from Page 10

has a call for entries until March 14, and is open to all students in Clark, Nye, White Pine, and Lincoln County who attend grades Kindergarten through 5th grade. The 25th anniversary is especially meaningful and Russell reflects, "Research consis-

tently shows that PBS KIDS media moves the needle in early learning outcomes, setting children on the path to success. With the support of generous sponsors like Janice Allen, we're able to sustain and grow meaningful programs, such as our PBS KIDS Writers Contest, that directly benefit children across Southern Nevada."







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# CALENDAR

## WEEKLY

**Farmer's Market:** 2-6 p.m., Skye Canyon Park, 1011 W. Skye Canyon Park Drive. Support local farmers by shopping for your produce from the comfort of your community center. Rod's Produce Market brings fresh organic produce from Reedley, California.

## TUESDAY, MARCH 4

**Device Advice:** noon-2 p.m., Centennial Hills Library, 6711 N. Buffalo Drive. Having trouble with your mobile electronic devices? Meet one-on-one with our computer lab assistants. Free and open to the public. (702) 507-6120.

## FRIDAY, MARCH 7

**Bailongo A La Mexicana:** 9 p.m., Santa Fe Station Chrome Showroom, 4949 N. Rancho Drive. La Proyeccion De Durango will perform. No cover, 21-and-older.

## SATURDAY, MARCH 8

**Skye Canyon Fit Fest:** 8 a.m. - noon, Skye Canyon Park. 5k, 8k and 1-mile fun run for residents, non-residents and veterans. Other events include rock wall, health and wellness vendor village, recovery massage and inflatable games. Food trucks also available. Race registration fees benefit Kline Veterans Fund. Visit [www.skyecanyon.com/fit-fest](http://www.skyecanyon.com/fit-fest).

**Self-Care Saturdays:** 2-3 p.m., Centennial Hills Library, 6711 N. Buffalo Drive. Escape and relax in the library. Free and open to the public. All supplies provided. (702) 507-6120.

**Americana Eagle USA:** 8 p.m., Santa Fe Station Chrome Showroom, 4949 N. Rancho Drive. A tribute to the Eagles. General admission ticket \$25 plus fees. All ages accompanied by 21-older. Visit [ticketmaster.com](http://ticketmaster.com) or purchase at any Station Casino rewards center.

## SUNDAY, MARCH 9

**Farmer's Market:** 9 a.m. - 2 p.m., Floyd Lamb Park at Tule Springs, 9200 Tule Springs Road. Take in the

## i9 Sports programs help build community

i9 Sports offers fun, teamwork and sportsmanship programs to the Skye Canyon community with four seasons a year.

The next season kicks off on March 30, featuring flag football, soccer, baseball and multi-sport programs for kids as young as 3 years old. Practice and games on both the same day, making it easy for busy families to enjoy youth sports without the extra hassle.

Spring registration is open, and you can sign up all the way until opening day. Don't miss out!! visit [i9Sports.com](http://i9Sports.com) for more details!



winter colors and browse local vendors. Second and fourth Sundays of every month.

## MONDAY, MARCH 10

**Women's History Month, Dolores Huerta:** 4-5 p.m., Centennial Hills Library, 6711 N. Buffalo Drive. Learn about Dolores Huerta and make a paper mural celebrating migrant workers. (702) 507-6120.

## FRIDAY, MARCH 14

**Blood Drive:** 11 a.m. - 4:30 p.m., Centennial Hills Library, 6711 N. Buffalo Drive. Visit [redcrossblood.org](http://redcrossblood.org) and use the sponsor code CENT-HILLSLIB. Walk-ins are welcome.

**Infinity Rush:** 8 p.m., Santa Fe Station Chrome Showroom, 4949 N. Rancho Drive. A Rush experience. General admission ticket \$25 plus fees. All ages accompanied by 21-older. Visit [ticketmaster.com](http://ticketmaster.com) or purchase at any Station Casino rewards center.

## SATURDAY, MARCH 15

**Blood Drive:** 11 a.m. - 3 p.m., Centennial Hills Library, 6711 N. Buffalo Drive. Schedule an appointment at [www.bloodhero.com](http://www.bloodhero.com) and enter sponsor code CHLIBRARY.

**Blue String Theory:** 9 p.m. Santa Fe Station Chrome Showroom, 4949 N. Rancho Drive. Five seasoned professional musicians that has dedicated their careers in

performing live entertainment. No cover, 21-and-up.

## SATURDAY, MARCH 15

**Skye Canyon Shamrock Slime Workshop:** 1 p.m., 10111 W. Skye Canyon Park Drive. Celebrate St. Patrick's Day with a fun-filled, slime-making event, complete with glitter, charms and more. \$35 per person. Visit [skyecanyonevents.com/rsvp](http://skyecanyonevents.com/rsvp).

## THURSDAY, MARCH 20

**Living With Wildlife:** 4-5 p.m., Centennial Hills Library, 6711 N. Buffalo Drive. Join the Nevada Department of Wildlife to learn about birds in Southern Nevada. Free and open to the public.

## FRIDAY, MARCH 21

**Bailongo A La Mexicana:** 9 p.m., Santa Fe Station Chrome Showroom, 4949 N. Rancho Drive. La Ruleta Nortena will perform. No cover, 21-and-older.

## SATURDAY, MARCH 22

**Photography Basics:** 10 a.m., Skye Center, 10111 W. Skye Canyon Park Drive. Bring your camera and learn the basics of photography. Beginners workshop instructed by Rocky F. Photography. \$35 per person. Email [info@skycanyon.com](mailto:info@skycanyon.com) or call 702-786-

## SUNDAY, MARCH 23

**Farmer's Market:** 9 a.m. - 2 p.m., Floyd Lamb Park at Tule Springs, 9200 Tule Springs Road. Take in the winter colors and browse local vendors. Second and fourth Sundays of every month.

**Classic Book Club:** 3-5 p.m., Centennial Hills Library, 6711 N. Buffalo Drive. Will be discussing *A Bell for Adano* by John Hersey. 702-507-6107.

## WEDNESDAY, MARCH 26

**A Trip to Ireland:** 4:30-5:15 p.m., Centennial Hills Library, 6711 N. Buffalo Drive. Explore the myth, the magic and the culture of Ireland through songs and stories. For grades K-5. Free and open to the public. 702-507-6107.

## FRIDAY, MARCH 28

**Anyone Can Paint:** 3-5 p.m., Centennial Hills Library, 6711 N. Buffalo Drive. Instructor Barbara Thomas will walk you through the steps in leaning how to paint. Ages 16-up. Online registration required. 702-507-6107.

## SATURDAY, MARCH 29

**Community Wide Yard Sale:** 7 a.m. - 2 p.m., throughout Skye Canyon.

**80s Station:** 9 p.m., Santa Fe Station Chrome Showroom, 4949 N. Rancho Drive. Las Vegas' premier 80s tribute band will perform upbeat 90s hits that keep the audiences dancing. No cover, 21-and-up.

## SATURDAY, MARCH 29

**Community Wide Yard Sale:** 7 a.m. - 2 p.m., throughout Skye Canyon. Also, Opportunity Village Donation Drop and mobile shredding, both 2-5 p.m. at the Skye Center parking lot, 10111 W. Skye Canyon Park Drive.

**Yellow Brick Road:** 9 p.m., Santa Fe Station Chrome Showroom, 4949 N. Rancho Drive. If you're a lover of Classic Rock, YBR is a must-see. No cover, 21-and-up.

# Investing in volatile markets

Presented by Bob Brown

As residents of Las Vegas, we are no strangers to risk and reward. Whether it's on the Strip or in the stock market, navigating uncertainty requires strategy, patience, and a cool head. In today's ever-changing financial landscape, market volatility can feel like a high-stakes poker game - thrilling for some, nerve-wracking for others. But smart investing isn't about gambling; it's about making informed decisions that balance risk and opportunity.



Market volatility tests the nerves of even seasoned investors. Your rational brain may know to not overreact, but your emotional brain is susceptible to anxieties that can tempt you to stray from your investing strategy.

Fortunately, preventative steps—based on proven investing principles—can help you stay the course.

## 1. ASSESS YOUR COMFORT WITH RISK.

If you get anxious when markets dip, reassess how much risk you can handle. Ask yourself:

Emotionally and financially, how much fluctuation in the value of your investments can you tolerate?

Do you need your portfolio to generate income now or in the future?

Depending on your answers, you may need to adjust your portfolio to find a mix that allows you to pursue your goals and sleep at night.

## 2. DIVERSIFY.

When a handful of investments accounts for the lion's share of your portfolio, they can have a greater impact on its performance—for better or worse. It can be important to spread your money across and within asset classes to aim to provide a cushion when markets are volatile.

Ask yourself:

Does your portfolio's success depend heavily on a few investments?

Are your investments concentrated in a single industry, sector, or country?

Do you hold the same securities in different funds within your portfolio?

## 3. TAKE THE LONG VIEW.

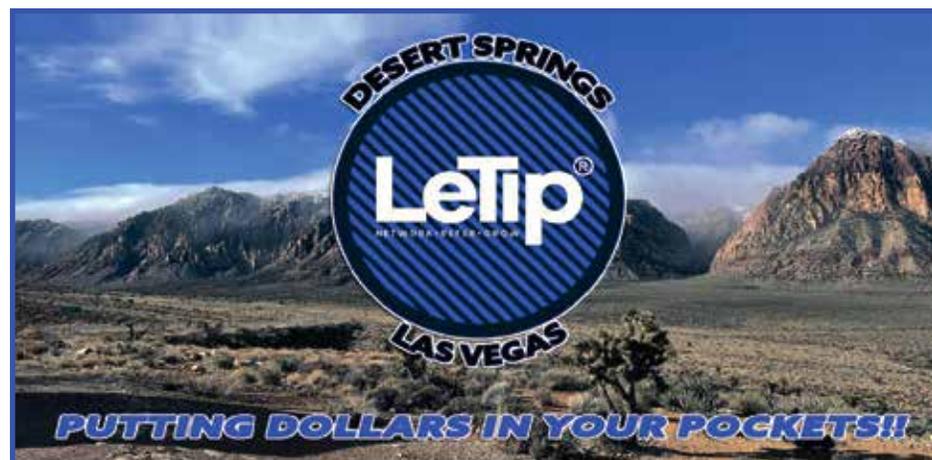
When markets are volatile, each fluctuation seems disastrous. But emotional reactions—like cashing out—can put you at risk for further losses. In fact, by the time you react to significant market declines, the worst may already be past. By cashing out when the market is down, you're locking in those losses and limiting your portfolio's ability to capture the recovery. Moving into cash for just one month following a significant market decline could reduce your returns by nearly 45% after one year, versus staying fully invested.\*

Timing the market's ups and downs is nearly impossible. Instead, ensure your portfolio mix aligns with your risk tolerance, your holdings are diversified, and you're committed to sticking to your plan even during rocky times. For long-term investors, your time in the market can be more important than timing the market.

So, when markets get rocky, take a deep breath, think about the long term, and know that with a balanced portfolio, you're better positioned to withstand volatility.

*\*Source: Schwab Center for Financial Research and Morningstar. Data analyzes the five periods from 10/1974 through 3/2022 during which the S&P 500® Index fell by 20% or more. Market returns are represented by the S&P 500 Total Return Index, and cash returns are represented by the total returns of the Ibbotson U.S. 30-Day treasury Bill Index. Cumulative returns are calculated using the simple average of returns from each period and scenario. Past per-*

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LeTip is more than just a professional networking group. It's about forming lasting relationships and personal growth. The Desert Springs Chapter meets every Thursday at 7 a.m. at Red Rock Country Club. It's a category-exclusive organization that meets weekly to exchange qualified leads, build solid business relationships, develop strong presentation skills and become proficient networkers.

Name	Category	Business	Phone Number
Lianna Alvarez	Real Estate Residential	LA Realty Group	702-497-3730
Johnathon Bascones	Electrician	BAR Electric	702-604-9176
Ernest Bendicion	Property Management	Landbank realty	702-210-9828
Luis Castellanos Zarate	Landscaping	Lu's Lawn Care	702-612-6113
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Ben Robertson	Photographer	Silver Tree Films	702-487-2669
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Jennelle Tolley	Barber	Bonnie & Clyde's Barbershop	833-239-6847
Cody Williams	Pool Service	Nautical 7 Pools	775-209-2946
Chad Worthen	Pest Control	Vantage Pest Control	702-534-1000
Alice Young	Insurance Supplements	AFLAC	714-351-1110
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Bradley Korner	Web Development	MD Marketing	725-251-7672
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Ashley Cooper	Pool Service	Show Me The Pool Inspection	702-427-0603
Josey Lesmeister	Social Media Marketing	Cobalf Media Marketing	503-680-1740
Quinn Panganiban	Social Media Consultant	Quinning Marketing	702-209-8840
Markeita Roush-Wedlake	Mortgage Loans	Cross Country Mortgage	858-688-2787
Lucas Whelan	Business Consultant	Whelan Partners Consulting	702-715-3150

Those interested in attending a meeting can call Kirk Kern at 775-316-2335.

# Schwab

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formance is no guarantee of future results.

Bob Brown is an Independent Branch Leader and Financial Consultant at Charles Schwab with over 35 years of experience helping clients achieve their financial goals. Some content provided here has been compiled from previously published articles authored by various parties at Schwab. Investing involves risk, including loss of principal. Diversification strategies do not ensure a profit and do not protect against losses in declining markets.

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Bob Brown, CFP, Independent Branch Leader and Financial Consultant, Las Vegas- Centennial Hills Independent Branch, Tel: 702-854-6140, 7910 W. Tropical Pkwy # 120, Las Vegas, NV 89149

## Identity theft/scam prevention seminar scheduled March 23

215News - Skye Canyon

Financial coach Howard Sherman is hosting a free Identity Theft and Scam Prevention Seminar at 10:30 a.m. on Sunday, March 23 at the Sahara West Library, 9600 W. Sahara Ave.

Sherman, a Dave Ramsey master financial coach, will show attendees how to recognize phone and online scams and protect yourself from identity theft.

Registration is free. Visit [www.FinancialCoach.vegas/seminar](http://www.FinancialCoach.vegas/seminar) to sign up.

Identity theft occurs when someone uses your personal information—such

as your name, Social Security number, credit card number, or other identifying details—without your permission to commit fraud or other crimes. The consequences can include drained bank accounts, maxed-out credit cards, and even legal trouble. When you have identity theft protection you avoid all of these hassles.

This seminar is not a Las Vegas Library District event. The views expressed and other information presented are solely those of the producing entity.

For questions, contact Sherman at [howard@FinancialCoach.vegas](mailto:howard@FinancialCoach.vegas).



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