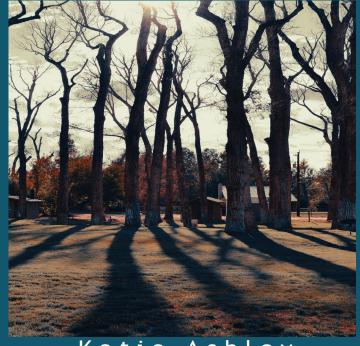


THE VOICE OF BUSINESS October 2025



Katie Ashley

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VOTE.

ELKO AREA CHAMBER BOARD ELECTION

FINAL DAY: NOVEMBER 14TH

MORE ABOUT YOUR 2026 BOARD CANDIDATES ISIT ELKONEVADA.COM/BOARD-CANDIDATES

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> PAST CHAIR Randy Ridgway Blach Distributing

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Dr. Micah Williams

Total Eye Care

Matt Miller Nevada Gold Mines

Kacie Ortiz Elko Veteran Corps

> Marc Smith Iron Pig

Leslie Maple Great Basin College

WELCOME NEW MEMBERS!

Nevada Registered Agent

Bill Rogers (Marketing) Las Vegas, NV 89101 775-401-6800

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Shawna Hart - Tiner (Owner) 1250 Lamoille Hwy, Ste. 1047 Elko, NV 89801 775-385-4109

High Caliber Construction Inc.

Desiree Carlyle (Director) Deeth, NV 89823 775-385-9075

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Layton & Tyler Fralick (Co-owners) 345 W. Silver St. Ste 130 Elko, NV 89801 775-389-2100

SilverSummit HealthPlan - Medicaid

Eduardo Menchaca (Manager) Las Vegas, NV 89128 844-366-2880

Ton's Tint

Anthony Martinez (Owner) Elko, NV 89801 775-239-8468

CareSource

Tiffanie Fleming (Senior Director Provider Network) Las Vegas, NV 89118 702-539-7333

Sapphire & Sage

Ashley Nunez & Brandon Butler (Owners) 1250 Lamoille Hwy. #208 Elko, NV 89801 775-388-2259

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Danielle & Skylar Iverson (Owners) Elko, NV 89801 208-308-6032

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David Ruiz (Branch Manager) 1520 Silver St. Elko, NV 89801 775-777-9178



Ruby Mountain Aquarium Supply

Beamus Bennett (Owner) 2548 Idaho St. Elko, NV 89801 775-340-5680

Business After Hours October Raffles

Businesses: If you are a member of the Chamber, you may enter our free raffle! Winners will receive a FREE Banner Ad for one month on our website.

Public: If this is your first time at Business After Hours you may enter our other free raffle! The winner this month will receive \$25 in Chamber Checks!



October 16th

5th Gear Powersports 285 Spruce St. Elko, NV 89801 5:30-7:00 PM

1405 IDAHO STREET ELKO, NEVADA 89801

775.738.7135 WWW.ELKONEVADA.COM

Don't Leave Value on the Table: **Review Your Benefits Today!**

As 2025 winds down, now is the perfect time to set yourself up for success in 2026. Don't miss out on the Chamber benefits designed to help your business grow. Schedule your Benefits Review today and make sure you're getting the most out of your membership!

- CREDIBILITY: A Chamber membership makes the statement to your community, clients and fellow business leaders that you're committed to the future of Elko County by adding a sense of legitimacy behind who you are and what you do.
- CONNECTIONS: A Chamber membership opens many doors for you to keep your business in the public's eye through networking and marketing. We'll help you stay connected to your customers and peers.
- CARE: A Chamber membership provides you the option of utilizing some extra assistance, tools, and resources available to help you succeed. The fantastic staff here at the Chamber is ready to offer our support.
- A CHAMPION: A Chamber membership means you'll have an organization behind you with shared interest of seeing your business succeed. We advocate for our members to the community and refer hundreds of callers and visitors to them, each month.





CONTACT US:

(775) 738-7135



Holiday Opportunities

The Elko Area Chamber is preparing for the holiday season with 2 Free Family-Friendly Events, and we would love to have your business be a part of the joy and magic.

Light Up the Night DECEMBER 4, 2025 - \$500 SPONSORSHIP

Hosted at the historic Sherman Station from 5 PM to 7 PM with the tree lighting at 6 PM. Kick off the holidays with a merry tree lighting complete with hot cocoa, cookies, photos with Santa, joyous tunes by both our local EHS Choraliers and Chip Stone with Stonerock Sound, and more.

Snowflake Festival DECEMBER 13, 2025 - \$500 SPONSORSHIP

Hosted in the Downtown Corridor from Noon to 5 PM (with the Parade of Lights to follow at 5:30 PM). A Candy Cane Lane themed celebration that infuses the downtown with the Holiday Spirit. Includes a Stocking Stroll, food, shopping, cocoa, vendors and, of course, photos with Santa.

> For more information, contact Meghan Micheli at 775.738.7135 or events@elkonevada.com

2025 BUSINESS AFTER HOURS

.

JANUARY 16 High Desert Imaging

FEBRUARY 20

Northeastern Nevada Museum / Overland Stage **Theatre Company**

MARCH 20 **Cripps Photography**

> **APRIL 17** Charlee's Bar

MAY 15 CC Communications

JUNE 19

Rubies Sports Bar & Nightclub, PlumbLine, Inc., Performance Athletic Club, A+ Total Care

> **JULY 17** The Pine Lodge

> > **AUGUST 21**

NewFields Mining Design & Technical Services

> **SEPTEMBER 18 NV Energy**

OCTOBER 16 5th Gear Powersports

> **NOVEMBER 20 Hampton Inn** by Hilton Elko

DECEMBER 18 Christmas Party

NEXT BUSINESS BEFORE HOURS

.

October 9 **Nevada Outdoor School**

CHAMBER STAFF

..........

Billie Crapo CEO

Meghan Micheli Marketing & Program Coordinator

Katie Ashley Membership Support Coordinator

Katie Bawcom Member Services / Visitor Center Coordinator





OKTOBERFEST BEER WALK October 4TH | 4-7 PM

Starting Location: Rubies Sports Bar & Nightclub (Sales End at 6:30 PM) \$30 - Must be 21+ FLKONEVADA.COM







JOIN US! ENJOY AN EVENING OF HORS D'OEUVRES, WINE & HISTORIC GHOSTLY TALES \$40 - MUST BE 21+

100/

OCT 23 & 24-6-8PM

STARTING LOCATION: WESTERN FOLKLIFE CENTER, 501 RAILROAD STREET

25 · 6 - 8 PM

STARTING LOCATION: OGI DELI, 460 COMMERCIAL STREET

ADDITIONAL LOCATIONS: LOSTRA'S WAREHOUSE, THE BEER MUG & THE UNDERGROUND SPEAKEASY



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THE VOICE OF BUSINESS



Chamber Membership

Spotlight



Nevada Women's Fund: Four Decades of Impact in Northern and Rural Nevada

This month, the Elko Area Chamber is honored to shine the spotlight on Nevada Women's Fund (NWF), a nonprofit organization that has been serving Northern and rural Nevada for more than four decades. A proud Chamber member since earlier this year, NWF continues to make an incredible impact through its mission of empowering women to achievement.

A Mission of Empowerment

At the heart of Nevada Women's Fund is a powerful purpose: helping women achieve success in education, careers, and beyond. From awarding scholarships for both degree and non-degree opportunities to supporting women in the workforce with career advancement and professional development, NWF has been a steadfast champion for women's growth for 42 years. Beyond direct support, the organization also leads important conversations around wage parity, workplace equality, and creating environments where women can compete on equal footing with their male counterparts.

Community Engagement & Advocacy

For NWF, community means more than just geography. It includes the companies, organizations, foundations, and individuals who support their mission, as well as the women they serve. This broad network allows NWF to act as both a resource and a voice—uplifting women while educating and inspiring the wider community. Their efforts have positioned them as a thought leader for women's issues across the Silver State.

Meeting Challenges with Leadership

One of the most significant challenges in the non-profit space is the misconception that nonprofits should operate on limited budgets, leaving little room for general operating support. CEO and President IIa Friedenthal emphasizes the importance of unrestricted funding: "If donors trust the mission, they should also trust the people leading it—and invest in the infrastructure that makes impact possible." With this mindset, NWF continues to advocate for sustainable support that allows them to serve women more effectively.

Advice for Aspiring Nonprofit Leaders

lla offers valuable advice to those considering starting a nonprofit organization:

- Don't reinvent the wheel—collaborate. Look at what already exists, and seek opportunities to work together rather than duplicating
 efforts. Collaboration leads to greater impact.
- Passion alone isn't enough. While passion drives purpose, successful nonprofits require strong leadership, planning, financial
 management, and operational skills. Treat your nonprofit as the business it is, with strategy and sustainability at the forefront.

A Remarkable Impact

One of the most inspiring facts about Nevada Women's Fund is the measurable difference they've made: over \$10.5 million awarded to women in Northern Nevada, with more than 30% of their annual funding staying in rural Nevada communities. This dedication ensures women in places like Elko have access to the resources and opportunities needed to achieve their goals.

Join Nevada Women's Fund on October 9th at the Elko Conference Center for the 2nd Annual Celebrating Achievement Dinner, featuring keynote speaker Commander Rebecca Calder, USNR (Ret.), who in 2004, became the first female pilot to graduate from the U.S. Navy Fighter Weapons School — TOPGUN. For more info and tickets, visit: www.nevadawomensfund.org/celebrating-achievement-event

The Elko Area Chamber is proud to welcome Nevada Women's Fund as a member and celebrate their extraordinary legacy of service, advocacy, and empowerment. We look forward to seeing the continued impact they will make in Elko and throughout Nevada for years to come.

For More Information: info@nevadawomensfund.org

(775) 786-2335

2025 CHAMBER EVENTS

MAY 10 & 11 Elko Home Show

JUNE 14
Sippin' Saturday

<u>June 27</u> Beer Festival

JULY 26
Sherman Dinner

SEPTEMBER 20 Sippin' Saturday

OCTOBER 4
Sippin' Saturday

OCTOBER 23, 24 & 25 Ghost Tours

NOVEMBER 15 Sippin' Saturday

DECEMBER 4
Light Up the Night

DECEMBER 13

Snowflake Festival & Parade of Lights

DECEMBER 18Christmas Party

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CHAMBER MEMBER BENEFITS

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Networking

Business Contacts

Referrals

Targeted, Effective, and Affordable Advertising

Publicity

Professional Development & Training

Discounted Membership with NAE

Government Advocacy

Learning Opportunities

Programs & Workshops

Free Graphic Design

Free Webpage & Domain Name

Opportunities for Event Sponsorship

Chamber Business Directory

Chamber Checks

Ribbon Cuttings

Weekly Events Update

Business After Hours

Business Before Hours

Job Board

Calendar of Events

Printing Discounts

Meeting Room

Notary Services

Halloween Events

Elko Area Chamber: 775-738-7135 10/4 - Sippin' Saturday OktoberFest 10/23, 24, 25 - Ghost Tours

Kate Brown Photography: 775-397-1531
10/3, 4, 16, 17, 24 & 25 - Carrie's Downtown Elko
Haunted Exhibition

Lotspeich Family Farm: 775-752-3462 10/1-31 - Pumpkin Patch

Lamoille Presbyterian Church: 775-753-6749

Everything Elko: 208-867-6512 10/11 & 12 - Pumpkin Festival

Spring Creek Association: 775-753-6295 10/18 - Family Movie Night (Casper) 10/25 - Trunk-or-Treat

Bawcom Real Estate: 775-753-6379 10/18 - Spook Loop

Elko Hockey Association: elkohockey.com 10/24 & 25 Trick-or-Treat Street

Mylissa Lanning Team Brokered by EXP Realty: 775-397-0306 10/25 - 9th Annual Free Pumpkin Patch

Clayton Homes: 775-753-9670 10/30 - Trunk-or-Treat

Elko Convention & Visitors Authority: 775-738-4091 10/30 - Pumpkins & Popcorn (Goosebumps)

Highland Village & Ck Connections and Events 775-237-3823

Brandy's Bar: 775-299-4852 10/31 - Brandy's Vampire Lair

Charlee's Bar: 208-223-4084 10/31 - Haunted Forest

The Underground Speakeasy: 775-389-5641 10/31 - Witches, Warlocks & Witches Brew





THE VOICE OF BUSINESS

October

S	M	Т	W	TH	F	S
			1	Silver Stage Players Poe & Pints silverstage.org	Silver Stage Players Poe & Pints silverstage.org Kate Brown Carrie's Downtown Elko Haunted Exhibition 775-397-1531	Elko Area Chamber Sippin' Saturday Oktoberfest 775-738-7135 Kate Brown Carrie's Downtown Elko Haunted Exhibition 775-397-1531 Lamoille Presbyterian Church 30th Lamoille Harvest Festival 775-753-6749
BF Guns & Gear Try Before You Buy 775-340-3342	6	7	Exec Board Meeting Western Folklife Center Jam On! 775-738-7508	Business Before Hours: Nevada Outdoor School Ambassadors Meeting Nevada Women's Fund Celebrating Achievement Dinner 775-786-2335	Silver Stage Players Poe & Pints silverstage.org Elko Replenish Med Spa Anniversary Celebration 775-400-1660	Elko County Library Just Desserts 775-738-3066 Everything Elko Pumpkin Festival 208-867-6512 Northeastern Nevada Regional Hospital Flu Shots 775-748-2007 Kairos Recovery & Behavioral Health Center Holistic Fair 775-934-3090
Everything Elko Pumpkin Festival 208-867-6512	13 Government Affairs	14	Western Folklife Center Southwind 775-738-7508	Business After Hours: 5th Gear Powersports Kate Brown Carrie's Downtown Elko Haunted Exhibition 775-397-1531	Underground Bar Flag, Freedom & Mixed Flight Night 775-389-5641 Kate Brown Carrie's Downtown Elko Haunted Exhibition 775-397-1531	Bawcom Real Estate Spook Loop 775-753-6379 Spring Creek Association Family Movie Night (Casper) 775-753-6295
19	20	Board Meeting Horizon Hospice Grief Support Group 775-778-0612	22	Elko Area Chamber's Ghost Tours 775-738-7135	Elko Area Chamber's Ghost Tours 775-738-7135 Elko Hockey Association Trunk or Street elkohockey.com Kate Brown Carrie's Downtown Elko Haunted Exhibition 775-397-1531	Elko Area Chamber's Ghost Tours 775-738-7135 Spring Creek Association Trunk-or-Treat 775-753-6295 Mylissa Lanning Team Free Pumpkin Patch 775-397-0306
26	27	28	29	Clayton Homes Trunk-or-Treat 775-753-9670 CK Events & Highland Village Trunk-or-Treat 775-237-3823 Elko Convention & Visitors Authority Pumpkins & Popcorn (Goosebumps)	Nevada Day Chamber Closed Charlee's Bar Haunted Forest 208-233-4084 Brandy's Bar Brandy's Vampire Lair 775-299-4852 Underground Bar Withces, Warlocks & Witches Brew	



ELKO - SPRING CREEK - LAMOILLE - CARLIN

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NV ENERGY







MISSION STATEMENT

The Elko Area Chamber promotes economic growth, opportunity, and diversity in service for our members. We are the business behind your business.

St. Mark Lutheran Preschool







Business After Hours:

OCTOBER 16, 2025, 5:30-7 PM

5TH GEAR

POWERSPORTS

285 SPRUCE RD

Business Before Hours:
October 9, 2025, 8-9 AM
Nevada Outdoor School
170 Idaho St.

Board of Directors

The Elko Area Chamber is taking nominations for the upcoming Board of Directors election. Candidate forms will be taken now until October 17 th at 4 p.m. and are available through the Chamber. Forms can be found at www.elkonevada.com, at the Chamber, or you can email ceo@elkonevada.com if you would like the form emailed to you. Eight Board seats are open for the 2026-2027 term.

Individuals interested in running for the Elko Area Chamber's Board of Directors must be a full member of the Chamber. Each Board member is required to attend monthly Board meetings and actively participate on at least one Chamber committee. Attendance at Chamber special events and Business Before and After Hours are also expected.

The ballots with the names of the candidates will be available to members on October 22nd. Completed ballots must be received at the Chamber by November 14th at 4 p.m.

If you are interested in providing direction for the Elko Area Chamber, developing programs and benefits for the Chamber's member businesses, and making a difference in your community, take this opportunity to get involved!

Elko Area Chamber Board of Directors: Candidate Information and Expectations

The Elko Area Chamber Board of Directors serves as the policy-making body and acts as an advisory group for the Chamber. Its members represent a broad array of business and professional leaders from the community. This board position is a two-year commitment, spanning the 2026-2027 term.

Each director plays a significant part in the functioning of the Board. The estimated time commitment for a director is approximately 5 to 6 hours per month. Before seeking election, a candidate should carefully consider the responsibilities associated with the role:

- Attend and participate in the annual planning retreat, typically held in January (date to be determined), to help establish goals for the upcoming year.
- Participate in all regular or special Board meetings. Regular meetings occur on the third Tuesday of each month at 7:00 a.m.
- Be present at a minimum of fifty percent of all Chamber-sponsored events.
- Support and attend special events that promote both the Chamber and the Elko Area.
- Assist in Chamber fundraising activities, including providing a \$250.00 item for the Sherman Dinner and Auction.
- Serve on at least one committee of choice, or as requested by the Chairman of the Board.
- Complete any additional duties requested by the Chairman or Board of Directors.

Candidates are invited to complete the form or attach a separate sheet with their information; digital forms are also available at elkonevada.com. Submissions can be sent by email to ceo@elkonevada.com or mailed to the Elko Area Chamber at 1405 Idaho St. The deadline for applications is October 17th at 4:00 p.m.

•	Name:		
•		ss:	
•			
•	Phone #:	Signature:	
they b	elieve they would	be a strong representative for the sed if necessary.) Please attach a	their current position, and explain whe Elko Area Chamber membership. (A headshot to your application and
011 : £			
All into	rmation submitted \	wiii be made public through various (communication channels to inform the

community and Chamber membership about the candidates for the Board of Directors. By signing the application, the candidate authorizes the Chamber to use the submitted information and photos for these

purposes.

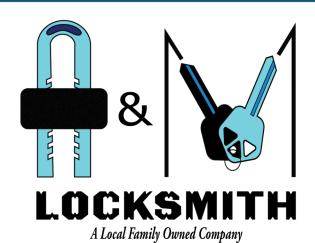






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2026 ELKO COUNTY "COWTOWN STATE OF MIND" PARTNERSHIPS

For those of us who live and work in Elko County, we know there is a special quality of life. For the 41st annual National Cowboy Poetry Gathering, we have decided to share our *Cowtown State of Mind* with the 8,000 visitors who will be part of our community for one magical week, and we invite YOU to be part of this locally grown experience.

- As we have done for decades, 4,600 students will participate in the workshops offered through our annual Youth Festival.
- Elko County FFA students have been invited to usher at ticketed events and introduce talent from the stage.
- Local businesses that are often running to serve our visitors will be lifted throughout the week through our new partnership program.

INTRODUCING COWTOWN STATE OF MIND PARTNERSHIPS

For the first time, we are offering Elko County businesses that have never sponsored Cowboy Poetry the opportunity to partner with us for the programming that focuses primarily on growing participation in the art form and new audiences. And we're offering this for an entry level of just \$500, for which you will receive:

- Two deluxe passes to Cowboy Poetry
- The 41st National Cowboy Poetry Gathering poster, Headin' Out (2025) by Clara Smith
- Your business name in the program attached to your sponsorship of one of the following:
 - O Youth Festival activities such as leather stamping workshops, western gear and branding workshop, the scavenger hunt, or sarsaparilla sampling
 - One of the up to 10 school assemblies in where pairs of artists visit schools districtwide
 - Open mic sessions one of 10 poetry open mics, one of seven music open mics, or the Young Buckaroo Open Mics

We can't wait to highlight everything that makes OUR Cowtown so special, and we look forward to sharing your business as part of our celebration of all things Elko and all things Cowboy!

Please contact Kristen Kirkpatrick at 775-686-8020 or kkirkpatrick@westernfolklife.org for more information. If your business is interested in sponsoring one of the national shows at a higher level, those are also available.



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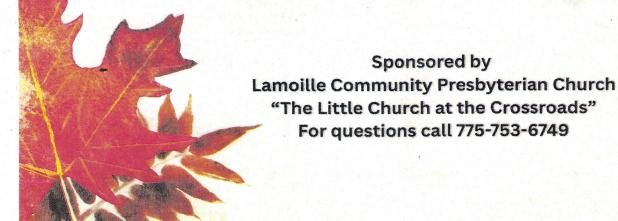
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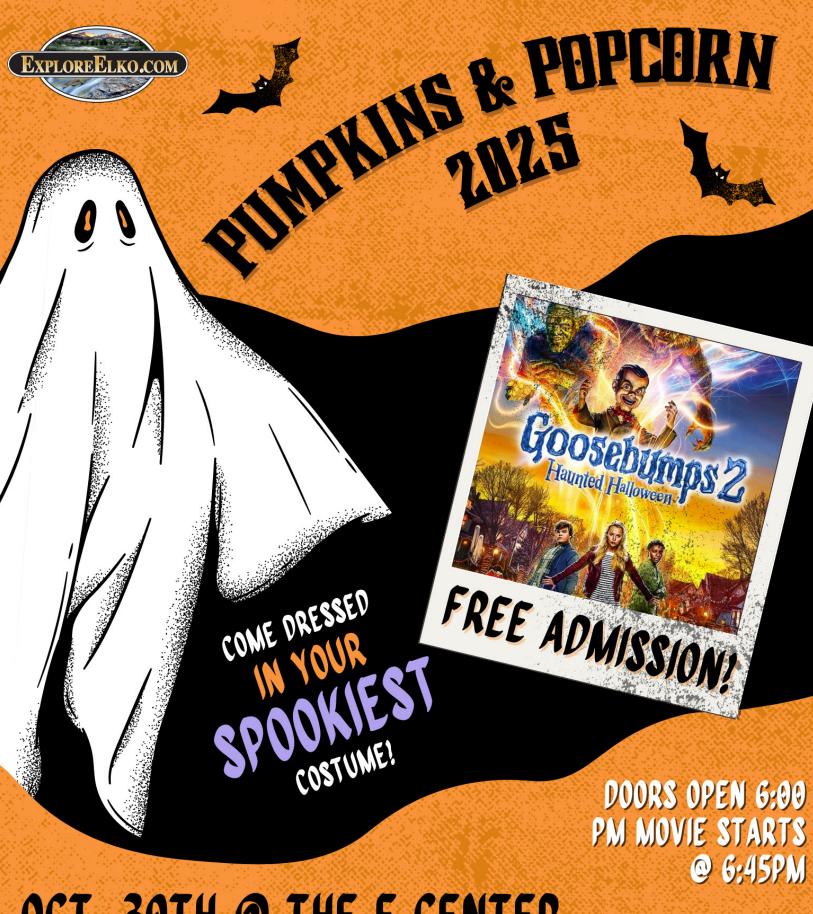


Lamoille Rancher's Center/
Old Schoolhouse
Saturday, Oct. 4
8 AM to 3 PM

Handcrafted items for sale Lamoille Farmer's Market Food & Live Music Petting Zoo & Face Painting







OCT. 30TH @ THE E CENTER 700 MOREN WAY ELKO NV 89801

SNACKS/WATER WILL BE PROVIDED

9th Annual

FREE Pumpkin Patch





Made Possible in Partnership with Community Sponsors



First 200 kids receive a backpack filled with goodies!

The Mylissa Lanning Team

9th Annual Pumpkin Patch

FREE — FREE — FREE

Bring the kids and let them pick
their own free pumpkin!!!

Give-A-Ways, free Photos, free

Games, free Face-Painting
free Cookies & Hot Coco.

MORE PUMPKINS THIS YEAR!

Open to the community - pumpkins for kids 0-18

Saturday | Oct 25th

2 pm to 4 pm

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Convention Center

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Public Relations Society of America (PRSA)
Las Vegas Valley Chapter

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2

Launchpad

This program pairs a below market rate WITH down payment assistance! This program is the best in town for first-time and repeat buyers.

3

Tax Credits

Use the power of the Mortgage Tax Credit to boost your income. Eligible buyers use tax credits to help qualify for a loan.

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Nevada Rural Housing does not originate mortgage loans. Eligibility is determined by licensed lenders approved to offer the programs. Participating lenders are responsible to follow all program and loan agency guidelines. Loan rates vary based on program, loan type and amount of assistance provided. Not all applicants will qualify. MCC applicants should consult their own tax advisor or the IRS for questions regarding the MCC tax credit benefit. This is not an offer to lend money or solicit a mortgage application. A first-time buyer has not owned a home in the past 3 years. Title 38 of the Code of Federal Regulations defines a veteran as "a person who served in the active military, naval, or air service and who was discharged or released under conditions other than dishonorable". REV 09.18.24



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TNR Program

Trap, Neuter, Release **Program for community** cats with support from **Best Friends** Foundation.



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Shelter

Fund



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Vaccination Clinics

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L.A.S.S.O. & Elko Animal Shelter

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Ways YOU Can Make a Difference



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Kenne **Sponsorship**

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Drop off bagged aluminum cans at the Elko Animal **Shelter for** recycling



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Donate food, toys, leashes, beds, & more to the shelter



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Support L.A.S.S.O. with every can and scrap

Turn your recyclables into life-saving support for Elko's Shelter Animals. Every can and every piece of scrap adds up to real change providing medical care, warm beds, and better lives for shelter animals.



Bag up your cans and drop them at the Elko Animal Shelter at 2210 Pinion Road, Elko, NV 89801

SCRAP METAL

Take your scrap to Pacific Steel at 9250 E. Idaho Street, Elko, NV 89801

Ask them to credit the proceeds to the City of Elko Animal Shelter







RECYCLING THAT RESCUES







From Scrap to Second Chances

Your scrap metal can save animal lives

L.A.S.S.O.'s scrap metal program turns unwanted metal into funding for veterinary care, food, and shelter improvements helping animals in Elko County





HOW TO DONATE SCRAP METAL

Gather any type of scrap metal and take it to:

Pacific Steel 9250 E. Idaho St, Elko, NV 89801

Ask them to credit the proceeds to the City of Elko Animal Shelter

CORPORATE SPONSOR



We are grateful to Empire Cat for their groundbreaking partnership that turns recycling into support.



BE A SCRAP HERO. SUPPORT THE SHELTER.



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775-777-7543

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