



# Setting the Pace...

40 young professionals racing to success in local business

# IN BUSINESS Las Vegas

40  
under  
40

FEBRUARY 23, 2007 | SPECIAL SUPPLEMENT TO IN BUSINESS LAS VEGAS

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## From the Editor



**W**e

launched the 40 Under 40 program seven years ago to recognize young business leaders who have distinguished themselves not only in their profession, but also in the community.

This year's honorees were culled from a record number of nominations. We received more than 350 submissions and the selection process was the most difficult it has ever been. We again used the criteria of community service, entrepreneurial spirit and impact on respective industries. One thing is for sure — our readership certainly identified some amazing people.

We're certain that we've found 40 people who have made the Las Vegas Valley a better place to work and live. The young men and women who were chosen come from diverse backgrounds, but their accomplishments in the community give them something in common. They truly are an inspiration. They cover the gamut from private businesses to public service and strive to

improve life for everyone. They love their jobs, their volunteer activities and their families.

These are people who have made their mark early in their careers — before the age of 40. They've succeeded in fields ranging from real estate and health care to banking and entertainment.

In Business Las Vegas is honored to profile this year's class and welcomes our 40 newest businessmen and businesswomen to this elite group. It is a distinct and unique award.

I would like to thank our sponsors: Roel Construction, Verge Living Corporation and the law firm of Kummer, Kaempfer, Bonner, Renshaw & Ferrario. Companies like these help make our awards programs possible. A thank you also goes out to The Silverton Casino Lodge and the Mi Casa restaurant for hosting the reception for the honorees.

Now, it's time to get to know the movers and shakers who comprise the Class of 2007.

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# From the Sponsors



**Kummer Kaempfer Bonner Renshaw & Ferrario**  
("Kummer Kaempfer")

congratulates this year's "40 Under 40" honorees and applauds their business accomplishments and their commitment to our community.

Success is defined differently by each individual, and it is inspiring to see this wonderfully talented group of professionals working and living right here in Southern Nevada. At Kummer Kaempfer, we believe success comes from providing our clients with the best legal counsel, the highest standards

of integrity, a deep dedication to a client's needs and a positive work environment. This philosophy serves us well as our attorneys are routinely rated among the best corporate, mergers and acquisitions, real estate and litigation lawyers in Nevada, including high-ranking recognition from prestigious legal publications including "Chambers USA — America's Leading Business Lawyers" and "Best Lawyers in America." We are very proud of our talented attorneys who have been recognized over the years by In Business Las Vegas as recipients of the prestigious 40 Under 40 award.

As one of Nevada's largest law firms and the Las Vegas member of Meritas, an affiliation

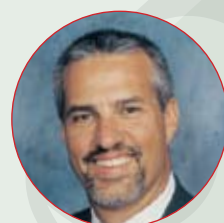
of outstanding business law firms that serve international customers worldwide, Kummer Kaempfer provides exceptional legal advice and individualized service to top corporations, business owners, corporate executives and individuals.

With offices in Las Vegas, Summerlin, Reno and Carson City, Kummer Kaempfer specializes in complex corporate transactions, federal and state securities matters, commercial litigation, zoning and land use and regulatory law and has an established legislative and government affairs practice. As a statewide full-service firm, Kummer Kaempfer serves local, regional, national and international clients

in the real estate development, hospitality, gaming, manufacturing, service, high-technology and energy and utilities industries.

All of us at Kummer Kaempfer thank the men and women highlighted in this publication for their role in enhancing Southern Nevada's sense of community and vibrant business environment.

**Michael J. Bonner**  
**Managing Partner**  
**Kummer Kaempfer Bonner Renshaw & Ferrario**



**ROEL Construction** is proud to be a sponsor of In Business Las Vegas' 40 Under 40 for 2007. In addition to congratulating our very own, Brian

Roush, we would like to also congratulate all of the honorees this year. ROEL believes in supporting the communities in which we work and live. These honorees are an excellent example of the hard work and commitment it takes to make a community great.

ROEL Construction's Las Vegas office is growing to be one of the areas top contractors since its inception in 1993. This office has taken its lead from a long history of contracting through long-term relationships with clients, subcontractors, architects, and employees. ROEL employs the best of the best to deliver excellence in construction.

ROEL projects are run with a hands-on approach from our managers, engineers, superintendents and coordinators. Not a day goes by where a member of our team is on the jobsite making sure things are

running smoothly.

ROEL employs more than 350 people between its San Diego headquarters and thriving offices in Irvine, Palm Springs, Las Vegas and Bullhead City, Ariz. Because of the extraordinary staff at ROEL we have received numerous awards, including the American General Contractor of the Year honor eight times and the Large General Contractor of the Year from the American Subcontractors Association eight times. This year, McGraw-Hill's Engineering News-Record — considered the "Bible" of the construction industry — ranked ROEL at No. 186 among the nation's 400 largest general contractors based on 2005 construction revenues.

This family-owned company will continue to rise above the rest and deliver excellence in construction for years to come, and as the market grows and changes, so will this powerhouse contractor with a heart.

**Wayne Hickey**  
**CEO**  
**ROEL Construction Company, Inc.**



Congratulations to this year's In Business Las Vegas "40 Under 40" award winners, and kudos to anyone reading this as well,

as it appears you too value this outstanding group.

These fine individuals are people who give themselves selflessly to their businesses, families and communities, while striving to make the world a better place. The profiles of the winners will attest to the fact that living balanced, productive lives is most often the key to their success.

As president of VERGE Living Corporation, I too believe in the importance of life in balance. VERGE, our new downtown mid-rise community, is the embodiment of this very concept. VERGE architect Dennis Rusk has mastered the balance between light, steel, water, and concrete, providing a living environment in the spirit of those created by Frank Lloyd Wright and other greats of modern architecture. But balance is not about aesthetics alone; VERGE also offers residents the opportunity

to live, work, and play all in their immediate community, in the very heart of the new downtown. VERGE homeowners will enjoy two rooftop pools, a large fitness center, steam rooms, indoor racquetball courts, multiple outdoor terraces and a homeowner's lounge, plus their own spacious beautifully designed residences. After all, life is what you make of it.

Like Arnold H. Glasow, we at VERGE believe "success isn't a result of spontaneous combustion, you must set yourself on fire." Congratulations to this year's 40 Under 40 class, and may you continue to light the way!

**Darren Dunkel**  
**President**  
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## Past Honorees

Kimberly Adams	Heidi Bretthauer	Terri Lezcano Davis	Jonathan Fine	Vincent Hesser	Suzette La Grange	Carlos Montoya	Patrick Reilly	Stephanie Stallworth	William Whatley
Yolanda Adams	Autumn Lee Briggs	Michael DeLew	Mark Fiorentino	Kevin Higgins	Jeffrey LaPour	Paul Murad	Nathan Reinmiller	Steve Stallworth	Jennifer White
Jeremy Agüero	Kelly Brockman	Michelle Dell	Amy Firmani	Steven Horsford	Chad Layne	Heather Murren	Florence Rogers	Karen Stephenson	John Wilson
Lori Aguirre	Randy Burk	David DelZotto	Bruce Ford	Michael Humbarger	Jimmy Lee	Lori Nelson	Joe Romano	Robert Stillwell	James Wolf
Tony Alamo	Rose Burnett	Peter DeMangus	Victor Fuchs	Michael Hutchings	Pauline Ng Lee	De. Joseph Nicola	Michelle Romero	Jim Stuart	Julie Wolf
D.J. Allen	Reggie Burton	Greg DeSart	Michael Fuller	Mark Hutchison	Todd Nigro	Todd Nigro	David Ross	Kevin Stuessi	Lisa Wright
Stacy Allsbrook	Irene Bustamante	T.J. Diab	John Futrell	Corey Jenkins	Bill Oakley	Christina Roush	Christina Roush	Nick Swinburn	Paula Yakubik
Darrin Badger	Louis John Castle	Jason Diaz	Tammy Garcia	Christy Jeppesen	Kurt Ouchida	Dianna Russo	Dianna Russo	Greg Tassi	Anthony Zuiker
Scott Ball	Craig Cavileer	Daniel Doherty	Frank Gatski	Billy Johnson	Kristi Overgaard	Deanne Rymarowicz	Elaine Sabchez	Dawn Hathaway Thoman	
Mike Ballard	David Chavez	Andrew Donner	Douglas Geinzer	Terry Johnson	Kevin Page	Elaine Sabchez	Tony Sanchez	Jason Thomas	
Matt Bear	Sam Cherry	Deborah Doucette	Jim Gentleman	Jeff Jonas	Nancy Paolino	Tony Sanchez	Coreen Sawdon	Terrence Thornton	
Steven Beatty	Jared Chupaila	Justin Doucette	Anthony Gladney	Daniel Jones	Todd Parriott	Vincent Schettler	Vincent Schettler	Solveig Thorsrud-Allen	
Brent Bell	Caroline Ciocca	Scott Eaton	Dara Goldsmith	Kelley Jones	Clark Peterson	Brian Schultz	Brian Schultz	Teresa Story Turner	
Christopher Bentley	Bryan Clark	Robert Elliott	David Goldwater	Michael Jordan	Xavier Peterson	Dr. Nav Sharda	Dr. Nav Sharda	Ronna Timpa	
Mark Birtha	Blain Claypool	Dale Erquiaga	Kimberly Gora	Wendy Jordan	Lesley Pittman	Scott Sibella	Scott Sibella	Adam Titus	
David Blau	Denette Corrales	Corey Eschweiler	Brian Gordon	Kathy Jumper	Peter Poggione	Carlos Silva	Carlos Silva	Reggie Turner	
Elizabeth Blau	Richard Coyle	Deborah Evans	Scott Gragson	Andy Katz	Gina Polovina	Jennifer Simich	Jennifer Simich	Merrell Virgen	
Bert Blevins	Douglas Crook	Karen Faulis	Gidget Graham	Kara Kelley	Anita Pomerantz	Gary Siroky	Gary Siroky	Shauna Walch	
Cindy Braden	Dr. Michael Crovetto	Tom Fay	Christian Haase	Todd Kennedy	Timothy Poster	Torry Somers	Torry Somers	Fred Walters	
Lance Bradford	Stephen Crystal	Mark Ferguson	Mick Hall	Robert Kim	Louis Primak	Dennis Sponer	Dennis Sponer	Stacy Watkins	
Leilani Bradford	Jeff D'Allesio	Frank Fertitta III	Lisa Hammond	David Kirvin	Michelle Quinn	Mario Stadlander	Mario Stadlander	Stacey Wedding	
Tom Breiting	Mark Daigle	Lorenzo Fertitta	Molly Kay Hamrick	Greg Korte	Kevin Rabbitt	R. Brandon Sprague	R. Brandon Sprague	Greg Wells	
	Robert Davenport	Jeffrey Fine	Carrie Henderson	Bryce Kunimoto	Larry Monkash				





## Tina Quigley

Deputy GM  
REGIONAL TRANSPORTATION COMMISSION  
OF SOUTHERN NEVADA  
Age: **39**



**W**hen it comes to getting people from here to there, one person in Las Vegas has a lot to do with it.

Tina Quigley oversees the development of state-of-the-art rapid transit projects like the planned Regional Fixed Guideway, the Boulder Highway Metropolitan Area Express and the Downtown Connector.

Quigley has been the assistant director of McCarran International Airport where she oversaw more than \$1 billion of planning and capital development. Her most significant business accomplishment, however, might be the development of the D-Gates at McCarran, where she served as the internal lead on the project from inception to completion.

"It was a lot of work requiring a delicate balance of tenacity and diplomacy, but it was absolutely amazing on the first day of operation to see people walking about in awe — and without hardhats," she said.

Quigley credits her success with living in Las Vegas. "When you live in a community that is so robust and where the leadership is so comfortable with taking risks, you get the opportunity to work on projects and issues that you could easily wait your whole career to be exposed to in any other community," she said.

Quigley's desire to "make a difference" in her role at the RTC where she helps develop projects that focus on sustainability and quality of life was spurred by the illness in 2005 of her then 2-year-old son who required a liver transplant.

Quigley donated part of her liver, and today he is healthy. The Quigleys now meet with the parents of other children awaiting transplants.

"It is so powerful to have a personal relationship with someone who has gone through your pains. Someone you can ask hardball questions to and get honest answers ... to hear, 'Yeah, it's really gonna suck for awhile' is actually comforting," she said.

— Deborah Roush



Photo By Nic Colestos

## Joe DiRaffaele

Real Estate Agent  
DiRaffaele Group,  
Coldwell Banker Premier Realty  
Age: **38**



**J**udging the success of a professional Realtor is easy—just look at the numbers. And the numbers generated by Coldwell Banker Premier Realty's Joe DiRaffaele are big — very big.

One of the biggest earners among Nevada Realtors, DiRaffaele is expected to earn more than \$1 million in gross commission income this year. At the age of 33, he was the top Coldwell Banker Premier Realty associate in the state, consistently selling more than 100 homes annually.

But equally impressive is that in a fiercely competitive industry known for Saturday home showings and Sunday open houses, DiRaffaele reserves weekends for his family.

"I will only get the opportunity to spend quality time with my children now. As it has been said, tomorrow is a promise to one. With that in mind, my family and two children — Tyler and Emily — come first. I have learned from too many of

my mentors that they regret not spending more time with their families while they were actively building their business," he said.

DiRaffaele also takes time for charitable works, "adopting" a Kluti-Kaah Indian tribe preschool and a community center in Alaska near where his mother owns a business.

"We assist them with what ever their needs may be ... by having team members and friends knit hats, sending up gloves, jackets, toys and of course raising and donating money for various youth programs," he explained.

To DiRaffaele, however, being successful is simple: It means having integrity.

"That means doing what's right when know body will know the difference," he said.

— D.R.





**John Ocegüera**

Assembly Majority Leader,  
Battalion Fire Chief  
North Las Vegas Fire Department  
Age: **38**



Photo By Nic Colestos

"I'm very busy, but it's (Assembly work) really rewarding when you see something you've done that is directly affecting people."

**J**ohn Ocegüera is so busy he needs two or three titles to describe what he does for a living.

As a state majority assembly leader, Ocegüera picks up his share of frequent flyer miles heading up to Reno every week to deal with legislation and how it affects state businesses. Ocegüera is also a battalion chief with the City of North Las Vegas Fire Department, which serves one of the fastest growing areas in the state. And to top it off, he also has his own fire consulting firm, Experts of Fire LLC, where he may serve as an expert witness in court or provide other fire consulting services.

"I'm very busy, but it (Assembly work)'s really rewarding when you see something you've done that is directly affecting people,"

he said.

Ocegüera said his family was always "involved in small town politics" in Reno, and the thought of running for the assembly was encouraged by the examples he saw as a child. Considered very "pro-business" Ocegüera also grew up in a family that had its own small businesses, and was heavily involved in the community. But his greatest passion clearly lies in being a fire fighter.

"My family members were volunteer fire fighters for a couple generations. I remember Christmases and Thanksgiving going to the firehouse to be with my uncles. I grew up always wanting to be a fireman," he said. "This is the best job for me. I can't imagine doing anything else. Every single day is different."

— Brian Sodoma



ROEL Construction Company

### Congratulations Honorees

ROEL® Construction would like to congratulate Brian Roush and all of the 40 Under 40 Honorees. Thank you all for your commitment to the community.



Brian Roush

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**Jenn Michaels**

Vice President of Public Relations

MGM MIRAGE

Age: **38**

“We’re the ones who are out there telling the stories about all of the phenomenal packages, amenities and options of all of our Las Vegas (properties).”

**J**enn Michaels helps to shape the image people around the world have about MGM MIRAGE and Las Vegas as a destination.

In her role she oversees consumer public relations for the company’s 10 Las Vegas properties and manages a staff of 21. Further, her department provides consulting services to the company’s other properties around the country.

“We’re the ones who are out there telling the stories about all of the phenomenal packages, amenities and options of all of our Las Vegas (properties),” she said. “We’re telling the story of why you would want to come to Las Vegas.”

She has been instrumental in the public relations efforts for all five Cirque du Soleil shows, restaurants and other attractions as well as casino openings and re-brandings. She managed public relations efforts for the reopening of Beau Rivage in Biloxi, Miss., which was severely damaged by Hurricane Katrina. Currently, she is directing public relations efforts for the \$7 billion Project CityCenter mixed-use project being built on the Las Vegas Strip.

The company has grown tremendously in the 14 years Michaels has worked for MGM MIRAGE and its predecessors, she said. One of the main reasons she’s spent her entire career with MGM MIRAGE is because of its evolving nature.

“It’s one of the fortunate things about being in this job here at MGM MIRAGE,” she said. “It’s constantly reinvesting and reinventing itself. There’s always new stories.”

Michaels has a bachelor’s degree in political science from the University of California, Santa Barbara and a master’s degree in journalism from the University of Arizona.

Michaels is also active with Communities in Schools, a group that supports at-risk students at school.

— Alana Roberts



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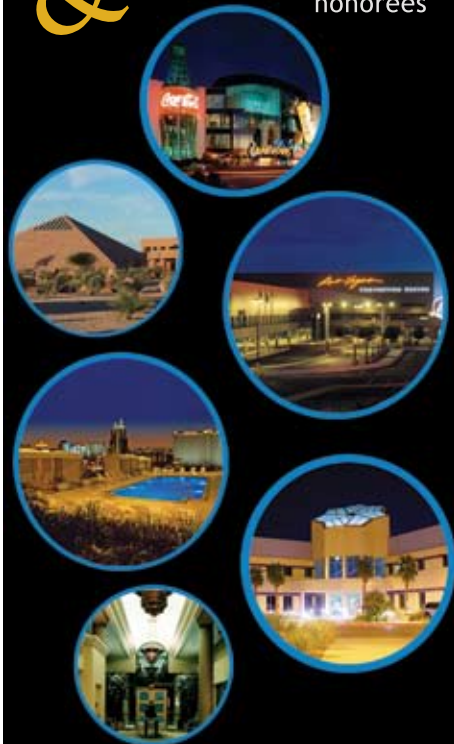


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## Congratulations to Dr. Arthur Cambeiro & the "40 under 40" honorees



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### Dr. Arthur Cambeiro

Owner, Medical Director  
SURGISPA COSMETIC & PLASTIC SURGERY  
Age: **34**

"The Mayo Clinic offered me a staff position, but I said, 'no.' ... I was always kind of raised to be my own boss, to do my own thing."

**M**ayo Clinic-trained plastic surgeon, Dr. Arthur Cambeiro, comes from a family known for its success in the valley.

Cambeiro's father and uncle are known for their architecture work on many valley schools, the Thomas & Mack Center and a host of other public projects whose names are associated with Las Vegas' rich history.

But Cambeiro took a more circuitous path to entrepreneurship, and chose a completely different field, having spent the past 12 years of post-graduate study in hospitals in Rochester, Minn. (Mayo Clinic) and Phoenix, Ariz. His practice, Surgispa, has been open for two years, and Cambeiro hopes to eventually hold several valley locations.

"My family's been here since the late 50s. It was

always my plan to come back home," he said. "The Mayo Clinic offered me a staff position, but I said, 'no.' ... I was always kind of raised to be my own boss, to do my own thing."

Cambeiro also says there was never any pressure for him to become an architect, the paths his father, Arturo, and uncle, Domingo, took. "My family is in construction, I'm in reconstruction," he said with a laugh. "I guess it's kind of the same artistic visionary stuff that flowed through me, it just came out in a different aspect."

Cambeiro, like his father and uncle, also believes in giving back. He sits on the board of directors for the St. Rose Foundation, and has donated his surgery skills abroad, in Vietnam and Honduras.

— B.S.



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### Lyssa Anderson

Partner and General Counsel  
KUMMER KAEMPFER BONNER  
RENSHAW & FERRARIO  
Age: **38**

"I was always kind of a mouthy kid. Just by virtue of doing debate I learned I could argue for a living. What could be better?"

**L**yssa Anderson grew up knowing she wanted to argue for a living. As a litigation attorney who also serves as partner and general counsel for Kummer Kaempfer Bonner Renshaw & Ferrario, that's just what she does.

Soon after graduating at the top of her class at the University of Oklahoma College of Law in 1995 Anderson joined Kummer Kaempfer, where she has worked ever since. But, Anderson first looked to the law as a possible career option while in high school.

As a ninth grader growing up in Oklahoma Anderson said an English teacher recognized her strong public speaking skills and encouraged her to join the debate and competitive speech team. However, the team practiced at another school and

Anderson had to lobby her school to allow her to ride the same bus the football players rode to get there.

"I thought it was cool that you could argue competitively," she said. "I was always kind of a mouthy kid. Just by virtue of doing debate I learned I could argue for a living. What could be better?"

That sort of moxie allowed Anderson to ascend to her position of partner at Kummer Kaempfer at age 33, and to her post as general counsel at 37. As general counsel for the firm, she works to protect the firm's interests and limit its own legal liabilities. She also represents the firm in any disputes it may have.

Despite her many achievements, Anderson said her proudest is her son Milo, who was born last month.

— A.R.





## Med Yones

President  
INTERNATIONAL INSTITUTE  
OF MANAGEMENT  
Age: **38**

CISSP and ISO 9000 quality auditor.

"Many people succeed and fail more than once in different areas of their personal and professional lives," Yones said. "Although good or bad luck may play a significant role in some areas, in my experience, success cannot be attributed to any single factor. Many people think that my success is in my business and professional achievements, but I consider my most important achievement my life happiness."

Yones started IIM with a mission to build a worldwide knowledge network to research, develop and disseminate management best practices. Current goals include helping local government officials reform education policy, promote innovation and diversified enterprise creation while supporting local businesses in developing intellectual capital and improving business performance. IIM offers free business and management courses for use by the business, education and professional communities.

— Lisa McQuerry

**A**n international expert specializing in the global digital economy, business strategy and transformational leadership, Med Yones is the founder and president of International Institute of Management (IIM), a management best practices research and education institute. IIM has 41 universities and research partners in 16 countries.

According to Yones, there are four keys to creating a successful system of living, which include having strong motivation, seeking relevant education, taking smart actions and building win-win relationships. During his 15-year career, Yones has worked for, advised and supported global Fortune 500 companies and governments. He has a strong cross-functional expertise in technology and business management and is a certified AT&T engineer, CCNP,

## Brian Roush

Las Vegas Group Manager  
ROEL CONSTRUCTION  
Age: **39**

**B**rian Roush says the construction industry should be just as much about building relationships as it is about building buildings.

Perhaps that is why he has been so successful in an intensely competitive industry in one of the fastest growing cities in the nation.

"Relationship building is key in this business," said Roush, who manages all aspects of the construction efforts from operations and estimating to business development for ROEL Construction's Las Vegas team—one of the top commercial general contractors in the city.

Roush is all about follow through with everyone from co-workers to subcontractors and clients. "If you say you're going to do it, do it. If you say you're going to call, call," he explained simply.

"To be successful you have to keep your commitments and your word and get along with people," he added.

That philosophy has been developed over a lifetime in the



construction business. His father owed a construction firm in

Montana, and early in life Roush learned carpentry and concrete construction skills working for him.

He holds a bachelor's degree in civil technology from Northern Montana College and a bachelor's degree in construction engineering technology from Montana State University.

Roush said his job is gratifying. "It's rewarding to take somebody's thoughts and ideas on paper and put them into 3-D structure."

"Every project is different — it's a challenge, not here you go again. There is a sense of pride driving by a building when you can say, 'I worked on that,'" he said.

— D.R.

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I want to take this opportunity to thank In-Business for including me in its prestigious "40 Under 40" list. I am honored and more than a little humbled.

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**Tami Lord**

Vice President  
VOIT COMMERCIAL BROKERAGE  
Age: **37**

**“I’m proud of the relationships I have with my clients ...I have a good rapport with the local developers.”**

**I**n a tough industry that requires hammering out complicated deals, Tami Lord is proof that if you put your mind to it, you can do it.

Her advice to others?

“Never say die. I came from a little bitty town in Colorado and nobody told me I couldn’t do it, and if they did, I did it to spite them,” she said with a laugh.

Lord has been serious, however, about establishing a name for herself as one of the city’s top retail brokers, specializing in big box and neighborhood retail leasing and buyer/tenant representation.

During her career she has concluded transactions with the top 10 developers in Nevada including General Growth Properties, Laurich Development, Marnell Properties, Territory Inc. and Olympia Development.

Last year Lord negotiated more than 100 transactions ranging in value from \$100,000 to \$7 million and closed transactions totaling more than \$45 million.

In Las Vegas, Lord admits, brokering retail deals is challenging.

“It’s such a hot market ... it’s a high-growth area and everything is going up, up, up. Finding deals that work for both sides and getting them across the finish line is hard work,” she said.

Still, it’s a job she enjoys.

“I’m proud of the relationships I have with my clients ...I have a good rapport with the local developers,” she said.

Lord is an active member of the International Council of Shopping Centers and serves on the advisory board for Southern Nevada Real Estate Monthly.

She also is involved with the Nevada Miss Rodeo program and pageant and is an alumnus of the International Order of Rainbow Girls, both which teach young women grace, poise, leadership and public speaking skills.

— D.R.

**R. Darin Hollingsworth**

Executive Director  
LIBERACE FOUNDATION & MUSEUM  
Age: **38**

**R.** Darin Hollingsworth has become known in local nonprofit circles for his work with UNLV’s College of Business, where he initiated the school’s first college-based giving program and also helped form the Nevada Business Hall of Fame.

When he took the reigns at the Liberace Foundation a year ago, taking on a position four-fold in nature, he joined a group that has seen diminishing attendance at its museum through the years, despite still seeing 50,000 annual visitors.

Hollingsworth not only oversees the museum and its 27 employees, but he also seeks out funding sources and helps distribute scholarships to emerging art talent. To date, the foundation has provided nearly \$5 million to over 2,200 students in the creative and performing arts around the globe. Hollingsworth also oversees the restoration of some of the late composer’s pianos, outfits and unique possessions, while helping to expand the Liberace name and legacy around the globe.

“I really want to see a revival and respect and attention for all of the fun and entertainment he brought to the world when he was alive,” Hollingsworth said.

Currently, the director is trying to funnel Liberace’s presence into the digital age by working to make Liberace’s music available on cell phone ringers, and other media, while exploring other branding avenues.

“It’s one of those situations where it is a brand that has been stagnant for awhile,” said Hollingsworth. “But it (branding) brings other adventures. For example a pitch is currently under review for a Broadway show based on his life. That is a hugely exciting potential for us. To re-introduce that kind of exposure could mean a wonderful re-birth for this fabulous man’s legacy.”

— B.S.



Photo By Nic Colestos



## Merlinda Gallegos

Vice President of Corporate Philanthropy  
MGM MIRAGE  
Age: **35**



**M**erlinda Gallegos is known to her colleagues as a dedicated and energetic leader who has brought passion and perspective to her role as vice president of corporate philanthropy for MGM MIRAGE. She's currently responsible for creating and implementing corporate programs which focus on educating the company's 72,000 employees on community needs and issues. Gallegos also oversees the company's corporate charitable giving. Under her direction, MGM MIRAGE has become a leader in the local world of corporate philanthropy, with the employee-funded Voice Foundation alone raising \$5.7 million.

"I grew up in a family that lived by three rules," said Gallegos. "First, whatever you do in life, it must benefit society; second, you must have a passion for it; and finally, you must be the best at it. I was always told, 'If you follow these rules, success will come naturally.'"

Prior to joining MGM MIRAGE, Gallegos served as director of the Chung Ying Tang Foundation, a private foundation that invests in education, public health, and citizen engagement in the United States.

Previous to that she was community development director for United Way of Southern Nevada.

"My parents were both involved in the community, and their example instilled service to others as a core family value," Gallegos noted. "I am blessed to have a partner in life, Dr. Paul Vigil, an administrator with CCSD, who has similar notions of success. Besides pursuing a terminal degree, connecting with incredible mentors has definitely helped my professional development."

Gallegos serves on the boards of several organizations including the Grand Victoria Foundation, Public Education Foundation, UNLV College of Liberal Arts and the Clark County Neighborhood Justice Center.

— L.M.



Photo By Nic Colestos

## Like Father, Like Son



Andrew Simon  
is Number One!



The father of Channel 1 Guy has been honored as one of the "Top 40 Under 40" by Las Vegas' leading business publication, *InBusiness Las Vegas*. On behalf of the 1,200 employees of Cox Communications, we congratulate our Vice President of Sales and Marketing – Andrew Simon – A star is born!







Photo By Nic Colestos

**Matt Maddox**

Senior Vice President of Business Development  
WYNN LAS VEGAS  
Age: **31**

“Working for people who strive to exceed all expectations, like Mr. Wynn, guarantees a very stimulating and successful work environment as it drives you to always be at the top of your game.”

**W**hen Matt Maddox joined Wynn Resorts in 2002 as a vice president charged with assisting in the financing and IPO of the company, he quickly established himself as a leader. A strong believer in the opportunities presented in Macau, Maddox requested a transfer to China to serve as the Wynn property's chief financial officer and to build the organization's presence in the area.

Maddox is credited with moving Wynn's Macau plans forward by working with the local government to implement appropriate legislation for the casino industry. He went on to finance the \$1.2 billion project with no recourse to the parent company, making the transaction the first and largest financing in Macau's 400-year history. Maddox also negotiated with the Macau government and bank market to establish the security package and structure. The package has been copied by most Macau companies, and today, is seen as one of the best investment opportunities in the world.

Maddox serves as senior vice president of business development for Wynn Las Vegas, and became treasurer for Wynn Resorts Limited in early 2006.

“I've found the key to success is to work for passionate leaders, not corporations,” said Maddox. “Working for people who strive to exceed all expectations, like Mr. Wynn, guarantees a very stimulating and successful work environment as it drives you to always be at the top of your game.”

— L.M.



Frank "Guy" Martin  
Vice President Operations  
2007- 40 under 40 Honoree

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## Chris Davenport

CEO/Founder  
ON-SITE DENTAL  
Age: 36



“Corporate America is eating this up. What can I say, they like these stupid RV’s.”

Chris Davenport may have started his professional career as a dental hygienist, but his business acumen literally took him to the street.

After starting On-Site Dental, a mobile dental service company that provides service to casino operators and some of Clark County’s largest employers, in 2000, Davenport saw revenues of \$3.4 million in 2006, on 12,000 appointments.

Davenport sees his company as a technology leader, as all patient files can be accessed electronically in one of the three dental suites found in each of his company’s two state-of-the-art RV’s. The idea to create this real-time electronic filing program came from years

of taking paper files around to sites every day “We’ve put millions of dollars into implementing our IT programs,” he said. “When a patient sits down their file is brought to them in real-time. It’s what really sets us apart from any other clinic.”

Davenport said companies were a little leery at first.

“When I first called them, they were like ‘what does the RV look like?’ ... It didn’t sound attractive, but in time with companies jumping on the corporate wellness programs, they

learned that this doesn’t cost them a thing, and it keeps employees healthy.”

Davenport is in the process of adding a third RV to his fleet, and foresees adding two more down the road to handle increasing demand. After that he will look to markets outside of Las Vegas.

“Corporate America is eating this up. What can I say, they like these stupid RV’s,” he said with a laugh.

— B.S.



*Love life, engage in it, give it all you’ve got. Love it with a passion, because life truly does give back, many times over, what you put into it.*

~Maya Angelou

Nevada Cancer Institute congratulates **Lazara Paz** for being selected as one of *In Business Las Vegas*’ 40 Under 40. Her dedication to educating our communities about cancer, and how to prevent it, inspires us daily. Thank you for helping to make hope thrive.





**Frank "Guy" Martin**

Vice President of Operations  
MARTIN-HARRIS CONSTRUCTION  
Age: **38**



**M**oving up in the family business has been far from easy for Guy Martin. In fact, sending him to work for his father's company was more out of family necessity than anything else.

At 13, Martin had a small tractor repair business at his family ranch. But it wouldn't last long.

"My mom wasn't comfortable with me wandering two or three miles away to do tractor jobs, so my dad put me to work," Martin said.

Martin was put on a trash crew, where he drove around town cleaning up Martin-Harris projects still under construction. From there, he worked in a variety of trades like carpentry, welding, and concrete work, then on up to management positions, eventually landing in a vice president role 25 years later. Along the way, he helped

the Martin-Harris' Building Specialties Division increase its revenues from \$15 million to \$40 million in annual sales.

"I've been blessed. This company has given me 25 years to literally experience every aspect of it," he said.

Martin still loves to work with his hands and has a small welding shop in his garage. But he does hope to become president of the family business that he has fully immersed himself in through the years.

"Being in a family business takes on a dynamic of its own," he said. "There's a lot of talking shop that goes on, and not a lot of disconnect from it. ... My goal is to continue to work and be qualified to be senior staff here."

— B.S.



"My mom wasn't comfortable with me wandering two or three miles away to do tractor jobs, so my dad put me to work."

**Kimberly Maxson-Rushton**

Managing Partner  
COOPER, LEVENSON, ATTORNEYS AT LAW  
Age: **38**

**W**hen Kimberly Maxson-Rushton recently decided to step down as the chairwoman of the state's Transportation Services Authority (TSA), she closed the book on 13 years of public service.

Prior to her work with the TSA, Maxson-Rushton served as the Regional Chief Deputy Attorney General in the Nevada AG's Las Vegas office; Deputy Attorney General for the gaming division of the AG's office; and Deputy District Attorney for the Clark County DA's office.

"Government service is hard to give up. It has everything to do with actually seeing the results of your hard work," she said about leaving her post.

Under her watch with the TSA, Maxson-Rushton helped clean up the moving company industry, which

was being hit by a number of illegal operators at a time.

"You heard of all these terrible stories where people would hire these companies to move, they would take their belongings, then hold them and try to get more money out of them. These operators usually targeted the elderly," she said. "I'm so proud of helping to clean up that industry."

Now, Maxson-Rushton is heading to the private sector to run the new Las Vegas office of New Jersey-based Cooper Levenson, a prominent name in gaming law for over 50 years. While she's excited about her new position, she admits to the move being a little bittersweet.

"My personal philosophy has always been in protecting the integrity and insuring the overall health of the community I'm living in," she said. "This was a guiding force when I graduated, and still holds true now."

Maxson-Rushton is also the chairwoman of Opportunity Village.

— B.S.

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**Ryder Donohue**Vice President/Senior Portfolio Manager  
MELLON PRIVATE WEALTH MANAGEMENTAge: **36**

“All of my experience in the workplace was acquired with a lot of patience,” noted Donohue. “Luckily, I was able to appreciate that early on.”



**R**yder Donohue started his career in the financial services industry at the age of 18, working at a Bank of America branch. He quickly realized that by demonstrating an aptitude for the job at hand in front of clients and direct reports, he commanded respect, which allowed him to position himself as a teacher and leader. While working days, he attended school at night, earning a BA, MBA and CFA certification.

Today, as vice president/senior portfolio manager of Mellon Private Wealth Management, Donohue is responsible for working with portfolio managers and team members to ensure that the overall investment and wealth management needs for each of its high-net-worth clients are met. Mellon was recently named the nation's most-admired company in its category of super-regional banks by Fortune magazine.

Prior to this position, Donohue was a performance consultant and relationship manager for the Bank of New York's institutional custody division. When Mellon entered the Nevada market, acquiring the locally-owned Paragon Asset Management, Donohue was brought in to infuse the company's corporate philosophy and ensure a smooth acquisition.

“All of my experience in the workplace was acquired with a lot of patience,” noted Donohue. “Luckily, I was able to appreciate that early on.”

Besides his professional role, Donohue is on the boards of Junior Achievement and Boys and Girls Clubs of America. He is also a member of CFA Institute and Financial Planners Association of Southern Nevada.

— L.M.

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Been there, done that:  
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few previous 40 under 40  
honorees

# where are they NOW



2001

**Greg Korte**

President • Korte Construction, Las Vegas division

**H**aving moved to the Valley in the late '80s, Greg Korte climbed the ranks to president of KBA Construction Co. by the late '90s. Accolades and awards for the company's work followed, and Korte was at the top of his game.

Then things changed.

Having helped KBA to annual volume of \$62 million a year, Korte, looked to the Las Vegas Strip to expand the company's portfolio. Soon, KBA was hired as contractor for the Aladdin Performing Arts Theatre. But when the property filed for bankruptcy protection in 2002, the \$21 million payment KBA was to receive for finishing the project in a remarkable 77 days came up \$4.5 million short.

As a judge ultimately ruled that Korte must pay his subcontractors regardless of whether he received full payment, KBA went from one of the most promising stories in Las Vegas to taking on a "bad guy" role Korte shouldered himself.

"We made sure all the jobs got paid. We did the right thing and went to all of our clients and made sure they knew where we were at the time," said Korte.

The Korte Company, the St. Louis-based contracting firm owned by his family, stepped in as a "backstop." As bankruptcy fears loomed for KBA, the Korte name, reputation and its financial strength was a big help. KBA eventually paid off its subcontractors and also continued to pursue other work. In late 2002, KBA was dissolved and its employees moved over to Korte Co., which then established a Las Vegas division. The branch now employs 48 and does more than \$80 million a year in volume.

"I'm a lot more cautious in selecting who we work for," Korte admitted. "It (the Aladdin bankruptcy)'s also conditioned me with tense or tough situations. Before I'd lose sleep over some things. ... I've been through hell and back, so now I know I can handle the minor things that come up."

Korte continues to give back to the Las Vegas community and its construction industry. He recently served as president of Associated General Contractors, and sits on UNLV's construction management advisory board.

— B.S.



2002

**Lori Nelson**Director of Corporate Communications  
Station Casinos Inc.

**L**ori Nelson has worked in multiple facets of the public relations industry during her 14-year career. She's worked for public relations agencies for much of her career, but she also ran her own firm for three years.

Since Nelson was honored as part of the 40 Under 40 program in 2002, she left her five-year position as associate director of public relations for R&R Partners, to work for Station Casinos. She said she's grown professionally since joining Stations in 2005.

In her current role, Nelson acts as a voice for the growing gaming company. She said working in-house has given her a perspective that she couldn't get from working for an outside agency.

"It's exciting, because in an agency setting you represent a variety of clients in a variety of industries, but you're still an outsider," she said. "When you're in-house you know that company in and out."

Nelson started her career with Marx Layne Marketing & Public Relations in Detroit. She moved to Las Vegas with three years of public relations experience under her belt in 1995.

She launched her own firm, PRceptions Public Relations in 1997. She said her firm got its start because of the relationships she was able to forge during her previous job with a local Las Vegas advertising agency. While running her own firm, Nelson served clients like the Galleria at Sunset and Showcase Mall (now Fashion Show Mall) on the Las Vegas Strip.

She said when she first launched the firm she ran it out of her one-bedroom apartment. When the business began to grow, she moved to a two-bedroom apartment and eventually into separate office space. She said being a small business owner was an enriching, but challenging experience.

"There's a lot more stability (working for a company)," she said. "(But) had R&R not approached me, I would probably have kept doing what I was doing."

— A.R.



2001

**Jeff Jonas**Chief Scientist, Entity Analytic Solutions Group  
IBM

**A**s a high school dropout-turned success story, Jeff Jonas hasn't slowed or veered from his path since being honored in the 2001 40 under 40 publication.

After forming the software firm Systems Research & Development, Jonas' identity software which was designed to help security personnel at gaming properties, put him on the tech map.

Today, Jonas appears to be living a little more low-key life, despite still being very productive. He has sold his company to IBM, paid back all of his creditors from the bankruptcy of his first company more than 20 years ago, and taken to competing in triathlons.

Selling his firm to IBM was never a step towards retirement, asserts Jonas. Actually, it's been quite the opposite. As a chief scientist with IBM's Entity Analytics Solutions Group, located in Las Vegas, he's busier than ever — doing what he loves.

"It (the sale) created an opportunity to take the technology that I created for the gaming industry and make it available to the world in all kinds of new business sectors from medical research to national security," Jonas said.

The computer wiz was known for his hands-off approach to running his business, demoting himself at one point to focus more on creating and perfecting his products, and hiring business professionals to run his company. In 2005, the principals he hired advised him to sell it, which he fully supported.

"I'm a creative inventor-type. I'm less interested in making a buck. I'm much more interested in creating useful things," he said. "I hired a firm to find us the best home for our technology."

While his software now helps national security find bad guys, Jonas is heavily involved in privacy protection work as well.

"I've become much more sensitive to privacy. I'm working 40 percent of the time on privacy and civil liberty issues. It's important to do what we do (with national security) without unraveling the constitution at the same time," he added.

— B.S.



“It (the sale) created an opportunity to take the technology that I created for the gaming industry and make it available to the world in all kinds of new business sectors from medical research to national security.”

Jeff Jonas



2003

### Florence Rogers

Director of Programming/  
Assistant General Manager  
Nevada Public Radio

**F**lorence Rogers is expected to take the reins of Nevada Public Radio in April, when the nonprofit's founder, general manager and president Lamar Marchese retires.

She beat out a national pool of applicants for the position.

One of the proudest of Rogers' achievements since she was honored the 40 Under 40 award in 2003 was gaining her U.S. citizenship in January. Rogers was born in the Isle of Wight, an island off the south coast of England.

She has lived, studied and worked in the United States legally since 1988, with the exception of one year when she worked in England. Rogers decided to start the citizenship process last year while applying for the promotion.

“(I thought) if I get the job I will need to stand in front of the legislature (to ask) for more funding,” she said. “If I’m going to make that case, I need to be able to stand before them and say, ‘I’m a citizen.’ I didn’t want anyone to be able to say, ‘Who are you to ask for money from us?’ ”

She said she was surprised by the sobriety of the experience.

“On Jan. 5th, myself and 80 other people were sworn in,” she said. “It was 20 times more emotional than I thought it would be.”

She said her desire to live and work in the U.S. has been unwavering the entire time she’s lived here. Her citizenship status now makes it official.

“It’s been pretty much clear in my mind that it would have to be an extraordinary circumstance to say, ‘I’m going to go back and live in England,’” she said. “As hokey as it sounds this is still the land of opportunity.”

Rogers earned a master’s degree in radio and television from San Diego State University in 1989. She’s worked in public broadcasting since 1991 and joined Nevada Public Radio in 2001.

— A.R.



2002

### Craig Cavileer

President  
Silverton Casino Lodge

**W**hile operations improved in his time as general manager, since 2002, Cavileer, who is now president of the Silverton, has also overseen a complete overhaul of the hotel’s 300 rooms, the doubling of its initial 30,000 square feet of casino space, and the addition of the 170,000-square-foot Bass Pro Shops Outdoor World, which connects to the property.

And it’s really only the beginning.

“We’re right now completing all the design for another \$400 million project, which would include a 25-story hotel tower with 353 more rooms, including 65 suites, rooftop nightclub, spa, some conference space” he said. “This is a long-term deal. We have another seven years of building here.”

Ed Roski, owner of the Silverton, has been assembling land parcels around the Silverton since the early part of the decade. The property now sets on 100 acres, of which only 25 are in use.

“This really is a wonderful canvas for me to work with,” Cavileer added. He said the renovation was initiated to create a warmer atmosphere that had more of a resort feel. “We didn’t want to be so Adirondack, maybe a little more Aspen,” he said of the Silverton’s theme.

Cavileer also sees off-Strip casinos like the Silverton having a prosperous future in Las Vegas because of examples like Station Casinos’ Green Valley Ranch and Red Rock, resorts current operators have the opportunity to learn from.

“Hats off to Frank and Lorenzo (Fertitta, Station owners) for having the vision to do it. ... When I started here (in 1998), who would’ve thought there would be an \$800,000 million off-Strip gambling market, much less more than a billion dollar market,” he added. “We always thought we’d do great. We didn’t know it would be this great.”

— B.S.



2003

### Elizabeth Blau

Chief Executive Officer  
Elizabeth Blau & Associates

**W**hen she’s not running her restaurant consulting business, Elizabeth Blau is a mother.

As a busy businesswoman, she said she now has to balance the demands of her growing business, and raising her 2-year-old son Cole. In fact she was reached for comment by phone while in the company of Cole, whose prattle could be heard in the background.

“It’s definitely a challenge, but it’s a good challenge,” she said. “Certainly one of the reasons I chose to go back into our own business is that I can keep my office in my home. It makes for a lot more flexibility.”

Cole is one new addition to Blau’s life since she was honored with her 40 Under 40 award in 2003.

She launched Elizabeth Blau & Associates in 2002, a company that helps high profile companies launch or retool their restaurant concepts. She also joined a partnership with celebrity chef Kerry Simon to open Simon Kitchen and Bar at the Hard Rock Hotel & Casino as well as SIMON LA, which opened in June at Sofitel Los Angeles.

She took a temporary leave of absence in 2004 to join the opening team of Wynn Las Vegas where she served as executive vice president of restaurant development and marketing. She was also involved in the launch of Wynn Macau.

The International Foodservice Manufacturers Association honored her with its Gold Plate Award last May at its Gold & Silver Plate Celebration. She was named 2006 Foodservice Operator of the Year.

Blau has more than 23 years of foodservice experience. She earned her master’s degree from Cornell University’s School of Hotel Administration in 1995. She helped open Osteria del Circo and reopened Le Cirque 2000 in New York. She was later recruited by casino mogul Steve Wynn to work for Mirage Resorts while collaborating to open Le Cirque at the Bellagio.

Blau’s new restaurant development activities have continued at a brisk pace, with several new concepts in the works at various places around the country.

— A.R.





Photo By Nic Colestos

**Heidi Keller**

President and Founder  
GET OUT! LAS VEGAS  
Age: **36**

**W**hen Heidi Keller is successful, she puts herself out of business.

That's because Keller's owns Get Out! Las Vegas, a social club for singles that plans an average of five weekly events that have members doing everything from attending wine tastings and Las Vegas Wranglers hockey games to indoor rock climbing.

When things go right, people make their own circles of friends or find a mate — and they don't need Get Out! Las Vegas anymore. And things are definitely going right. Since Keller launched her company just over two years ago, her business has thrived. Not only financially — she already has about 300 members who pay anywhere from \$35 to \$45 a month in dues — but in a “life changing” way, she said.

“We had a couple who met in the club get married and we have two engaged couples. And while we're not a dating service, that's a pretty cool

thing,” she said.

Her firm negotiates group rates at activities for its members and has contributed more than a quarter million dollars to the local economy.

Keller said her goal is to build the club to rival the numbers of similar clubs in other cities with 1,000 to 2,000 members.

While Keller's background in New York City as the product placement public relations manager of Adidas America and publicity manager for Macy's coupled with a sociology degree from California State University, Northridge, makes her ideal to head a company like Get Out! Las Vegas, it's her enthusiasm and bubbly entrepreneurial spirit that has members calling daily to join the club.

“I've created the perfect job for myself; I just love it,” she said.

— D.R.

**Ben Jensen**

Associate Vice President  
COLLIERS INTERNATIONAL  
Age: **30**



**A**s a Las Vegas native, Ben Jensen has seen and participated in the growth of the Valley.

The associate vice president and broker with Colliers International is currently involved in one of the largest land listings in Las Vegas history. Along with partner Pat Marsh, Jensen is charged with selling 2,500 acres of land in the Apex Industrial Park near the Las Vegas Motor Speedway.

“We have a (land) supply constraint issue in this market. Apex is a potential solution,” Jensen said of Apex.

After graduating from BYU in 2000, Jensen started his career at Nevada State Bank in the public finance department where he helped issue municipal bonds. With an itch to jump into the real

estate arena, Jensen came on with Colliers in 2004, and has been noted for his ambition and appetite for learning the real estate ropes. He established himself quickly in the field. Today he's involved in approximately 70 transactions a year.

“When I graduated from school, I wanted to learn the finance side of things first,” he said. “But ultimately I wanted to get into something a little more entrepreneurial.”

Even though he is enjoying his time with Colliers right now, Jensen said he hopes to eventually put together his own real estate syndication pool in mid-tier markets like Las Vegas.

“This has been a great place to start. I've gained a great breadth of experience in a short time,”



he said. “Ultimately I'd like to work deals on my own.”

Jensen is also involved with the local chapter of Big Brothers, Big Sisters, the Muscular Dystrophy Association and Candlelighters.

— B.S.

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Photo By Nic Colestos

## Jordan Wirsz

CEO

DIAMOND BAY INVESTMENTS

Age: **23**

**J**ordan Wirsz's accomplishments at such a young age can make any successful middle-aged professional feel like a real loafer.

Starting his first business at 13, Wirsz speaks candidly about the day his entrepreneurial itch got its first vision of success. As a child he wanted to become a pilot and, after some training, was actively seeking out a small aircraft to purchase by the age of 12.

After much research, he found one for sale on the Internet. But after exchanging several emails with the plane's owner, he finally had to confess that he was only 12 and didn't have the \$55,000 to purchase the plane. The owner was so impressed with his knowledge of planes he offered Wirsz \$2,500 if he could sell the aircraft for him. Three months later, Wirsz cashed his check.

"I invested it in commodities and lost it all, but six dollars and thirty-two cents. I'll never forget that number," he said with a laugh.

Undeterred, he soon created aircraft brokerage firm Xtreme Aviation and sold it by the time he was 18. After investing in Las Vegas real estate for the next few years, he eventually formed Diamond Bay Investments in 2003. The company now has in excess of \$100 million under management, all in deed-of-trust investments.

As far as future goals, Wirsz plans to push Diamond Bay to the \$1 billion level by 2012, and hopes to get back in a plane soon.

"I don't see myself ever retiring," he said. "My life really is my business. But as far as other goals I'd like to get back into flying again too."

— B.S.

"I invested it in commodities and lost it all, but six dollars and thirty-two cents. I'll never forget that number."

## Congratulations to Paul Phillips for being named one of the "Top 40 Under 40" business leaders in Las Vegas!

What began as a dream  
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become the best darn  
Director of Product Marketing possible.

The reality: in just 4 short years  
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just that young man.



Paul Phillips  
Director of Product Marketing  
Cox Business Services

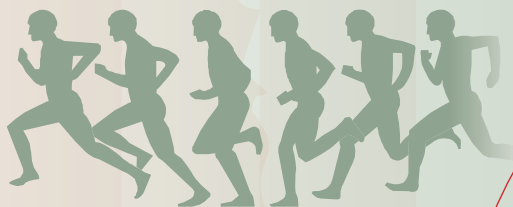
Paul Phillips...under 40 and fabulous!

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**Jayne Cayton**

Senior Associate  
CB RICHARD ELLIS  
Age: **35**



**A**s an associate at CB Richard Ellis, Jayne Cayton plays a role in diversifying the Las Vegas Valley's economy.

She has contributed to the company's role in brokering more than 1.5 million square feet of office space in Southern Nevada.

Cayton works on the company's office team and represents landlords, buyers and tenants in the sales and leasing of office space around the valley. She works to negotiate sale and lease transactions and market those properties to prospective buyers and lessees.

"Most of our tenants are local tenants," she said. "(But), with all of the efforts of the (Nevada Development Authority) we're trying to attract (company) headquarters. I market to outside brokers. We also market within CB Richard Ellis."

Cayton has ten years of experience in commercial real estate, almost five years of which have been spent at CB Richard Ellis. She earned a bachelor's degree in communication studies with an emphasis in advertising from the University of Nevada,

Las Vegas. She said she decided to go into commercial real estate after having worked in marketing for local development firms.

"That piqued my interest in going into leasing," she said.

Cayton is active in local business and community organizations. She is a member of the National Association of Industrial & Office Properties and is a volunteer for the March of Dimes and Opportunity Village. She also is a member of the Nevada advisory board for The Adoption Exchange, an organization that works to find permanent homes for local children

— A.R.

**Clinton Clausen**

Operating Partner  
Innovative Dining Group  
(Sushi Roku and BOA Steakhouse)  
Age: **37**

**A**s managing partner of Innovative Dining Group's Sushi Roku and Boa Steakhouse in Las Vegas, Clinton Clausen is both enthusiastic and philosophical about the successes he's achieved. Clausen has garnered countless accolades in the hospitality industry for his detailed and high-energy business approach. Since 2000, he has successfully opened four eateries that have exceeded \$8 million in revenue per year.

"I know my strengths, I embrace my weaknesses and I fill in the gaps around me by working with the best people I can find," said Clausen. "When you surround yourself with people of integrity who are passionate and caring, you find yourself with the opportunity to learn and succeed."

Clausen had an impressive resume prior to his current position, including restaurant/hospitality management roles at Caesars Palace, Roxy's (Stratosphere), Bertolini's (Forum Shops), Aqua (Bellagio) and Nobhill (MGM).

"I've been super fortunate and blessed," said Clausen of his achievements, noting that he's had "exceptional mentors,"

"brilliant managers" and has been "dang lucky" throughout his career. Clausen also credits his family for their support and reminds himself to enjoy what he's doing, not taking the industry too seriously and treating every evening as though he's throwing a party for 300 of his closest friends.

"I'm a firm believer in theories like, 'competition breeds excellence,' noted Clausen. "You really need to be in a competitive place with people at their top of their games. I only hire people smarter than me!"

A UNLV alum, Clausen has partnered with the university's internship program. He helps provide students with real-life experience in the management and hospitality arenas.

— L.M.



Photo By Nic Colestos





**Sean Ono**  
Founder, President  
EAGLE PROMOTIONS LLC  
Age: **32**

that has a logo, we'll do it."

Eagle Promotions has been honored by the Advertising Specialty Institute (ASI), ranking, ranking it in the top one percent of all promotional products distributors in the nation, and also recognized the firm as one of the top 31 screen printers in the country. He started Eagle in 1995, as a five-person operation. It now employs more than 70 and occupies 33,000 square feet.

"It was a case of being in the right place at the right time," Ono says about starting his company. "My father was in the lumber business and needed T-shirts made. ... The gentleman who was selling my father's company shirts had problems with his previous partner and needed some help.

My dad told him, 'my son is getting very anxious, take him.'"

Ono's company has seen remarkable growth, but he would like to expand it beyond Las Vegas. "Really, my motto for this year is to get back to basics. We grew so fast and bigger isn't always better," he said. Ono maintains his ties to the community by supporting groups like the Nevada Cancer Institute, Opportunity Village, and others.

— B.S.

**S**ean Ono is all about creating the hype. While he may not be a special events promoter, Ono's company, Eagle Promotions, is one of the nation's top promotional product distributors in the nation. He describes what his company does simply: "Basically, anything



## Maria Marinch

President  
LANGUAGE SOURCES  
Age: **34**



services, but also marketing and public relations. I decided there was a market for it and I could make a living out of it."

Marinch has more than 18 years of marketing, advertising, interpretation and translation experience and has lived in Mexico as well as Las Vegas. She is an active member of the Latin Chamber of Commerce's board of directors, is formerly an executive for public relations firm Brown & Partners and a former public information officer for the city of Las Vegas.

Language Sources employs three people as well as a network of translators. Marinch plans to

expand her firm's corporate language education services in order to open a language center by the Spring of 2008.

She said the firm would offer those services not only in English and Spanish, but also in French and Italian and possibly Mandarin.

She has a bachelor's degree in business administration and marketing from the University of Nevada, Las Vegas and is working on a master's degree in Spanish. — A.R.

**M**aria Marinch has turned her penchant for translating and interpreting languages into a business.

Marinch launched Language Sources, less than a year ago. But, the firm has garnered a solid list of clients. The firm offers diversity public relations, multilingual translation and interpretation services and language education services to companies, government agencies and individuals.

"There was a certain ability that I saw was in high demand," she said. "I had been approached several times by people in private and government sectors asking me for help, not only with language



Al Gourrier, President

The Board of Directors, along with the entire team at 1st Commerce Bank, congratulate Al Gourrier for being selected as one of Las Vegas' Top 40 Under 40. It is an honor and privilege to work with Al, whose personal and business achievements are truly 1st class.

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**John Krieger**

Partner  
LEWIS AND ROCA LLP LAWYERS  
Age: **39**

**J**ohn Krieger had always intended to be a lawyer.

But, before graduating from Brigham Young University with a bachelor's degree in Asian studies in 1993, he spent time living and working abroad.

"Being a lawyer was always in my mind," he said. "(But), I didn't know what path I was going to take."

The path he took led him on a two-year religious mission to the Philippines. That mission piqued his interest in Asian cultures and spurred him to change from his original major in business.

"When I started college I thought I'd be a corporate lawyer," he said. "After spending time in Asia I changed my focus to Asian studies."

As a requirement of his Asian studies major Krieger took Mandarin. He then moved to Taiwan where he worked as an

English language instructor.

In 1996 Krieger graduated from Washington University School of Law and moved to Las Vegas, where he's practiced law ever since. He said his experiences abroad were enriching and he occasionally gets an opportunity to use his knowledge of Asian cultures in his job.

Krieger is now a partner with Lewis and Roca's Intellectual Property and Technology Practice Group.

He is also involved with several community organizations. He is general counsel for and a former president of Opera Las Vegas and is a former youth mentor. He is a lawyer representative to the 9th Circuit Judicial Conference for the District of Nevada.

He also is teaching a class in cyber law at the University of Nevada, Las Vegas.

— A.R.



"When I started college I thought I'd be a corporate lawyer... After spending time in Asia I changed my focus to Asian studies."

**Chris Hammond**

President and Founder  
ROCK 'N ROLL WINE  
Age: **34**

**W**hen Duke University graduate Chris Hammond was studying for his sommelier exam in late 2002 he would open a bottle of wine, but have three-quarters of it leftover. So to help him "study up" and for fun, he decided to invite some friends over, choose a region of the country to study, blare some music and host weekly wine tastings.

"The first week there were 12 people and there were 30 the second week. We did it for 17 straight weeks and when it got to be first-come, first-serve, I said, 'We've got something here,'" Hammond said.

That something is Rock 'n Roll Wine, a wine events and marketing company that "puts on unorthodox, energetic wine tastings that are part wine tasting, part rock concert and part networking opportunity for young business professionals," said Hammond.

The company began by holding its high-energy, off-the-wall trademarked Rock 'n Roll Wine Series at a downtown Las Vegas art gallery, matching music genres to types of wine.

"If we played 80s hair band music there would be an in-your-face obnoxious wine and on hippie night we might play Janice Joplin and taste an earthy wine. It created a cult following," he said.

Today Rock 'n Roll Wine Series events are held at much bigger venues and include live bands. The company's next event will be February 1 at Lure, the ultra-chic lounge in Wynn Las Vegas, and last September Hammond and his business partner, Sonny Barton, held the largest wine and outdoor music festival in the U.S. at Mandalay Bay with 3,000 attendees.

This year the company is branching out to cities including Phoenix, Los Angeles and New York and will release more wines under its Amplified Wines label from its Oregon-based winery.

"People associate wine with being stuffy and people are hesitant to ask questions. We do something completely different. I want people walking out of my events saying that was the most bizarre wine tasting but also the most fun I've had in a long time," Hammond said.

— D.R.

"... I want people walking out of my events saying that was the most bizarre wine tasting but also the most fun I've had in a long time."





### Andrew Simon

Vice President of Sales and Marketing  
COX COMMUNICATIONS, LAS VEGAS  
Age: **35**

**C**ox Communications Vice President of Sales and Marketing Andrew Simon has been described as “an incredibly dynamic businessperson” whose ability to think outside the box has moved his company forward in terms of business growth and community awareness.

An Ivy League graduate, Simon came to Las Vegas in 1992 to join the Mirage Resorts Management Associate Program and was part of the team that opened the Treasure Island. In 2003, he became vice president of business development and marketing for Hospitality Network, and later, helped lead the merger of the company with Cox Business Services.

“My success can be linked to a passion for relationship building

and customer service that began with education and work experience in the hospitality industry,” said Simon.

“Customer service has also been top of mind for me throughout my career. I’m a firm believer in ‘doing it right the first time’ and making decisions with the best interest of the customer in mind. Fortunately, Cox also shares this philosophy, which makes my job a lot easier.”

In his current role, Simon has been directly involved in the launch of the company’s digital telephone product and is responsible for all of Cox’s video and data services throughout Southern Nevada. Simon was also instrumental in developing and maintaining critical new and existing relationships within the service industry while forging strong relationships with vendors to help bring new technologies to hotel rooms in Southern Nevada. In addition, he is credited with being the “brain child” of the rollout of Cox Digital Telephone in Southern Nevada, one of the most successful in the entire company’s history.

— L.M.

### Patrick Smith

Executive Director of Government Affairs  
THE ROGICH COMMUNICATIONS GROUP  
Age: **32**

**A**s director of government affairs for The Rogich Communications Group, Patrick Smith oversees government and public relations for a variety of clients in the gaming, health care, boxing, transportation and legal fields.

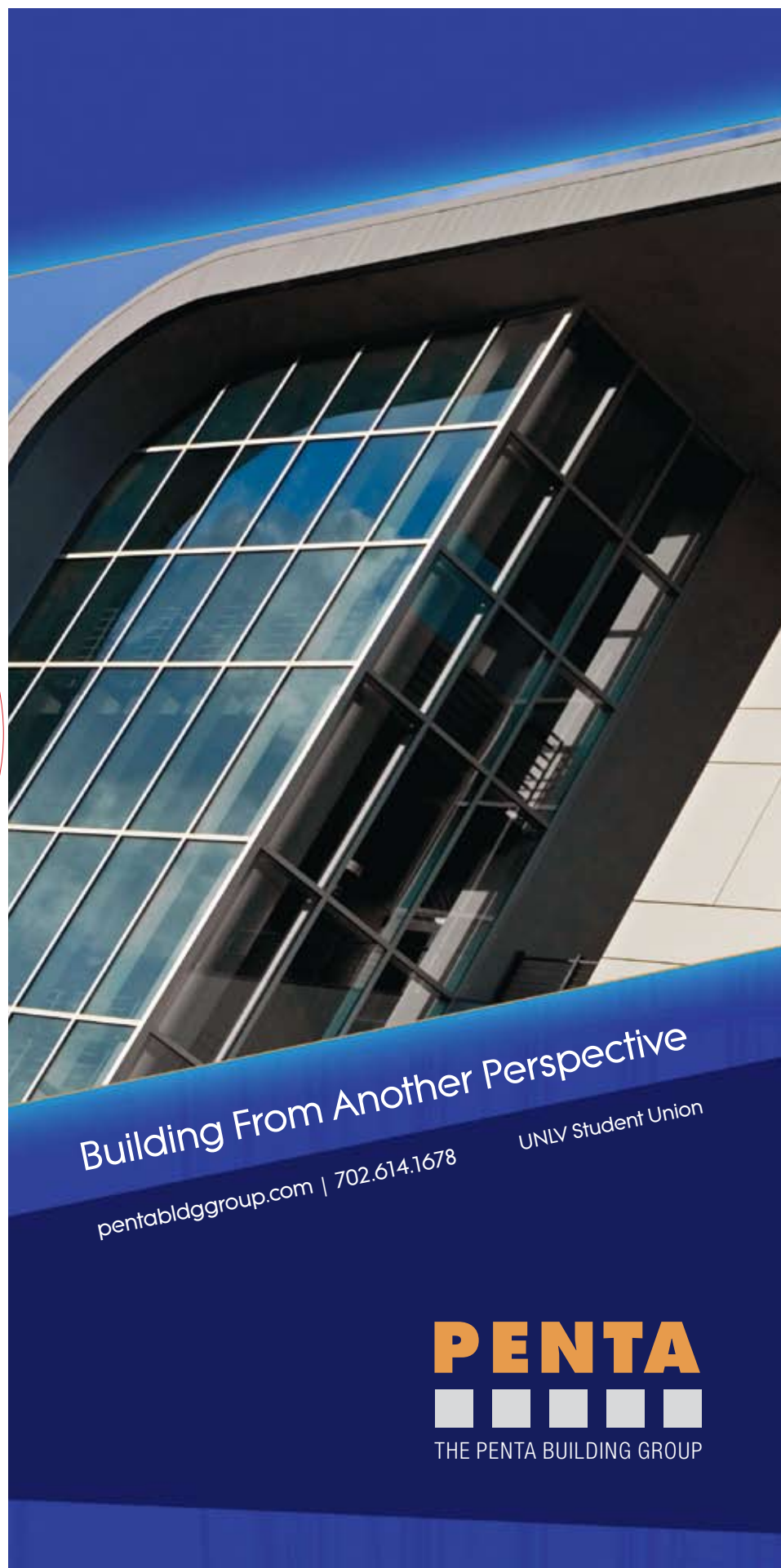
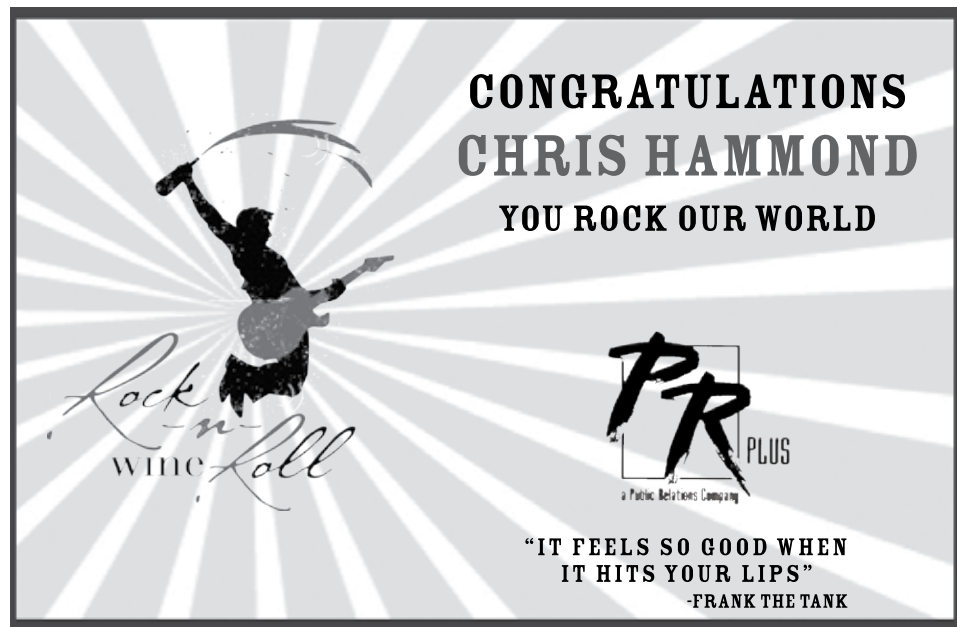
Previously a Las Vegas City Council liaison, Smith was responsible for policy research and analysis, coordinating neighborhood and development meetings, assisting with intergovernmental relations, project tracking and management, public relations and general management analyst responsibilities. His work with the city as a legislative advocate and management analyst for the city manager’s office earned him an outstanding reputation in policy research and analysis. During that time, he also served as a full-time lobbyist for the 2003 Nevada legislative session.

“I’ve been blessed in my life and career,” said Smith. “I’ve learned that listening and being forthright and gentle in honesty is more rare than one would expect, and it’s appreciated. I’ve learned tha

keeping your word, doing what you say you’ll do, not judging people and always doing your best goes a very long way.” Added Smith, “It’s the advice I’d give to anyone starting out in the business world. Listen, learn, be truthful and never sacrifice your personal integrity. It appears to lead to success, and even if it didn’t, that’s what I’d do.”

Smith is a member of Pi Alpha Alpha, UNLV Alumni Association and an affiliate member of the International City/County Management Association. He also served as council president for the Congressional Award Council of Nevada, where he coordinated the efforts of statewide recognition programs of youth achievement.

— L.M.







**Michael Del Gatto**  
Principal  
CARPENTER SELLERS ARCHITECTS  
Age: **32**

**A**rchitect Michael Del Gatto credits much of his success to his mentors.

"I believe my success is because of the mentors I've had," he said. "I met Rick (Sellers) and Steve (Carpenter), the two founders of the firm (Carpenter Sellers) at a function when I was in school at (the University of Nevada, Las Vegas). They were the cool firm everyone wanted to work for."

He started working for the firm in 2000 as an intern. Since then he earned his Nevada architectural license and has worked his way up to his current position.

Del Gatto said he now has an interest in mentoring others and in giving back to the community. He is a member of the board of directors for the Las Vegas Chapter of the American Institute of Architects and is a board member of Boys Hope Girls Hope. He was also honored with the 2006

AIA Nevada Young Architect Citation award.

He said because he has benefited from good mentorship, it's now his responsibility to mentor others.

"I think we all have a strong responsibility to give back ten-fold to what we've received," he said.

Del Gatto has bachelor's and master's degrees in architecture from UNLV. He is licensed to practice architecture in Nevada, Florida and California.

But, he said he enjoys working in Las Vegas most.

"I enjoy designing projects here because it's the community I grew up in and the community I live in," he said. "You have the opportunity to shape your community, which is a lot more special than doing something somewhere else."

— A.R.

## Lazara Paz

Health Educator, Culinary Union Program Manager  
NEVADA CANCER INSTITUTE  
Age: **27**

**L**azara Paz has turned her interest in public health into a career.

She has a bachelor's degree in community health education from William Paterson University and is currently working on a master's degree in public health from the University of Nevada, Las Vegas.

But, her role as a health educator came about after she decided against becoming a doctor while in school. She changed her original major from pre-med to community health education.

"I always knew I wanted to stay in health," she said. "I figured if I can't be a doctor I'm going to do something to help individuals. There happened to be a major in community health education."

Her current job with Nevada Cancer Institute allows her to raise awareness about cancer detection and prevention among the 60,000 members of the Culinary Union. Her duties include cancer case management for members of the union, analyzing claims data, and studying cancer incidence among the union population and among ethnic groups.

"I've been working to make sure people are getting their mammograms and making sure people are making it to their appointments," she said.

She has also worked as an emergency medical technician in New Jersey and worked in Prague, Czech Republic as an English language instructor. She is fluent in Spanish and can also speak Czech. She also has extensive volunteer work under her belt.

In addition to her work helping to raise cancer awareness she also works to raise awareness about the impact of HIV and AIDS in our community.

— A.R.



Photo By Nic Colestos

"I figured if I can't be a doctor I'm going to do something to help individuals. There happened to be a major in community health education."



**Michael Sexton**

Senior Vice President/Small  
Business Development Manager  
NEVADA STATE BANK  
Age: **39**



that helps needy families get on their feet.

"Nevada State Bank, the organization, encourages me to get involved in the community. And I'm not someone who could get in my car and drive home every night knowing there are problems out there and saying, 'But they're not a problem to me,'" he added.

Sexton said it is his philosophy to lead by example. That's why it's helpful that in addition to training employees to better service customers, he also manages a book of business himself.

"I don't like sitting at a desk; I like interacting with clients and understanding their business," he said. "For me, this job is the best of both worlds."

Though it is a job that's about to get busier because of his success.

By year's end, the number of business relationship managers under Sexton's watch will double to 10.

"We're ramping up our number in the streets," he said.

— D.R.

**M**ichael Sexton is a recognized leader in the Las Vegas banking industry and community.

Sexton, who has worked for Nevada State Bank for the last eight years, now oversees a successful, growing department of five business relationship managers who assist clients with everything from lending to treasury management needs in the field rather than having them come to the bank.

Yet he is quick to credit his team — and his employer — with his achievements.

A graduate of Leadership Las Vegas, Sexton is president of the Las Vegas West Rotary Club and HELP of Southern Nevada, a local non-profit

**Matthew Muldoon**

Director of Annual Giving  
UNLV FOUNDATION  
Age: **37**



**M**atthew Muldoon is a genuine UNLV fan; and it has paid dividends for him and the school itself.

A Buffalo native, Muldoon started his career in sports administration in 1997, helping the UNLV's sports programs with marketing, handling team travel arrangements and other duties. After a few years, Muldoon looked to move up within the university.

With the move to the UNLV Foundation, Muldoon has helped boost UNLV's unrestricted fund donations to \$1.5 million annually, a 15 percent jump since 2004. Unlike gifts donated to specific colleges, unrestricted funds are not limited to one particular department.

"I work for the 28,000 students we have on campus," Muldoon said, when talking about his job. "At the same time, it's easy to talk about the positive things happening on campus."

With Muldoon, knowing everything that's happening on campus is key to his team's success. He also says the school's recent focus on bringing top-level research to campus is a key

to its future success, both for raising funds and creating centers of excellence within the university community.

"It (the research focus) is the most important thing going on right now because it does raise our national and international profile. At the same time we have to balance the research agenda and the need to be a public institution that has a growing student body."

Muldoon's future will likely involve staying in Las Vegas, as the need for non-profits to raise private funds continues to grow in the valley.

"This is my home. I want to help make this community the best it can possibly be," he said.

— B.S.

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**Michael Sexton**  
SVP/Small Business  
Development Manager

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**Holly Lobelson Silvestri**Principal / Founder  
IMPRESS COMMUNICATIONS  
Age: **37**

**"I think it was a natural transition going from being a newspaper reporter into public relations."**

**A** background in journalism and \$30,000 in seed money helped Holly Lobelson Silvestri launch what is now a thriving public relations business in Las Vegas.

"I think it was a natural transition going from being a newspaper reporter into public relations," she said. "You understand how the media works and the intricacies involved in the media. It is a great asset to have before you go into pr."

Lobelson Silvestri worked as a reporter for six years in San Diego. She then moved to Las Vegas and worked for three years at another public relations firm as a partner. Then six years ago she launched impress communications with co-founder Ann Marie Kluza.

Lobelson Silvestri said she feels fortunate that she didn't have to take out a loan to get her

company started.

"Within the first year alone we grew by 50 percent," she said. "We really hustled and worked long hours. We were determined to make it work and we did."

The firm now has eight account executives and 45 clients, made up mostly of small- and medium-sized businesses. She said that focus has allowed the firm to succeed.

"We do have a niche," she said. "We focus on a corporate niche."

Besides running her business, Lobelson Silvestri also is involved in volunteer work with the University of Southern Nevada as well as with the Foundation for Positively Kids.

Lobelson Silvestri balances her business and her volunteer work with being a mother of 2-year old twin daughters.

— A.R.

**Eamon Springall**Risk Manager, Insurance Counselor  
ORGILL/SINGER AND ASSOCIATES  
Age: **27**

**E**amon Springall is managing the largest book of business and is one of the highest revenue producers for Orgill/Singer, a respected, Nevada-based insurance brokerage firm.

But his success, he says, comes from a simple formula.

"I firmly believe that you must always be persistent in your passions. You have to love what you are doing and the staff and partners you are doing it with," he said.

"I always try to surround myself with smarter, more talented people and rely on the synergies we share to take us to the next level of success.

"In life and in business there are no easy paths to success. You have to roll up your sleeves and make sure you work harder than everybody else while maintaining the highest level of honesty and integrity," Springall added.

It's also important to Springall to have the proper education. That's why he not only holds a BSBA in management from UNLV, but he was the youngest recipient of the "triple crown" with the National Alliance of Insurance Education and Research and now holds his Certified Insurance Counselor (CIC), Certified Risk Manager (CRM) and Certified Insurance Service Representatives (CISR) designations.

"The CIC and CRM designations are regarded as two of the most prestigious professional designations to obtain in commercial insurance. I knew I would better serve my clients if I was armed with that specialized knowledge," Springall said.

Additionally, Springall recently became chairman of the Nevada Development Authority's retention and recognition committees.

— D.R.





**Al Gourrier**

CEO/President  
1st COMMERCE BANK  
Age: **34**

**A**l Gourrier's experience in community banking has helped place him on the fast track to success.

He said his community banking experience has allowed him to glean a career's worth of experience in 13 years.

"In a small bank senior management deals with everything on a daily basis," he said.

Gourrier is considered to be among a small number of black leaders in the banking industry and is one of the youngest presidents in the country. He started his career with PriMerit Bank in 1993 where he worked his way up into management. He later joined Desert Community Bank as vice president of commercial lending and in 2001 took over as chief credit officer/

executive vice president.

"Those six years at Desert Community Bank (served as) a good learning ground for me," he said. "It gave me a good foundation to go along with the education I had."

That experience aided him in launching 1st Commerce Bank in North Las Vegas. Gourrier led the bank, which opened in October, through federal and state regulatory approval processes and worked to line up the bank's investors.

In addition to Gourrier's hands-on banking experience, he also has a great deal of formal education under his belt. He graduated from the University of Nevada, Las Vegas with a bachelor's degree in finance and later with a master of business administration. He also graduated from the highly-regarded ABA Stonier Graduate School of Banking.

Further, Gourrier is active in national and local trade associations and business and community groups like the Urban Chamber of Commerce and the 100 Black Men of Las Vegas.

— A.R.

**Andrew Sasson**

Principal Partner  
THE LIGHT GROUP  
Age: **36**

**A**s owner of The Light Group, Andrew Sasson is credited with changing the landscape of the nightclub scene in Las Vegas, setting the standard for "hot spots" on the Strip.

At the early age of 16, Sasson joined his family's nightclub business in Palma de Mallorca, Spain, learning everything from door policy to daily business operations. While later studying at Florida International University, he became involved in the evolution of Miami's nightclub scene.

By 1996, Sasson was making his mark on the Big Apple, first with the debut of the Jet Lounge in SoHo and later with the opening of Jet East in Southampton.

In 2000, Sasson went on to open Light, a lounge in midtown Manhattan. Little more than a year later he brought this established and popular brand to Las Vegas with the highly-successful Light Nightclub in the Bellagio Hotel & Casino. Sasson later opened Caramel Lounge and Bar, also at Bellagio, and Mist Lounge at



Treasure Island. In 2004, the Light Group debuted FIX restaurant & bar, and in 2005, JET Nightclub and STACK restaurant opened at The Mirage.

Next on his agenda? The opening of Panorama Towers, a \$500 million dollar hotel, spa and residence in Project City Center with MGM/MIRAGE. The Light Group is also working on a second luxury residential project, SpaLofts Las Vegas, set to open in mid-2008.

"If you can dream it, you can build it in Las Vegas," said Sasson. "It's a city and a culture that makes all things possible."

**AXA Advisors salutes**

## Holly Lobelson Silvestri

*President of Impress Communications*



**Bill Stafford, CFP®, ChFC, CLU**  
*Financial Consultant*

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Board Member  
**Jordan Wirsz**

CEO, Diamond Bay Investments, Inc.

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**Paul Phillips**Director of Marketing  
COX BUSINESS SERVICESAge: **34**

**C**ox Business Services (CBS) marketing director Paul Phillips has earned high marks from his colleagues for the way he does business. He's credited for his ability to provide effective coaching, set an example for respect and teamwork and promote creativity and innovation in the workplace.

Many point to Phillips as one of the reasons CBS-Las Vegas enjoys a number-one ranking in growth based on forecasts and highest percentages of goals attained against all three-product CBS markets (related to total phone lines sold). In particular, Phillips has been lauded for his creation of training materials and reference guides for the Telephony launch of the CBS-Las Vegas organization.

While his colleagues say Phillips enhances customer satisfaction, models fiscal responsibility and demonstrates a commitment to customer growth and retention, Phillips credits others for much

of his success. His corporate philosophy? "Hire talented employees, give them specific responsibilities and goals, then get out of their way and let them accomplish great things," said Phillips. "Cox Communications does a tremendous job training managers for success and promoting from within. Much of my success is owed to this wonderful company."

Phillips his team, who he calls, "the ones who actually do all the work and definitely deserve all the credit."

Having won a number of awards for his accomplishments, Phillips also volunteers his time to community and professional organizations. He serves on the boards of Junior Achievement of Southern Nevada, Inc. and the Las Vegas chapter of the American Marketing Association. He is also a member of the CTAM Business Services Marketing/PT Subcommittee.

— L.M.

**"Hire talented employees, give them specific responsibilities and goals, then get out of their way and let them accomplish great things."**

**La Sonia Samuel Maxey**

Community Relations Officer, Nevada

CITIBANK

Age: **36**

**L**a Sonia Samuel Maxey spent five years as a weapons technician in the U.S. Navy before launching her career in the banking industry.

Starting out as a credit union teller 15 years ago, Maxey served until recently as community relations officer for Citibank. She is credited for her skills in grant and sponsorship development, non-profit capacity building, community-based referrals in business education and in government affairs and educational outreach.

Those skills just recently landed her a new job as senior vice president/community relations manager for Community Bank of Nevada.

"The primary factors that have contributed to my success are commitment and passion," explained Maxey. "Without passion, it's hard to be committed, and without commitment, it's impossible to accomplish great things. I believe little accomplishments lead to bigger accomplishments, which ultimately, lead to great accomplishments." Added Maxey, "But the entire

cycle starts with commitment and passion."

In 2006, the Nevada Minority Business Council named Maxey as "Community Relations Specialist of the Year." In addition to numerous other industry awards, Maxey is a recipient of a Citibank "Citi Star" award, which recognizes the top one percent of all company employees. Maxey's colleagues describe her as "extremely accomplished, committed and effective, as well as gracious and passionate." She is lauded for her work ethic, attention to detail and her patience as a teacher and leader.

Besides her professional achievements, Maxey is involved in a number of business and community organizations. She serves on the boards of the Clark County chapter of the National Academy of Finance, National Junior Achievement, Las Vegas American Indian Chamber of Commerce and the Las Vegas Urban League, among others.

— L.M.



**"...I believe little accomplishments lead to bigger accomplishments, which ultimately, lead to great accomplishments."**



**Devin Reiss**

Owner/Co-Broker  
REALTY 500 REISS CORPORATION  
President, GLVAR  
Age: **38**

**I**n 1993, when Devin Reiss was just 24, he and his brother Michael were faced with a difficult decision.

Their father, Ronn, had died and they needed to determine if they would continue operating the real estate agency he had opened in 1979.

At the time Devin Reiss had just graduated from the UNLV with a degree in sports and fitness management.

"I was working in the recreation field," he said. "I was running the pools for Clark County Parks & Recreation and I didn't see much farther down the road. It was a decision that had to be made. What do we do with this business? We can keep on or jump into it."

Devin and Michael jumped into it. Since then they've continued to expand the firm, Realty 500 Reiss Corporation, which has grown from 25 employees to more than 70.

Devin Reiss said he has remained in real estate because of the dynamic nature of the Las Vegas market.

"It's been very exciting," he said. "We have tremendous growth. The market is still a very cyclical market. I think we're right now starting to find a balanced market."

Devin Reiss has also been very active in the real estate community in other ways. As president of the Greater Las Vegas Association of Realtors he leads a group of 17,500 realtors. He also teaches for Realty 500 and for the GLVAR and has volunteered with Habitat for Humanity.

As president, Reiss said he plans to continue educating the group's members about industry best practices, while also educating the public about the group and its goals.

— A.R.

"We have tremendous growth. The market is still a very cyclical market. I think we're right now starting to find a balanced market."

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**Steve Woo**  
Group Sales Manager  
SILVERSTONE GOLF CLUB  
Age: **34**



Photo By Nic Colestos

**S**teve Woo, an avid golfer and native of Maryland, has the job of his dreams.

On a day-to-day basis, Woo is responsible for driving group and tournament sales at the home of the Las Vegas Celebrity Players Tournament — Silverstone Golf Club.

Woo is responsible for driving group and tournament sales. He also promotes Silverstone Golf Club at functions that range from association meetings and networking events to formal gatherings.

"I really enjoy meeting different people in different industries to help them plan a successful golf event. Business golf goes a long

way and is a great avenue to create or solidify business relationships.

"Silverstone has hosted hundreds of events for corporations, associations, and charitable organizations," Woo said.

A graduate of High Point (N.C.) University with a bachelor's degree in business administration, Woo has a background in sales and sales management in a variety of industries including hospitality.

Still, Woo said landing the perfect job isn't easy.

"In my opinion, to be successful you have to be persistent and have passion and integrity. And being friendly helps too. It doesn't cost anything

"In my opinion, to be successful you have to be persistent and have passion and integrity. And being friendly helps too..."

extra to be friendly! I'm lucky to work with a great team and in a fun environment."

For Woo, giving back to the community is also important.

"I have been a volunteer golf coach for the Special Olympics of Nevada for the past five years ... and I also donate many golf packages to other charities and fund-raisers, locally and nationally, to support their goals, whether it be the local high school, Chamber of Commerce, autism societies, homeless shelters or police and fire departments," he said.

Silverstone was recently voted Best Clubhouse by VegasGolfer Magazine and Best Service by National Golf Foundation.

— D.R.

## William Plise

Founder and CEO  
PLISE COMPANIES LLC  
Age: **34**



**W**illiam Plise's favorite pastime as a child was building with his Lincoln Logs. At 16, he started his own landscape business.

So it's no surprise that he now oversees the development and construction of up to 300,000 square feet of commercial space in Las Vegas each year. Since its inception in 1994, Plise Construction, which he founded, has developed more than 2 million square feet of space.

This year, Plise Companies and Plise Construction will gross between \$100 million and \$200 million in sales. Plise also is a partner in Chaparral

Contracting, a grading and excavation company, Talon Electric and Northwest Landscape, which together will gross \$50 million to \$60 million in 2007.

Plise is embarking on his most ambitious project yet—City Crossing,

a 136-acre, mixed-use project in Henderson that will include residential, retail and office space.

Plise said he enjoys owning businesses because they are challenging and require a "strategic visionary and logical thinker in multiple arenas.

"You must continually rethink traditional assumptions to sustain and grow your business," he said.

Plise credits his success to a strong work ethic, integrity and "a desire to achieve maximum effectiveness."

When he is mentoring others, he encourages them to "set realistic goals," he said.

"Learn from other peoples' mistakes and definitely do not make the same mistake twice. Be as organized and ambitious as possible and never quit," he added.

— D.R.



"You must continually rethink traditional assumptions to sustain and grow your business."



# Congratulations from our "Under 40s" to the 2007 "40 Under 40s"



Stephanie Allen



Lyssa Anderson



Tom Amick



Eric Blum



Jed Bodger



Sev Carlson



Tony Celeste



Lucas Gjovig



Leslie Godfrey



John Griffin



Bob Gronauer



Scott Halvorsen



Stacy Howlett



Brian Jones



Tabitha Keetch



Rob Kim



Jennifer Lazovich



Jeffrey Marks



Rob McPeak



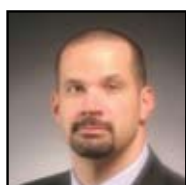
Alexis Michaud



Andy Moore



Brandon Roos



Mike Shalmy



Jim Smyth II



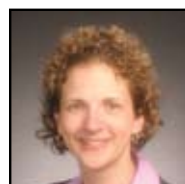
Elizabeth Sorokac



Amy Tirre



Jason Woodbury



Tara Young



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