

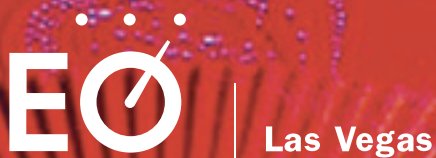
IN BUSINESS Las Vegas

FEBRUARY 24, 2006 • SPECIAL SUPPLEMENT TO IN BUSINESS LAS VEGAS

Winning at the Game of Business

40 UNDER 40

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IN BUSINESS Las Vegas

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40 UNDER 40

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From the editor ...

Simply put, we've found 40 people who have made the Las Vegas Valley a better place to work and live. Some of them have overcome great obstacles to make a difference in the community, while others are driven to share their good fortune with the world. Each works tirelessly to make good things happen.



We launched the 40 Under 40 program six 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 200 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.

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 gaming and law to health care and real estate. Your thoughts on our selections are welcomed. Feedback lets us know how we did and helps us in future years.

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. You'll find a list of people we've honored in the past on page 4 of this publication.

Now, it's time to get to know the movers and shakers who comprise the Class of 2006.

Rob Langrell

Rob Langrell
Special Publications Editor
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2006 Honorees

Yolanda Adams.....	31A	Jeffrey Fine.....	27A	Anita Pomerantz.....	11A
Darrin Badger.....	18A	Amy Firmani.....	8A	Michelle Quinn.....	16A
Mark Birtha.....	29A	Michael Fuller.....	16A	Kevin Rabbitt.....	8A
Heidi Bretthauer.....	18A	Douglas Geinzer.....	10A	Patrick Reilly.....	37A
Sam Cherry.....	25A	Carrie Henderson.....	6A	Joe Romano.....	26A
Jared Chupaila.....	33A	Michael Humbarger.....	28A	Michelle Romero.....	30A
Caroline Ciocca.....	15A	Robert Kim.....	6A	Deanne Rymarowicz.....	28A
Jeff D'Allesio.....	7A	Jennifer Lewis.....	23A	Elaine Sanchez.....	26A
Michelle Dell.....	24A	Nichole Lovely.....	25A	Bryan Schultz.....	36A
Peter DeMangus.....	11A	Joe Massanova.....	35A	Jennifer Simich.....	14A
T.J. Diab.....	15A	Steve McCracken.....	36A	Nick Swinmurn.....	23A
Deborah Doucette.....	10A	Larry Monkarsch.....	32A	Greg Tassi.....	12A
Deborah Evans.....	12A	Paul Murad.....	30A	Terrence Thornton.....	34A
Karen Faulis.....	38A	Todd Parriott.....	7A		

From the sponsors ...

The Entrepreneurs' Organization (EO) salutes your amazing accomplishments! We know that it takes hard work, dedication and sacrifice to become a recognized member of the 40 Under 40. Many of the past recipients of this esteemed award are also fellow EO members. Both groups, EO and 40 Under 40, are not just leaders of companies; they are the leaders of thought, growth and self-improvement.



EO is the premier peer-to-peer experience. We provide our members with access to a dynamic network of professionals, first-rate resources, and once-in-a-lifetime learning experiences so unique they are only available through membership.

EO provides its international membership with a wealth of tools, resources and opportunities specially designed to foster success and catapult businesses into new dimensions. By belonging to the EO community, you're provided access to top entrepreneurial minds, unparalleled educational opportunities by leading business minds, unique perspectives, direct peer-to-peer learning and more.

With nearly 6,000 members spread across six continents and more than



Las Vegas

40 countries, EO truly is a global community of young progressive minds dedicated to supporting one another's efforts in paving the road to greater business and personal fulfillment.

Membership in EO is exclusive and by invitation only. You must meet the following criteria to be considered:

- Be the founder, co-founder, owner or controlling shareholder of a company
- Serve in one of the above roles for a company grossing a minimum of \$1 million annually
- Be under the age of 50

Please visit our website at www.eonetwork.org or call our membership chair Mike Micone at (702) 734-1110 if you want to know more about what EO can do for you. Congratulations again on your achievement of becoming a member of 40 Under 40!

Very truly yours,

Robert S. Davenport
President
EO Las Vegas

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 not on the jobsite making sure things are running smoothly.

ROEL recently completed construction of the Laughlin Ranch clubhouse located in Bullhead City. The 35,000-square-foot clubhouse features a grill and dining area, golf shop, salon, fitness center and spa with an outdoor pool. The Las Vegas office is also looking forward to extending its long-time relationship with QUALCOMM, Inc. in San Diego to the Las Vegas area with a large project that will get off the ground this year.

ROEL employs more than 350 people between its San Diego headquarters and thriving offices in Irvine, Palm Springs and Las Vegas. Because of the extraordinary staff at ROEL we have received numerous awards, including the Ameri-



can General Contractor of the Year seven 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" among the construction industry, ranked ROEL No. 158 among the nation's 400 largest general contractors based on its 2004 construction revenues.

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

Kummer Kaempfer Bonner Renshaw & Ferrario ("Kummer Kaempfer") salutes this year's 40 Under 40!

Kummer Kaempfer is one of Nevada's largest law firms and a prominent force in the state with offices in Las Vegas and Reno. Its lawyers have had the honor and privilege to counsel many corporations, successful business owners, corporate executives and high-net worth individuals in Nevada.

Kummer Kaempfer believes that the basic elements of its success — a focus on the client instead of the lawyer and a commitment to results — are values that businesses identify with and share. The firm serves a diverse group of local regional, national and international clients, including publicly and privately held business organizations, institutions, private individuals and nonprofit organizations.

The industries that the firm serves, among others, include:

- Real estate development
- Hospitality
- Gaming
- Manufacturing
- Service
- High technology
- Energy



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Michael J. Bonner
Partner
KKBR&F



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Past Honorees

Kimberly Adams
Jeremy Agüero
Lori Aguirre
Tony Alamo
D.J. Allen
Stacy Allsbrook
Scott Ball
Mike Ballard
Matt Bear
Steven Beatty
Brent Bell
Christopher Bentley
David Blau
Elizabeth Blau
Bert Blevins
Cindy Braden
Lance Bradford
Leilani Bradford
Tom Breitling
Autumn Lee Briggs
Kelly Brockman
Randy Burk

Rose Burnett
Reggie Burton
Irene Bustamante
Louis John Castle
Craig Cavileer
David Chavez
Bryan Clark
Blain Claypool
Denette Corrales
Richard Coyle
Douglas Crook
Dr. Michael Crovetto
Stephen Crystal
Mark Daigle
Robert Davenport
Terri Lezcano Davis
Michael DeLew
David DelZotto
Greg DeSart
Jason Diaz
Daniel Doherty
Andrew Donner

Justin Doucette
Scott Eaton
Robert Elliott
Dale Erquiaga
Corey Eschweiler
Tom Fay
Mark Ferguson
Frank Fertitta III
Lorenzo Fertitta
Jonathan Fine
Mark Fiorentino
Bruce Ford
Victor Fuchs
John Futrell
Tammy Garcia
Frank Gatski
Jim Gentleman
Anthony Gladney
Dara Goldsmith
David Goldwater
Kimberly Gora
Brian Gordon

Scott Gragson
Gidget Graham
Christian Haase
Mick Hall
Lisa Hammond
Molly Kay Hamrick
Vincent Hesser
Kevin Higgins
Steven Horsford
Michael Hutchings
Mark Hutchison
Corey Jenkins
Christy Jeppesen
Billy Johnson
Terry Johnson
Jeff Jonas
Daniel Jones
Kelley Jones
Michael Jordan
Wendy Jordan
Kathy Jumper
Andy Katz

Kara Kelley
Todd Kennedy
David Kirvin
Greg Korte
Bryce Kunimoto
Suzette La Grange
Jeffrey LaPour
Chad Layne
Jimmy Lee
Pauline Ng Lee
Debbie Lehman
Todd-Avery Lenahan
John Lopeman
Dawn Maiorano
Scot Marker
Frank Marretti III
Rodman Martin
William McBeath
Kimberly McDonald
Mike Micone
Laura Miele
Julianne Miller

Brad Mishlove
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Dianna Russo
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Vincent Schettler
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Carlos Silva
Gary Siroky
Torry Somers
Dennis Spomer
Mario Stadlander
R. Brandon Sprague
Stephanie Stallworth
Steve Stallworth
Karen Stephenson
Robert Stillwell
Jim Stuart
Kevin Stuessi
Dawn Hathaway Thomas
Jason Thomas
Solveig Thorsrud-Allen

Michael Threet
Ronna Timpa
Adam Titus
Reggie Turner
Teresa Story Turner
Merrell Virgen
Shauna Walch
Fred Walters
Stacy Watkins
Stacey Wedding
Greg Wells
William Whatley
Jennifer White
John Wilson
James Wolf
Julie Wolf
Lisa Wright
Paula Yakubik

Congratulations from our “Under 40’s” to the **2006 40 Under 40s**



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ROBERT KIM**Partner****KUMMER KAEMPFER BONNER RENSHAW & FERRARIO****AGE: 35**

Robert Kim was in his first few years of college at Cornell University, planning to become a doctor like his brother, when he had a realization that changed his course.

"My sister is a pharmacist and works in a hospital," he said. "I was walking down the hall there one day visiting her and thinking, 'I never want to work here.'"

Instead of medicine, he pursued law — one of the best decisions of his life, he said.

Now an attorney for Kummer, Kaempfer, Bonner, Renshaw & Ferrario practicing transactional law, Kim spends his days tackling incorporations, partnerships, contracts, joint ventures and other contracts for his clients.

"It has an air of positiveness," Kim explained. "People are looking at creating something on their own or with someone else to do something better. They're looking at the angle of doing something greater than what they're doing now."

Kim said becoming a successful lawyer requires more than training. "That's the foundation, but it also takes listening to what clients need and understanding their business."

That's where his Master's in Business Administration — obtained at the same time he was earning a law degree at the University of Southern California — comes in handy.

Kim also is involved in the community. Three years ago he was instrumental in establishing the Las Vegas chapter of the National Asian Pacific American Bar Association.

"Because everything is so electronics based, I don't get to know a lot of lawyers locally. The organization is one way to do that," he said.

A native of Queens, N.Y., Kim is married with two sons. In his free time he enjoys collecting wine, an interest he developed while helping in the liquor store owned by his parents.

— Deborah Roush



NICK COLETSOS PHOTOGRAPHY

CARRIE HENDERSON**Founder & President****BEST MODELS & TALENT, INC.****AGE: 39**

While she started off as the pretty face in front of the camera, it was all the action going on behind the scenes that truly attracted Carrie Henderson to the modeling world.

"I loved being in front of the camera, wearing the beautiful clothes and living that fantasy," said Henderson, now founder and president of BEST Agency. "But over time I found myself working with art directors and becoming more interested in other parts of the product."

By her early 30s, Henderson had established a number of solid relationships with industry executives. Knowing that she was in an age-sensitive business, she parlayed those contacts into a business of her own, founding her agency in 1997.

"It was me, a cell phone and a computer," Henderson said.

What started as a one-person operation grew from a model and talent agency to include "atmosphere entertainers" and full-service event planning. Henderson secured major contracts from gaming properties such as Caesars Palace, the Aladdin and The Venetian. If you've ever had your photo taken with Caesar or Cleopatra or had a genie invite you to be part

of a slot promotion, chances are, you were interacting with Henderson's people.

Today, Henderson has a corporate office, in-house offices at the major properties at which she provides services, 200 employees and 2,000-3,000 "independent contractors" in the form of actors, models and entertainers. She was awarded the Gala Award by Meeting Planners International, the industry's equivalent of an Oscar. Her next plan is to expand her multi-million dollar company and open her own events center.

"I've been blessed with the fact that I now have resources and time available to give back to a community that's been so generous to me," Henderson explained.

Henderson is actively involved with providing both financial and professional support to a number of community organizations, including Lied Discovery Children's Museum, Westcare and Nevada Cancer Institute. "Giving back," Henderson said, "That's my greatest personal accomplishment."

— Lisa McQuerrey



JEFF D'ALLESIO
President & CEO
TAN FACTORY
AGE: 35

Every day is sunny for Tan Factory's president and CEO Jeff D'Alessio.

A decade ago, he was bartending in the Forum Shops at Caesars Palace. Today, he controls one of the southwest's largest privately owned tanning salons. Using his unique training methods and aggressive business style, D'Alessio grew his operation from one location to more than a dozen Las Vegas Valley establishments.

The entrepreneur said he expects to expand this year with seven additional locations between Las Vegas and Arizona. D'Alessio credits his success to his employees.

"It's amazing to offer a young person an opportunity to grow, and they really take it on," he said. "The key is creating a fun environment for them to work in."

D'Alessio entices his staff — usually ranging between 16 and 24 years of age — with creative activities including a monthly Sunday brunch. He motivates his staff through training sessions and special

performance awards. He also organizes a trip for qualified staff members to Cabo San Lucas, Mexico.

"You can buy the same or better product at the tanning salon across the street," he said. "What brings customers back are the employees at the counter with the great attitude."

Tan Factory's owner is responsible for bringing "Mystic Tan" to the valley. The technology allows for clients to "tan" without using UV rays — ideal for customers who are unable to expose themselves to UV rays or artificial tanning lights.

D'Alessio also finds time to give back to the community he's called home since 1992. He donates packages to charity fund-raising events and participates in charity marathons and walks with his staff. In addition, he supports Shade Tree and the Ronald McDonald House.

— Allen Grant



TODD PARRIOTT
CEO & Chairman of the Board
DESERT CAPITAL REIT, CONSOLIDATED MORTGAGE
AGE: 35



Todd Parriott has been involved with the mortgage industry since he was 20, and has leveraged that experience to help homebuilders and developers provide housing for Southern Nevadans.

In 2001, the 17-year Las Vegas resident, who has a degree in business administration from UNLV, had the opportunity to mentor with the president of Consolidated Mortgage, which was established locally in 1977 and funds real estate loans throughout the U.S.

The company was seeking new leadership in 2002, and Parriott was subsequently named president and CEO. The following year he established CMCFinancial Services as the broker/manager for Consolidated Mortgage and formed the publicly offered and privately held Desert Capital REIT as a means to expand the product and increase capital base. Desert Capital REIT purchased Consolidated Mortgage in 2005, and now manages more than \$400 million in loans on behalf of its investors.

"We're a builder finance company," Parriott

said, adding that there are basically three stages to residential development. "First you buy the dirt, then get the pad ready and divide it up for houses, then build the house. We finance the purchase of the land and usually finance what they call the development phase — sewer, water, gas, power and phones — and some vertical construction, when they come out of the ground, pour slab and do the framing."

Parriott said Desert Capital REIT currently works with seven or eight sizeable local homebuilders.

"We just give them the money so they can do

it," said Parriott, who delved into the mortgage business seemingly by chance and finds his field rewarding. "I enjoyed finance and marketing and gravitated toward those areas in college and everything just kind of fell into place. I get to work with people and money and those are the two things I enjoy. It's also fun to work with builders who have visions who supply houses and neat to know the money you raise contributes to the economy."

— Danielle Birkin

KEVIN RABBITT
President & CEO
GES Exposition Services
AGE: 34

**HOSPITALITY
& TOURISM
HOSPITALITY
& TOURISM
HOSPITALITY
& TOURISM**



GES Exposition Services President and CEO Kevin Rabbitt joined the company in 2002 and quickly worked his way up through various management positions.

GES services every convention market across North America and employs more than 1,400 full-time employees and more than 20,000 full-time and part-time union employees. The company produces eight of the top 10 Las Vegas conventions.

"In everything I've done, I've had the same philosophy," Rabbitt explained. "Look to win or drive results while working within the rules of integrity, find the absolute best players to fit into the team you want and have a focused plan and execute it diligently."

In 2004, Rabbitt led the creation of a newsales organization at GES, "Products & Services." The group is responsible for selling and servicing discretionary products. In the first year the group generated double-digit growth for GES and has remained a key component for on-going revenue generation.

"We pulled resources from throughout the company and then added others," Rabbitt said. "We got immediate results. This organization remains the foundation for our growth strategy."

Rabbitt said GES wants to become a much bigger company over the next five years and has a strong growth plan in place. Rabbitt holds an MBA from the Harvard Business School and a bachelor's degree in Managerial Studies from Rice University. He's involved with the community, serving on the boards of the Clark County Public Education Foundation and the Exhibit Designers & Producers Association. He's also a member of the President's Club of the Las Vegas Chamber of Commerce.

— Lisa McQuerrey



AMY FIRMANI
CEO
Mad Dog Heavy Equipment
AGE: 36



Amy Firmani has been ensconced in the construction industry since high school, toiling alongside her father in her native California.

"I started working with my dad (an electrician) when I was about 16," Firmani said. "I was pulling wires and cables, equipping boardrooms, and installing intercom systems and nurse call systems. Mom and dad had their own business, so I grew up with all that."

Firmani, who attended the Whittier College of Law, moved to Las Vegas in 1996, and practiced with the firm Rawlings, Olson, Cannon, Gormley & Desruisseaux for two years, focusing largely on construction defect, which ultimately proved serendipitous.

"I gathered all the information I could regarding construction — if you're going to own a business you have to understand both the legal and technical aspects," said Firmani, who bought a fleet of water trucks in 1996 as a side business along with her husband, and began renting them out. That company emerged as Mad Dog Heavy Equipment, which now focuses exclusively on grading and paving, in 1998.

"We noticed a need here in Nevada," she

said. "This is a desert and dust is an issue. Although I loved practicing law, I wanted to spend more time with my baby, so I took over the business. It wasn't something that was planned and I had no idea it would get to this, but you never know what turn life will give you."

Mad Dog now has between 20 and 30 employees, and has worked on such local projects as the Las Vegas Premium Outlet Mall and The World Market Center.

"We're growing and have a number of wonderful customers, and they keep asking us to do more," said Firmani, who succinctly pinpointed the most rewarding aspect of running her own business. "It hit me at the company Christmas party. There were at least 40 families there, including some of our sub-contractors, and all the hard work we're doing is supporting them. We're a group."

— Danielle Birkin



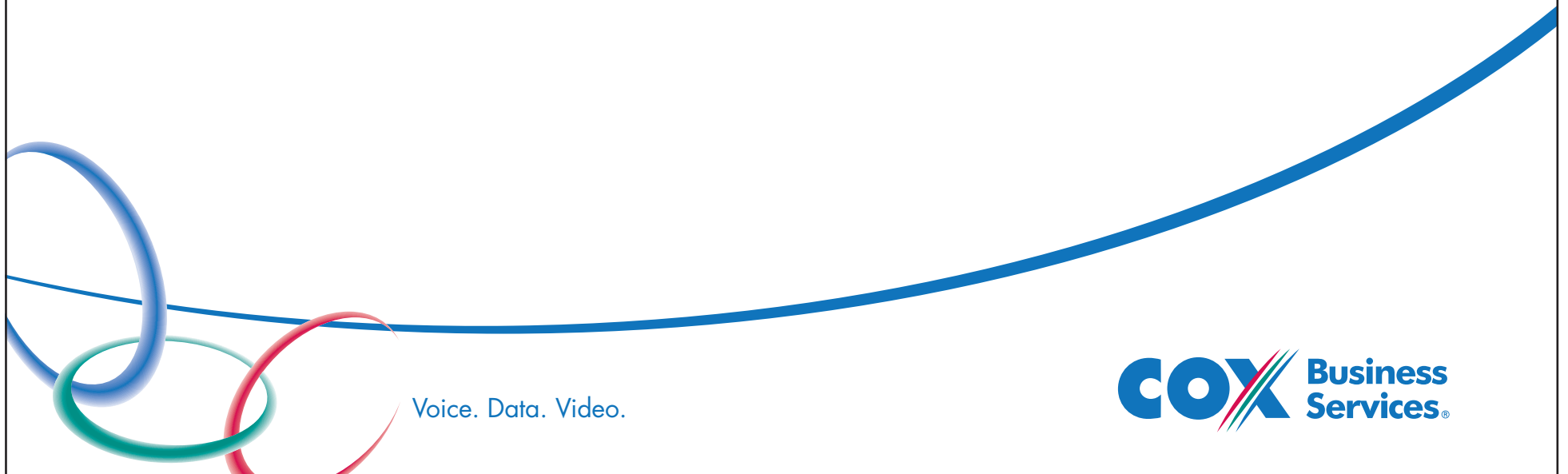
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DEBORAH DOUCETTE
Director of Financial Reporting
Boyd Gaming
AGE: 34

DIR



DIR

Deborah Doucette has risen to an executive level within the casino industry not only because she is smart and extremely good with numbers, but also because she says she works for a “really great company” — Boyd Gaming.

“It’s mainly family owned, though it’s publicly traded. So it has a smallish feel with the components of a large company,” Doucette said.

As director of financial reporting, Doucette has been integral in the public reporting of such transactions as Boyd Gaming’s development of the Borgata Hotel in Atlantic City, the acquisition of the Delta Downs Race Track in Louisiana and the recent merger of

Boyd Gaming and Coast Casinos.

From creating press releases to internal financial reporting to reporting to the Securities and Exchange Commission (SEC), it falls ton Doucette.

“I’m a stickler for detail,” she admits. “You have to be in this job.”

Equally important, she said, is seeing every project through to the end.

“This job requires prioritization of what’s important and evaluating what needs to be done and when.”

At the same time, Doucette must be aware of the changing rules of the SEC and apply them to her company.

“You also have to stay abreast as to what is going on in your company and know what to disclose to meet the rules,” she said.

Doucette, a graduate of Cal Poly San Louis Obispo and a certified public accountant who also worked for the accounting firm Deloitte and Touche, has been with Boyd Gaming since 1998. She is married and has two young children.

—Deborah Roush

DOUGLAS GEINZER
CEO
Recruiting Nevada
AGE: 35

**HEALTH CARE
HEALTH CARE
HEALTH CARE
HEALTH CARE
HEALTH CARE**

CEO



CEO

Douglas Geinzer is focused on tackling one of Nevada’s biggest challenges — filling the need for nurses and teachers.

As founder of Recruiting Nevada, Geinzer manages employment websites such as www.nvnurses.com and www.nvteachers.com that work like a Nevada-only Monster.com — listing available jobs for a client list that includes almost every medical institution in the state and the Clark County School district.

“After this initiative, we have been able to increase Nevada’s nurse-to-population ratio and we’ve surpassed California, even in the face of opening more hospitals here,” Geinzer said.

With 1,600 current vacancies for nurses in the state, these job boards are vital. That’s why his business, with five employees, is endorsed by “every single health care organization in the state,” he said.

Geinzer is an expert when it comes to employment issues.

At 23, he founded the Las Vegas Employment Guide, the first employment specific company in Las Vegas. Within six years the newspaper had the largest circulation of any Las Vegas free newspaper. He structured the company for a sale to Trader Advertising, owned by Cox and Landmark Communications, before he was 30.

What’s next? Growing Recruiting Nevada, which already has about

100 clients and powers the career centers for the Las Vegas Chamber of Commerce, to target other industries.

“We’ve gone after the most critical things first, bridging health care and assisting education. After all, if we can’t teach our kids where do we go as a society?” he asked.

Founder of the Young Entrepreneur’s Organization (EO) chapter in Las Vegas, Geinzer chairs the recruitment task forces for the Southern Nevada Medical Industry Coalition and Nursing Institute.

Geinzer, a native of Pennsylvania and an avid Pittsburgh Steelers fan, holds a degree in criminology from Indiana University of Pennsylvania.

In his spare time, he enjoys kayaking, sailing and boating and is engaged to be married in May.

—Deborah Roush

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PETER DeMANGUS
General Manager/Owner
Jerry's Nugget, INC.
AGE: 38

GM



W9

square feet of total gaming and entertainment space. Founded by Jerry Lodge and Jerry Stamis in 1964, the property also features live bingo, keno and a race and sports book.

"We are an alternative to the chain casino trend," DeMangus said.

With a background in advertising, corporate marketing and incentive programs, DeMangus also has an entrepreneurial spirit. He once owned his own advertising company before coming to the Las Vegas Valley in 1993.

After joining the property to handle entertainment in 1995,

DeMangus worked in several key areas and mastered his knowledge of food and beverage and gaming. He moved into the general manager role in 2001 and recently purchased a minority share as owner in the company.

Active in the community, he served as chairman of the North Las Vegas Chamber of Commerce and vice chair of the Chamber Foundation. In addition, he sits on the board of directors of Goodwill of Southern Nevada. He also helped implement entrepreneurship programs for local high school and college students.

As for the casino's future, he said the property is looking into "expansion possibilities and additional jurisdictions."

—Allen Grant

With four decades in North Las Vegas, Jerry's Nugget Casino managed to prosper by offering a value-driven gaming and entertainment product and providing quality food and great customer service.

Responsible for the property's 500-plus employees and all facets of the operation, general manager Peter DeMangus establishes the property's overall strategic direction and oversees its implementation. All administrative and revenue departments report directly to him.

"You end up handling everything (as a hands-on general manager)," he said. "The environment here has allowed me to grow. We're a personable organization with a strong benefits package and several 25- to 30-year employees."

Located off Las Vegas Boulevard North, the property caters to locals with two full-service restaurants, table games, slots and more than 95,000

ANITA POMERANTZ
Director of Radiation Oncology
Nevada Cancer Institute
AGE: 34

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Dr. Anita Pomerantz left a lucrative private practice for something more meaningful.

She found it at the Nevada Cancer Institute (NVCi) where she serves as director of radiation oncology clinical research — overseeing all aspects of research protocol development and patient enrollment along with the introduction of the clinic's new technologies. Pomerantz, a five-year Las Vegas resident, also handles the NVCi's radiation oncology breast cancer service program.

The state's official cancer institute, NVCi is dedicated to researching, preventing, detecting, caring and curing center for Nevada residents. Located in Summerlin, NVCi opened its facility in 2005.

"I wanted something more on the service side," said Pomerantz, who lost a younger sibling to cancer. "I found my calling. (NVCi) is a nice blend of what I was looking for — patient care with an emphasis on research and academic practice."

The recipient of several academic scholarships and recognized for her ability to articulate treatment care in understandable terms, Pomerantz said she was attracted to NVCi because of its diversity including patient care, education outreach and

early detection programs.

American Board of Radiology board certified in radiation oncology, Pomerantz specializes in breast cancer, brain tumors, pediatric malignancies and special techniques of Intensity Modulated Radiation Therapy and stereotactic radiosurgery.

Although contributing to the community is part of her position at NVCi, Pomerantz also finds time to support several charities and is an active member of multiple national and international associations and societies including American Medical Association and the Southern Nevada Cancer Research Foundation.

"It's important to help Nevada continue to grow — especially on the medical side," Pomerantz said. "Giving back is an important part of being part of a community."

—Allen Grant

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DEBORAH EVANS**Vice President of Food and Beverage**

Silverton Casino Hotel Lodge

AGE: 35

Deborah Evans has successfully expounded her epicurean proclivities into a fulfilling profession.

"I have tremendous passion for food and beverage, and wine is an amazing thing," said Evans, who moved to Southern Nevada five years ago and joined the Silverton Casino staff in 2002. "I happen to be in a business that everybody has some connection to — everyone eats every day — so I'm never at a loss for conversation."

Evans, who obtained a business degree at Cal State Northridge and has worked with myriad celebrity chefs including Wolfgang Puck, said her business background has been instrumental in her hospitality career.

"I think it has helped me because we run a business at the end of the day, and what we do with our numbers makes it happen," she said, adding that the Silverton was in a brisk growth pattern when she came on board in food and beverage, a department she has been influential in expanding. "We've opened and remodeled restaurants and we're opening two more this year — a \$12 million buffet and a Mexican restaurant. We'll be in-

vesting \$2.5 billion in the property over the next five years, including one club slated at \$19 million, and another cool project at \$10 million.

"We're kind of like Lake Las Vegas meets The District, where you have a destination for shops and restaurants, and our 110-acre property is very water-based."

The new restaurants that have opened during Evans' tenure include the Twin Creeks Steakhouse, which has received numerous local dining awards.

"Twin Creeks is that little gem of a neighborhood place that is extremely value-oriented, and if you can have a great meal and still have money in your pocket we become part of the community," said Evans, who likened her experience at the Silverton to an adventure. "I look at the whole thing as a journey and my hope is that it is no where near ending."

— Danielle Birkin

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GREG TASSI**Senior Associate Industrial Properties**

CB Richard Ellis

AGE: 35

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As a senior associate in industrial properties for CB Richard Ellis, Greg Tassi's job requires research and building relationships. Those are just two of the young native of Las Vegas' strengths.

"Our job is to go out there and research information regarding tenants who are moving or those who need space. We find land opportunities for our clients and advise them on what type of product to build.

"You also have to go out there and build relationships and establish trust with your clients," he added.

In Tassi's three years with CB Richard Ellis, Southern Nevada's largest commercial real estate firm, he has been involved in more than \$150 million in real estate transactions. That includes one of the largest build-to-suit transactions in Southern Nevada, the 500,000-square-foot distribution facility for Do-It-Best in Mesquite.

Tassi's clients are some of the largest developers in the state and include Operating Engineers Pension Fund, EJM Development and Jackson-Shaw Development. He also represents ProLogis Trust and Panattoni Development, two of the largest international industrial developers.

Tassi credits his success with a

strong work ethic and dedication to his job. "If you put in the hours and do the time, you're going to be successful," he said simply.

It helps, too, to like your job. "I like the entrepreneurial spirit working in real estate. If you stick yourself out there, you have a lot more opportunity to gain success faster," he said.

Tassi also enjoys being on the forefront of the city's development. "Seeing how the economy is diversifying is interesting. I get to see how the city is developing from a real estate standpoint and I'm on the forefront of that. I know what companies are coming to Las Vegas a year or two before they ever get here."

A graduate of the University of Nevada Las Vegas, Tassi has been married for less than a year. In his spare time he enjoys snowboarding, playing tennis and vacationing.

— Deborah Roush



JENNIFER KILPATRICK



BRIAN RIFFEL



CHRIS JENSOLD



BEN JENSEN



DAVID FREAR



PAUL HOYT



SUZETTE LA GRANGE

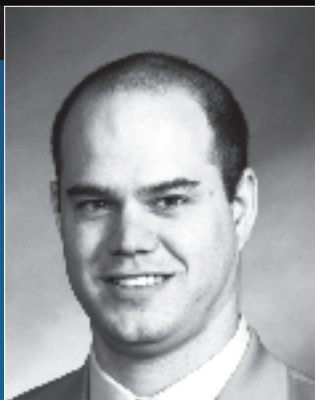


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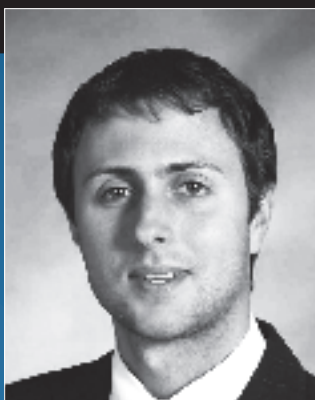
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NICK COLETOS PHOTOGRAPHY

JENNIFER SIMICH
Director of Government Affairs
 REPUBLIC SERVICES
 AGE: 29

While studying political science at UNLV, Southern Nevada native Jennifer Simich took on an internship in Carson City with the Nevada State Legislature, spending seven months gaining knowledge of the legislative process.

While there, she met a lobbyist for Republic Services, the provider of waste management services for customers in Southern Nevada. The introduction proved serendipitous in her career path.

"He was my mentor, was well-respected and I wanted to have a job like

his," Simich said. "He introduced me to some executives at Republic Services, and they hired me as community liaison in 1998. I worked as their lobbyist at the Legislature in 2001, 2003 and 2005, and have been director of government affairs for one year. We have a new president who really gave me an opportunity to grow and take on a lot more responsibility."

As the youngest executive in the company, Simich is also one of just two women to hold an executive position in the male-dominated company, yet remains unfazed.

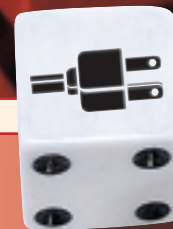
"My dad always told me that as long as you're educated and know what you're talking about and aren't afraid to speak up there shouldn't be a problem," said Simich, who keeps the company connected to its 420,000 single-family residences and 21,000 commercial, industrial and multi-family customers. "Our elected officials need to answer the call of their constituents, so in my position I hope to be available to elected officials — or general citizens — if they have problems or concerns."

Simich, who helped to push through an illegal dumping bill in 2001, admit-

ted many people find her position in waste management unusual.

"It makes for an interesting introduction," she said. "When people ask me what I do, the first comment I get is 'you work on the back of a truck?' but I've been really lucky to have this opportunity and hope to stay here for a long time. It's been great to come so far so fast."

— Danielle Birkin



Congratulations to Steve McCracken on being named to the 40 Under 40 List.

On behalf of our associates and customers, it's our great pleasure to congratulate Steve McCracken, Senior Vice President, on being recognized as a leader in the Las Vegas business community. As an associate of Bank of America, he exemplifies our commitment to achieving higher standards in everything we do, everyday.



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T.J. DIAB
COO/Principle
Johnny Love Vodka
AGE: 35



In 2005, T.J. Diab met “Johnny” in a bar — the “friend of a friend.”

Johnny had just launched a new brand, Johnny Love Vodka. After one look and one taste, Diab thought he saw a winner. He quickly bought the assets of the fledgling company and started J.L. Beverage Co.

Known for his confidence and his vision, Diab rapidly expanded the company into nine states. Monthly revenues have since skyrocketed. Locally, Johnny Love Vodka is carried at Lee’s Discount Liquors, in Simon at the Hard Rock and in Steve Wynn’s Tryst. “It’s a very controlled, territorial, competitive business,” Diab noted. “But I think we’re a diamond in the rough.”

Diab said the key to success in busi-

ness is in finding something that gets you out of bed in the morning. “When you’re trying to defy the odds and build something big, you have to focus on the future instead of everyday problems,” Diab said. “I’m working with some great people. I’m fortunate that I have different friends who can give me that extra push.”

With a philosophy of always putting the best “twist” on everything, Diab started the Love Foundation. The foundation will support a number of different programs, from anti-drunk driving initiatives to community sports and youth mentoring programs.

“We’re a start-up company and we want to focus on the positive things,” Diab explained. “The Love Foundation will give us the ability to feel good about what we do.”

— Lisa McQuerrey

CAROLINE CIOCCA
Executive Director
AFAN
AGE: 33

There are more than 8,000 individuals affected with HIV/AIDS living in Nevada — 80 percent in Clark County. Caroline Ciocca is committed to helping as many of them as possible.

“We serve more than 1,500 individuals in the community with an annual budget of about \$1.7 million,” said Ciocca, who joined the state’s largest and oldest AIDS non-profit organization in a fund-raising capacity two years ago and was named executive director after just two months. “We have 10 to 15 new cases added to our client base each month.”

While the emotional case for helping people live with HIV/AIDS is evident, Ciocca is helping to emphasize the economic benefits of providing a higher level of services to the valley’s affected population.

“The disease is now being viewed as a chronic disease — people aren’t dying after diagnosis like in the ’80s, which means it’s much more expensive to live with,” said the 11-year Southern Nevada resident, referencing costly medications and the inability to work. “AFAN works with social services to enhance services provided and as a nonprofit we can do that because we can leverage the dollars through private

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fund-raising and special events. We receive about 64 percent federal dollars to administer our program and would like to shift that so we have the safety net to continue with programming that is very needed.”

These programs include client services, a food service program and an education program, according to Ciocca, who said raising local awareness of the disease is also of paramount importance.

“People look at HIV/AIDS as a global issue, but first and foremost it is an issue in your own backyard,” said Ciocca, who has a marketing degree from Johnson and Wales University, and noted that Nevada has the second-highest per capita rate of people living with the disease in the Western U.S. “It’s important for our community to acknowledge that HIV is still a problem and do something about it.”

— Danielle Birkin

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MICHAEL FULLER**President**

Movingsun Studios

AGE: 33

Michael Fuller starts most of his days at 9 p.m. and works until three or four in the morning. Odd hours for a successful businessman.

That's because the president of Movingsun Studios, a fast-growing, innovative marketing firm based in Las Vegas, has remained true to the passion that has spring boarded him to where he is today — promoting and DJ-ing at some of the hottest clubs in the U.S. and abroad.

Part of Las Vegas' nightlife culture, Fuller, who's DJ name is "The Funkler," opened Movingsun Studios in the early 1990s. The company has about 20 employees and specializes in what Fuller calls trend influence marketing, or reaching the 21- to 34-year-old "influencer" group.

"We build identities," said Fuller, whose clients include House of Blues, Rain, Ice Las Vegas, Light, Diversified Real Estate Group, the Hard Rock Hotel and Casino and the Ghostbar. "Primarily we work with the nightclub and high-rise condo markets."

"We help them brand, develop and market their products. For nightclubs we'll come up with launch campaigns; for condos we'll build their logo."

Fuller, who has been named best local

DJ by the *Las Vegas Weekly*, best local CD of the year by Citylife and the second most influential person in Las Vegas by *Mercury*, has helped produce week-long events including Utopia Saturdays, Service Industry Night at House of Blues, Red Dragon Lounge at China Grill, Can you Feel it? at Baby's and Godspeed at the Foundation Room.

Fuller was a cast member on "The Club," Spike Television's reality series which featured Ice Las Vegas.

At 33, Fuller said he still has much to accomplish. "Movingsun is getting heavy into web development," he said. "And we're becoming a larger entity in the branding department."

— Deborah Roush

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NICK COLETOS PHOTOGRAPHY

MICHELE QUINN**Director/Owner**

Godt Cleary Projects

AGE: 36



Las Vegas wasn't a cultural arts mecca when Michele Quinn was growing up here. So she decided to do something about it.

After attending college in the East, Quinn immersed herself in the New York City art scene, only to return to her hometown and bring a piece of the magic back with her.

"For the first time I feel like I'm giving back to the community," said Quinn, who has served as sole advisor of corporate art collections for THEhotel at Mandalay Bay, the Nevada Cancer Institute and Harrah's. "I never had this sort of thing available when I was growing up."

Quinn is particularly proud of her work with the Nevada Cancer Institute. In addition to being involved with the organization's art collection, she serves as a volunteer and touts the many benefits the institute brings to the community.

Quinn is also excited about the future. She was recently brought on to start developing fine art programs for several local casino projects. A member of the First Friday committee and an advisory partner in Art & Research Group, LLC, Quinn was also a founding steering committee member of the Young Collectors Council for Guggenheim/Hermitage Museum here in Las Vegas.

Besides her corporate-level work,

Quinn has gained notoriety for introducing new concepts and developing shows at Godt Cleary Projects on Main Street. With the development of the area arts district, Quinn is anticipating a true urban renaissance. "In the next three years, I'd like to see us change the face of Las Vegas from a contemporary arts perspective," said Quinn, who is known for both her business sense and her creativity. "Being a type-A personality helps."

— Lisa McQuerrey

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Peter DeMangus

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You can neither win nor lose if you don't run the race. - David Bowie



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DARRIN BADGER

Vice President/Director of Acquisitions

Focus Property Group

AGE: 38

VP



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Darrin Badger is a master planner.

One of his company's three founding principals, Badger is responsible for shaping the Las Vegas Valley for future generations as the firm's key strategist in identifying and examining the feasibility of expanding markets across the region.

With Badger's assistance, Focus Property Group has assembled and developed eight master-plan communities in the valley and holds a portfolio worth about \$1.15 billion.

Through an extensive background in assembling land, Badger fostered strong relationships within the community and municipalities. It allowed him to guide Focus Property Group in the negotiation and purchase of more than 5,000 acres of valley real estate.

He was responsible for the assemblage of the Lone Mountain and Lone Mountain West master plans in the 1990s. Within the last five years, he also helped acquire Providence in northwest Las Vegas and a 2,500-acre parcel for future master-planned communities in Pahrump and the southwest region.

Badger also assisted in the creation and implementation of design standards, location of public services and the coordination of all off-site and on-site engineering for the communities.

In February 2005, the Focus Group purchased a 1,710-acre parcel south and east of Kyle Canyon Road near U.S. 95 from the Bureau of Land Management. Badger was instrumental in the acquisition that connects to Focus' Providence development.

"That's really what we were shooting for," he said. "We know that land ... we want to be sensitive to the environment, letting the natural arroyo roll through the site. Everyone was looking at it as a 'prime' piece of land considering the limited land in the northwest."

Badger, lifelong Las Vegas resident, is an active supporter of the Make A Wish Foundation, Adoption Alliance, Shade Tree and Big Brothers Big Sisters.

—Allen Grant

HEIDI BRETTHAUER

Vice President of Land Acquisition

Pulte Homes

AGE: 36

Heidi Bretthauer has been surrounded by men her entire life. Part of a tight-knit and encouraging family, not only did her parents give her every opportunity, but her three brothers "supported me 100 percent."

Today, she is the first woman to ever hold the position of vice president of land acquisition and entitlements for home-building giant Pulte Homes. Her job entails just what her title suggests: She buys the acreage Pulte needs to build on and entitles it.

"I do all the due diligence," she explained. "Every piece of property we find, I have a team that goes in and studies it. We run the numbers to make sure the deal pencils, and that there's no extraordinary costs associated with the development of the land."

Most of the people she interfaces with in her job — from engineers to brokers — are men, she said.

In fact, throughout her career, Bretthauer has been one of a handful of women to hold traditionally, male-dominated positions in the industry. She did environmental work for an engineering firm, was an assistant field superintendent and ran a land development and entitlement division for another builder.

She's known for balancing a tough,

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no-nonsense business acumen required to get her job done with passion and humility.

Bretthauer said her job requires being "good with numbers and good at networking with people." Mainly, she said modestly, "you have to understand land."

Bretthauer is quick to credit "working for an awesome company" with her success. "I came over as a project manager three years ago and within a year I became a director. Within a year of that they made me a VP."

Bretthauer has a Bachelor of Arts degree from Colorado State University. As her job might suggest, she enjoys the outdoors, including skiing, biking, hiking and scuba diving. And she loves spending time with her family.

—Deborah Roush



There are simply no answers to some of the great pressing questions. You continue to live them out, making your life a worthy expression of leaning into the light.

—Barry Lopez

The Board, Faculty and Staff of Nevada Cancer Institute offer their heartfelt congratulations to 2006 Honoree Dr. Anita Pomerantz.



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1. CHEYENNE FAIRWAYS BUSINESS CENTER

Location: Cheyenne west of Durango on the Durango Hills Golf Club.

A 50,000 square foot office /retail development for lease, featuring two five thousand square foot retail buildings fronting Cheyenne and a two-story 40,000 square foot office building fronting the golf course. The office building will be located directly overlooking the 3rd and 4th greens and the entire length of the Durango Hills Golf Club. In keeping with the theme, Investment Equity is building an expansive putting green between the office building and the golf course, exclusively for the tenants. This project is well located within close proximity to the Mountain View Hospital, Summerlin, Desert Shores, the Las Vegas Tech Center and I-95, with restaurants and shopping nearby.



2. COPPER POINTE BUSINESS PARK

Location: Fronting the I-215 Beltway between Sunset and Russell.

This development is a 74,000 square foot high image office park, consisting of two (2) two-story buildings with units for sale ranging from 2,500 to 37,000 square feet. The project is ideally situated fronting the I-215 Beltway and is within a 3-mile radius of three new hospitals, the proposed Stations Casino at Durango and the mixed-use retail/office/high-rise residential developments called "The Curve" and "Durango Village." All owners will enjoy the benefit of having signage on the freeway with excellent visibility and tremendous exposure.



3. RAINBOW CORPORATE CENTER

Location: On the corner of Rainbow and Post, just north of the I-215 Beltway.

This development will be built in three phases, consisting of 12 medical/office buildings for sale. Units will range from 2,000 to 15,000 square feet, totaling over 87,000 square feet. The project is situated close to the I-215 Beltway and within a 3-mile radius of three new hospitals. All owners will have high visibility with signage on their buildings as well as monument signs fronting Rainbow, visible to over one million cars that pass this site monthly.

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4. STONE CANYON PROFESSIONAL PARK

Location: Sahara Avenue, between Belcastro Street and Tenaya Way.



A high image, mixed-use commercial business park with a prestigious address, it sits across the street from the Mercedes Benz, BMW, Porsche, Jaguar and Aston Martin luxury automotive dealerships. It is an 83,000 square foot commercial project, comprised of a 15,000 square foot retail building for lease and a 68,000 square foot office campus, which will include single-story office building for sale or lease. The development will be enhanced with awnings, stone veneer features and a lushly landscaped courtyard. Owners and tenants will benefit from a pylon sign with an electronic color reader-board, visible to the 16 million cars that pass this site annually.

5. MCLEOD BUSINESS CENTRE

Location: In the airport area on McLeod and Post just east of the Sunset/McLeod intersection.



This 84,000 square foot office and office/warehouse project will consist of eight 5,000 square foot office buildings divisible to 1,250 square feet for sale or lease, and eight office/warehouse buildings ranging in size from 4,500 to 9,000 square feet. All buildings will be architecturally compatible with stone finishes on the exterior and are for sale in a gray shell condition. Each owner will enjoy the benefit of having signage on their building as well as a monument sign.

6. SPANISH TRAIL BUSINESS PARK

Location: On the corner of Rainbow and Tropicana across the street from the award-winning master-planned community of Spanish Trail.



The 76,000 square foot mixed-use development will consist of a 10,000 square foot retail building for lease fronting Rainbow, and an office campus of eleven buildings with units for sale from 2,050 square feet up to 10,000 square feet. All owners will have signage on their buildings as well as a location on one of the two pylon signs for the project. They will also have the luxury of having their personalized business messages displayed 24/7 on an electronic color reader-board located within the pylon signs fronting Rainbow and Tropicana.

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Vegas Tech Center and I-95. Owners will have building signage and a monument sign fronting Buffalo, as well as an electronic reader-board for personalized business messages.

7. NORTH BUFFALO BUSINESS CENTRE

Location: On Buffalo just north of the Buffalo/Cheyenne intersection.

This development will have two 10,000 square foot single story buildings with units for sale or lease ranging from 2,500 to 10,000 square feet. The project enjoys the benefit of having both high visibility and a great location close to Mountain View Hospital, the Las



buildings surround a lushly landscaped courtyard with paver stone walkways, featuring two striking nine-foot tall sculptures made out of copper and polished metal on each end of the courtyard. The office development will be anchored by a 22,000 square foot full service, state-of-the-art WaterMark Executive Suites. All tenants in the Executive Suites will have the same privileges as other larger tenants within the office development, in that they will enjoy having their name and business message displayed on the color reader-board 24/7, 365 days a year.

8. SOUTH RAINBOW BUSINESS PARK

Location: On the corner of Rainbow and Oquendo, 1/2 mile from Spring Valley Hospital.

This project is a 44,000 square foot development, consisting of two 22,000 square foot buildings. The recently completed



ideally situated in close proximity to Mountain View Hospital, I-95, Summerlin, as well as North and South Shores.

9. TECH RETAIL CENTER

On the northeast corner of Buffalo and Smoke Ranch.

This 14,000 retail development offers tenants high visibility and outstanding demographics and is anchored by the new Becker Steakhouse. It is located directly in front of the main entry to Desert Shores and is adjacent to the Las Vegas Tech Center, which includes two million square feet of existing or planned commercial space. This project is



10. SOUTHWEST BUSINESS PARK

Location: On the northeast and southeast corners of Rainbow and Ponderosa.

The Southwest Business Park is a 40,000 square foot medical/office project located on the northeast and southeast corners of South Rainbow and Ponderosa. The project includes eight single story 5,000 square foot buildings for sale. The project has close proximity to the I-215 Beltway and Spring Valley Hospital.

FOR MORE INFORMATION PLEASE
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JENNIFER LEWIS
Vice President
Lewis Operating Corporation
AGE: 34

VP



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As the first female president of the Southern Nevada Home Builders Association (SNHBA), Jennifer Lewis has distinguished herself as a leader in her industry.

As vice president of Lewis Operating Corp., Lewis is a third-generation real estate development executive. She said her family's long-term involvement in creating master-planned communities in Southern Nevada has encouraged her to consider quality of life issues as a central part of overall housing development.

"My family has always been involved in the community, so that's been built into me," Lewis said. "We all just want to be able to live in a nice place. Improving the quality of life in Southern Nevada is the most important thing. We try to make

wherever we build a better community."

Lewis said she wants to play a role in addressing the current affordable housing crisis. She said finding solutions to the problem will take a good deal of effort on the part of a number of different organizations. Explained Lewis, "There are many viable options."

Lewis is a member of the Clark County Comprehensive Plan Steering Committee and a member of the county's Development Review Process project. Heavily involved in the government affairs efforts of her industry, Lewis chaired the SNHBA's legislative committee in 2005. She continues to be active with organizations that examine local land use and affordable/attainable housing issues.

Besides her professional accomplishments, Lewis is actively involved in the community. She is a volunteer with Kids-to-Kids and is a member of the board of directors of St. Jude's Ranch for Children.

— Lisa McQuerrey

NICK SWINMURN
Founder
Zappos.com
AGE: 33

HIGH TECH HIGH TECH HIGH TECH HIGH TECH HIGH TECH

FDR



FDR

In 1999, Nick Swinmurn found himself in a footwear fix while in a San Francisco shopping mall.

In need of a pair of shoes, he discovered that one store had the right style, but the wrong color. Another store had the right color, but the wrong style. He fruitlessly visited various retailers, and finally left empty-handed. He subsequently searched the Internet and discovered numerous small sites selling shoes, but no major specialty merchant. Further research revealed that the U.S. retail footwear market was a \$40 billion industry, with \$2 billion in sales through mail order.

"If so many people were buying shoes through the mail, I thought they'd be willing to buy online," said Swinmurn, who attended the World Shoe Association trade show in Las Vegas later that year, noticing that the brands represented offered hundreds of styles at their respective booths. "I thought if I could start a site that showed a complete line of brands and all the colors, sizes and widths, we could carve out a niche for ourselves based on selection."

He did just that, founding Zappos.com, which initially offered a handful of brands and now carries more than 600, with revenue topping \$370 million in 2005, a figure Swinmurn anticipates will reach \$600 million in 2006. The company, which sold more than 4 mil-

lion pairs of shoes last year, also began selling handbags in 2003, and now carries more than 100 brands. Despite its success, there were obstacles to the company's genesis.

"In the beginning we had trouble convincing brands to work with us online — they thought it might hurt store sales or would hurt their identity, but we showed them we did a good job at promoting their brand, and we're not a discount," said Swinmurn, who attended University of California, Santa Barbara — where he majored in film studies — and relocated to Southern Nevada two years ago. "In the future, we plan to continue to expand upon our customer service, because we're a service company that just happens to sell shoes and handbags."

— Danielle Birkin

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NICK COLETOS PHOTOGRAPHY

Michelle Dell President

Hogs & Heifers Saloon
AGE: 37



Michelle Dell is a survivor. To look at her today, it would be difficult to image that she persevered her way through personal tragedy, business lows and legal battles to become a successful businesswoman. A power player on the Las Vegas Valley entertainment scene, Dell relocated to Las Vegas in January 2005.

After her husband Allan Dell passed away in June 1997 in New York City, she assumed the reigns of their four-year-old operation — Hogs & Heifers Saloon. Nearly a decade later, Dell's establishment continues to dazzle crowds on both coasts featuring sexy female bartenders who dance on the bar to entertain customers.

Hogs & Heifers was a gamble in New York, Dell said. Developing in a previously run-down area of Manhattan, the Dells envisioned the saloons' potential in a high growth area. The risk paid off — the area is flourishing today with trendy restaurants, shops and hotels.

Las Vegas was a similar venture for Dell. Developing in the Las Vegas' downtown area off North 3rd Street isn't the first choice of many new businesses. Dell focused on the area's potential and character.

"I'm a firm believer that people are looking for something off the beaten path," said Dell, a self-proclaimed micromanager who financed the project without any partners. "We really do look to cater to the locals, and they have embraced us. We are trying to create a place people feel comfortable in."

Involved in every aspect from construction to decoration, Dell drew people to her business through nifty networking instead of expensive advertising and promotion.

Employing more than 60 people, Hogs Vegas opened last July and has been a quick success, Dell said. "Everything is going great so far," she said.

Dell has already found time to assist several charities involving the motorcycle community including Toys for Tots Ride, Hog Wild for Kids Ride and Bras for Breast Cancer.



— Allen Grant

NICK COLETOS PHOTOGRAPHY

REAL ESTATE &
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SAM CHERRY
CEO
Cherry Development
AGE: 27



CEO

Downtown Las Vegas is undergoing an urban renaissance and Sam Cherry is proudly involved in the charge. “I’m excited to be part of it,” said the Cherry Development CEO about building the first high-rise tower downtown. “I’m passionate about downtown and I feel like we’re making history. The area really lends itself to urban living with a true village feel.” Cherry isn’t your normal success story. In fact, he never graduated from college. Not from high school, either. Yet he currently has two major, mixed-use projects under construction valued at \$180 million, and he’s got another half-billion dollars invested in predevelopment projects. Cherry said he truly believes in the

city’s goal of recreating downtown into an urban village environment. His Soho Lofts, Newport Lofts and the upcoming Stanhi project are expected to transform the Hoover Street corridor into a place where people can live, work and play. In his role as CEO, Cherry coordinates all technical facets of the development process, from land use and architecture to engineering, construction and interior and exterior design. A licensed real estate agent, Cherry is also the founder of Legend Realty, a residential and commercial real estate brokerage firm and residential mortgage brokerage company. “I’ve been fortunate,” said Cherry, who credits his success to working “eight days a week, 36 hours a day for the last 80 years. I’ve worked hard since a young age. “I’ve been mentored. I’ve learned a lot, and I’m surrounded by the best of the best.”

— Lisa McQuerrey

NICHOLE LOVELY
Senior Audit Manager
DELOITTE & TOUCHE LLP
AGE: 33

As a young girl Nichole Lovely didn’t have role models in the business world. But combining a love of numbers with a fierce tenacity to succeed at whatever she attempts, Lovely has not only become the first person in her family to graduate from college, but is now one of Las Vegas’ leading CPAs. “My father always told me, ‘you could always fall back on nothing so you might as well take advantage of any opportunity provided to you. If you want to do nothing you can always go back to that,’ ” she said. So when Lovely was in high school and watched the movie “Wall Street,” she decided to pursue a career as an investment banker. After earning eight partial college scholarships equating to a full ride to the University of Nevada Las Vegas, she opted to go the accounting instead. “I loved finance but realized accounting was more stable,” she added. That has proved to be a good choice for Lovely, who was named the university’s Most Outstanding African-American Female and since 1995 has worked for Deloitte and Touche, one of the nation’s top four accounting firms. She is currently the company’s senior audit manager, re-

sponsible for supervising all aspects of audit engagements, including compliance with Sarbanes-Oxley requirements. She helped establish the Greater Las Vegas Chapter of the National Association of Black Accountants (NABA) and currently serves as its president. In 2004, Lovely was nominated by her firm and honored as a Woman of Achievement by the Nevada Women’s Fund. Married with a 5-year-old daughter and three stepchildren, Lovely visits her alma mater regularly to talk with students about careers in accounting and “what it’s like to work for a big four firm.”

— Deborah Roush

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MGR



Congratulations, Jennifer Simich,
for being one of Las Vegas’ Top 40 Under 40.

JOE ROMANO
Corporate Executive Chef
 Golden Gaming, Inc.
 AGE: 35

How does one chef manage operations for more than 30 taverns across the Las Vegas Valley?

“Good, solid structure and organization,” said Joe Romano, corporate executive chef for Golden Gaming, Inc., who oversees a small army of back-of-the-house staff throughout the valley.

Founded in 2001, Golden Gaming operates nearly 40 establishments in Nevada including PT’s Pub, PT’s Place and PT’s Gold in Las Vegas along with Sierra Gold, a Nevada-style ultra tavern.

With multiple venues and a motley crew of patrons, Romano needs to continue being flexible with menus and options. “Each brand has its own menu with some unique items,” said Romano, who was involved in all facets of the Sierra Gold’s August 2005 opening. “I would put that (Sierra Gold) menu and atmosphere and level of service up against anything on the Strip.”

With nearly a decade in the valley, Romano joined Golden Gaming in 2003 after being executive chef at Mandalay Bay’s Aureole of the Charlie Palmer Group — one of the most recognized names in the culi-

nary community. At Golden Gaming, his responsibilities include developing food and beverage operations to accommodate a variety of patrons while tailoring a product to fit everyone’s needs and expectations.

Not only does Romano maintain price points, he continues to create quality products and menus that ultimately provide patrons with selections beyond their expectations.

During Romano’s stint, Golden Gaming opened eight new establishments including two new restaurants for the company’s Colorado properties. The former graduate of the Culinary Institute of America said he expects to oversee six new openings this year alone.

An active member of The Odyssey Lifestyle, Romano wanted to give back to the community and joined the organization that benefits The Odyssey Foundation Le Cordon Bleu Educational Scholarships, Helping Hands of Vegas Valley and The National Center for Missing and Exploited Children.

— Allen Grant

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ELAINE SANCHEZ
Public Affairs Manager
 McCARRAN INTERNATIONAL AIRPORT
 AGE: 31

HOSPITALITY
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McCarran International Airport is the sixth-busiest airport in the nation, a fact that keeps Elaine Sanchez on her toes 24/7.

As the hub for one of the world’s top tourist destinations, Sanchez oversees a staff charged with communicating a wide array of airport issues to the public.

“This is a dynamic, fast-paced industry,” Sanchez said. “We’re one of the most technologically advanced airports in the country. We’re a cog in the wheel of tourism.”

Sanchez had an impressive career even before taking on the key role with McCarran. She worked for former U.S. Sen. Richard Bryan, Sig Rogich at Rogich Communications and was spokesperson for Las Vegas Mayor Oscar Goodman.

Sanchez said her greatest personal accomplishment is her graduation from college, a first for her family. She credits her parents for the encouragement, her husband for supporting her in every role she’s taken and her two young sons, who she calls her “little lights.”

Involved in the community, Sanchez is an active member of

the Latin Chamber of Commerce and serves as chair of the Clark County-Las Vegas Library District. She said she’s honored to be associated with an organization that does so much for the public, from providing books online to free homework tutorials, literacy programs and arts and cultural events.

“To me, success comes from the relationships you keep with other people. It’s very important to build rapport. Your actions speak louder than your words. When people see you for who you are, opportunity develops from that.”

— Lisa McQuerrey

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JEFFERY FINE
President
FINE PROPERTIES
AGE: 35

As president of Fine Properties, a real estate investment and development company focusing on urban investment and redevelopment opportunities in the Las Vegas market, Jeffrey Fine has taken a specific focus on the downtown submarket.

Fine Properties recently purchased more than 40 acres of raw land and income producing properties. The company has also announced its planned purchase of two casinos, the Silver Nugget Casino and the Opera House Casino, both

in North Las Vegas. Fine Properties has both under contract and expects to close in the latter part of 2006.

Besides his role with Fine Properties, Fine is chairman of Fine Concepts, a restaurant/tavern management company operating multiple concepts in Southern Nevada, including The Coffee Bean and Tea Leaf stores as well as several taverns.

Fine is a member of the Young President's Organization. He also serves on the board of the Clark County Public Education Foundation and is part of the

advisory board of Nevada First Bank. As a third-generation member of the Greenspun family, Fine is also involved with the Greenspun Corp. and the Greenspun Family Foundation.

Fine counts among the influences on his life and his business operations his grandparents, Barbara and Hank Greenspun, and his parents, Susan and Mark Fine. "I learned from them vision, loyalty, integrity and the importance of hard work."

— Lisa McQuerrey

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CB RICHARD ELLIS' TOP PROFESSIONALS UNDER 40 IN LAS VEGAS



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HUGHES



MIKKI
REED



RYAN
HOWSE



KAROLINA
JANIK



DAVID
STRICKLAND



JOHN
MAUGAN



NATE
HUNTERTON

DEANNE RYMAROWICZ

Legal Counsel

Greater Las Vegas Association of Realtors

AGE: 36

Deanne Rymarowicz credits Donald Trump with helping her get her job as legal counsel for the Greater Las Vegas Association of Realtors (GLVAR).

Well, sort of.

Last February she was at the open casting call for the television show “The Apprentice” at Green Valley Ranch, and during the four-hour wait with more than 300 other people, she networked and exchanged business cards with the local attorney behind her in line. Later, he emailed her and put her in touch with a headhunter looking to fill the GLVAR position.

Though she didn’t earn a spot on the show, she did win “my dream job,” – working as the attorney for the largest professional trade association in Nevada and the third-largest Realtor organization in the United States, she said.

Rymarowicz is responsible for providing legal counsel regarding vendor contracts, regulatory matters and litigation. She also acts as panel counsel for professional standard hearings and drafts a weekly newsletter column and monthly articles about real estate law.

She’s the one, too, who drafts and revises all the transaction forms GLVAR provides its members.

It’s a job that’s different every day and one she enjoys tremendously. “I’m

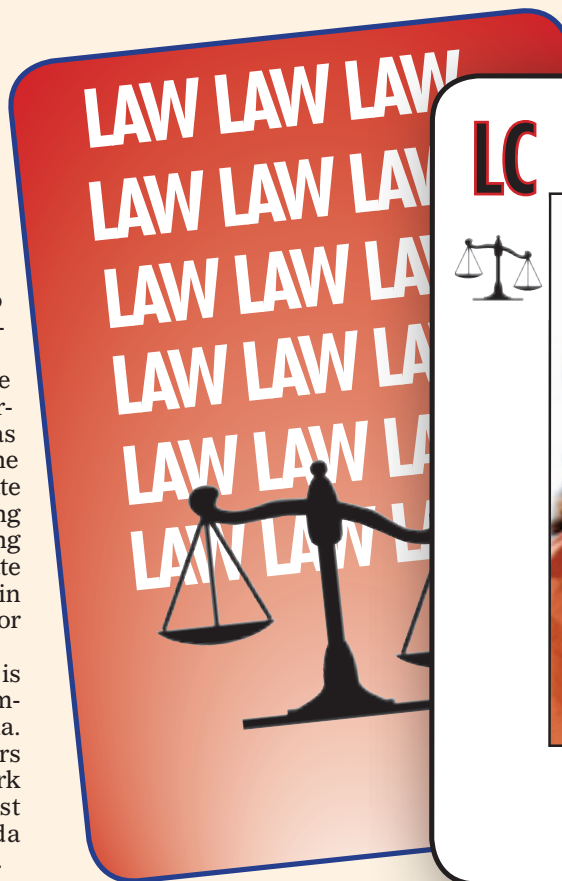
extremely fortunate. I know a lot of people my age who are starting to get burned out in their jobs. I’m flying high and having a great time,” Rymarowicz said.

Of course, there are tough parts of the job, she admits. “Real estate, especially in Las Vegas where it is such a hot market, can change fairly quickly. I’ve got to stay on top of everything going on out here and also on a national level and the legal ramifications,” she said.

Rymarowicz is a graduate of Drake University where she earned undergraduate and law degrees. She has been deputy attorney general for the State of Nevada and a senior associate with Wadhams and Akridge, working in administrative law and litigating cases. She also has been an associate with Hosking, Graham and Wilde in Las Vegas and publications director for the Clark County Bar Association.

In her free time, Rymarowicz is studying interior design at the Community College of Southern Nevada. She is president of her Toastmasters club, is secretary-treasurer of the Clark County Bar Association and is a past president of the Southern Nevada Association of Women Attorneys.

— Deborah Roush



MICHAEL HUMBARGER

Partner

ERNST & YOUNG

AGE: 37



While other 6-year-olds were mastering the alphabet and the mysteries of basic addition, Michael Humbarger was unwittingly determining his career aspirations.

“I’ve known my wife since first grade and her father is an attorney,” said Humbarger, a native of Ohio. “Knowing my wife as I grew up and knowing her father, I was exposed to the law in that manner and it opened my eyes.”

“I also always had an interest in accounting and wanted to package the two together, so my ultimate goal was to be a tax attorney.”

To that end, Humbarger — the first member of his family to attend college — is both a CPA and a lawyer, a combination that has served him well in his 15 years at accounting firm Ernst & Young, which he joined upon completing his undergraduate degree. He attended law school at the University of Toledo College of Law during the evenings.

He transferred from the firm’s Cleveland office two years ago to launch the tax practice at the Las Vegas office, which had opened six months prior and had just half-a-dozen employees at the time, a figure that has quickly grown to 50.

He focuses his practice largely on real estate and gaming, and

has been instrumental in aiding various U.S. gaming companies with international expansion. This includes assistance with obtaining gaming licenses, tax planning and developing the appropriate legal structure to facilitate client’s investment in foreign countries.

“I think what’s most rewarding is taking very complex rules and regulations and distilling them down to planning ideas and planning opportunities for companies to minimize their taxes and improve the cash flow of the business,” said Humbarger, adding that some 50 percent or more of the tax partners at Ernst & Young are also attorneys. “It’s kind of like a complex puzzle and you’re in there solving it for clients and they are very appreciative of the things you can do for them.”

— Danielle Birkin



NICK COLETSOS PHOTOGRAPHY

MARK BIRTHA
Vice President of Development
 EDGE-STAR PARTNERS
 AGE: 33



While the high-rise craze is taking Las Vegas by storm and western-style gaming is making a major impact in Asia, Mark BIRTHA is finding himself at the center of the action on two continents.

In the 12 years that have followed since his graduation from the Hotel School at Cornell University, BIRTHA has held eight different positions — all results of promotions.

Recruited to The Mirage's food and beverage department right out of college, BIRTHA became one of the corporation's youngest executives at 24. He went on to open Bellagio and later moved to The Venetian, where the company custom-designed an executive training program for BIRTHA so he could learn all aspects of the hotel/gaming/hospitality/event industry. Entering the corporate development arena at The Venetian, BIRTHA became responsible for coordinating the planning, design and opening of the Sands Macao.

"That was a fun, exciting and challenging time of my career," BIRTHA said. "We had to work hard to ensure we understood the Asia culture while introducing this type of

west-ern-style entertain-ment. We ushered in a new era."

During this same period, BIRTHA started an entrepreneurial venture and founded the Millennium Hospitality Summit, which has grown from a regional meeting for Cornell alumni into a worldwide boutique hospitality conference for industry executives.

Motivated to continually grow his career and challenge himself, BIRTHA recently made the move to Edge-Star Partners, developers of The W Las Vegas Hotel Casino and Residences. "I've taken all of my previous experience and fused it into a job where I'm involved in the development of a unique and differentiated project."

BIRTHA said he's always been motivated to build his career and he operates by a core set of business practices: Stay positive, be a team player, exceed people's expectations and always strive to learn new things and challenge yourself.

—Lisa McQuerrey



WOW

IF YOU CAN'T HEAR THE APPLAUSE,
 THAT'S BECAUSE IT'S DEAFENING.

CONGRATULATIONS MARK BIRTHA

FOR BEING RECOGNIZED AS ONE OF
 THE TOP 40 UNDER 40 IN LAS VEGAS.

SINCERELY,

TREVOR PEARLMAN, REAGAN SILBER,

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ALL OF YOUR COLLEAGUES AT

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NICK COLETOS PHOTOGRAPHY

MICHELLE ROMERO
Program Coordinator
HENDERSON REDEVELOPMENT
AGE: 38



Michelle Romero's job is about giving back to the community. As program coordinator for the Henderson Redevelopment Agency (HRA), she is a vital part of the team altering the face of downtown Henderson for future generations.

"I interact with downtown businesses" in hopes of making the climate a great situation for owners and customers, said the lifelong Nevada resident. "I also help recruit businesses to new developments in Henderson."

Responsible for managing new development projects in and around the downtown Henderson Water Street District, Romero also works with existing downtown businesses interested in expanding through Henderson redevelopment programs.

The 15-year city employee also helps coordinate several downtown special events including the annual Super Run Auto Show, which attracts more than \$8 million in revenues.

Established in 1985, the HRA is designed to assist with the development of the Henderson's central portion. The agency identified three redevelopment areas — Downtown, Tuscan and Cornerstone. With the help of Romero, the new 4,000-acre Eastside Redevelopment Area becomes the agency's fourth.

"Downtown redevelopment is going very well with an enormous turnaround," said Romero. "We were looking for another area, and now we have four redevelopment areas."

Community-minded, Romero also assists the city with her expertise in the origination of a downtown multi-year marketing and branding plan to attract arts, retail, office and residential development to district.

Romero also helped establish the Downtown Business Association, a group of business owners designed to operate as a cohesive unit to cross promote and host special events. She also explores opportunities for preserving Henderson's heritage by designating suitable grants for application.

An active member of the International Downtown Association, NAIOP and the International Council of Shopping Centers, Romero also finds time and energy to assist in other causes including Arts Alive, a not-for-profit organization responsible for Henderson's mural projects.

—Allen Grant

PAUL MURAD
President
METROPLEX DEVELOPMENT GROUP
AGE: 30

Paul Murad is living the American dream.

Astute in several industries including stints as a Realtor, author and now real estate developer, he is ready to build Gateway Las Vegas, a \$220 million mixed-use, 39-story downtown high-rise condominium project.

The four-year Las Vegas resident is president of METROPLEX Development Group and has only been in the United States since 1992 after leaving his native Azerbaijan. Educated in finance and international business, he has worked on several continents including Asia, North and South America and Europe.

Murad said Gateway's location downtown on Charleston Boulevard near the World Market Center offers an attractive development opportunity.

"One of the best features is its location downtown," he said. "Near the World Market Center and arts district it's also close to restaurants, services, banking and shopping."

Expected to receive city council approval in March, Murad said he expects to break ground on the development in early 2007. But, what makes his development different from the dozens of valley high-rise condominium projects?

"This is going to be landmark for downtown," he said. "The design will

set it apart."

Murad relocated to Las Vegas Valley to pursue the red-hot real estate market trend. In fact, he wrote a book titled "Manhattanizing Las Vegas — How to Profit from the Next Phase of Mega-Growth" which offered insight needed to position and profit from the emerging market of valley's high-rise residential properties.

"The dynamic environment of this city is there for anyone who wants to put the energy and spirit into an entrepreneurial venture," Murad said.

Besides being active with the local Latin Chamber of Commerce, Murad also is involved in growing the Las Vegas community. He recently sponsored and produced an event to educate Las Vegas about the Latino community and to inspire Latino youths. He even received commendation from Sen. Harry Reid.

—Allen Grant

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YOLANDA ADAMS

Executive Branch Director
HEINRICH YMCA of SOUTHERN NEVADA
AGE: 36

Arizona native Yolanda Adams has devoted her professional career to helping children.

A former probation officer with the Maricopa County Juvenile Court, she was at one time stationed in a unit where most of the youth under her supervision were gang members.

"It was the rough of the rough, and one of my goals was to try and show them a different lifestyle," said Adams, an athlete who received track scholarships to Phoenix College and the University of Arizona. "I knew that I couldn't help

every single child, but if I helped one of them I did my part."

That policy has served her well at the Heinrich YMCA of Southern Nevada, where she was hired as community outreach director in 2002, eventually overseeing the outreach department as well as the youth and family program and the sports department. She was named executive branch director in 2005.

Since joining the organization, Adams has been instrumental in launching new programs, including the Teens Effecting Challenged Youth program for teenag-

ers with special needs, the Y-Achievers High School Proficiency Program and the Annual Christmas Giving Event for children in need. Her background in athletics has also provided an opportunity to educate children about the benefits of utilizing sports to achieve success: Working with former NBA and UNLV basketball player — and YMCA staffer — Robert Smith, Adams recently created the YMCA Academy of Academics and Sports, which emphasizes the importance of maintaining a high standard of learning in the classroom and on the

court or field.

"We wanted to put together a program that would help the youth with the academic portion of their lives," said Adams, who noted that it isn't enough to simply be a good athlete — kids also have to make the grade. "We wanted an area where kids could work on their homework and get assistance, and some of the kids have gotten scholarships with Robert's help."

— Danielle Birkin

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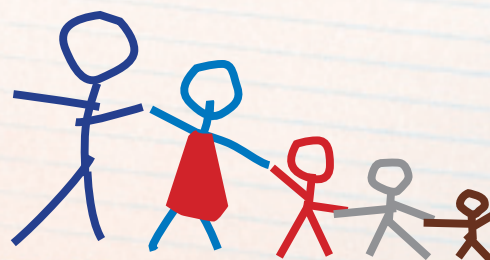


DEAR DAD, (Todd Parriott)

GOOD JOB!
THANKS FOR BEING A GREAT ROLE
MODEL.
Love.

A, R, AND J. (Todd's kids)

P.S. MOMMY SAID ALL THE
EMPLOYEES AT YOUR COMPANIES
ARE PROUD OF YOU FOR THE
40 UNDER 40 WIN.



*Your experience
and passion
shine brightly.*

We know you're a star.

Now, so does all of
Las Vegas.

Congratulations
to
Yolanda Adams
for being named one of the
40 Under 40

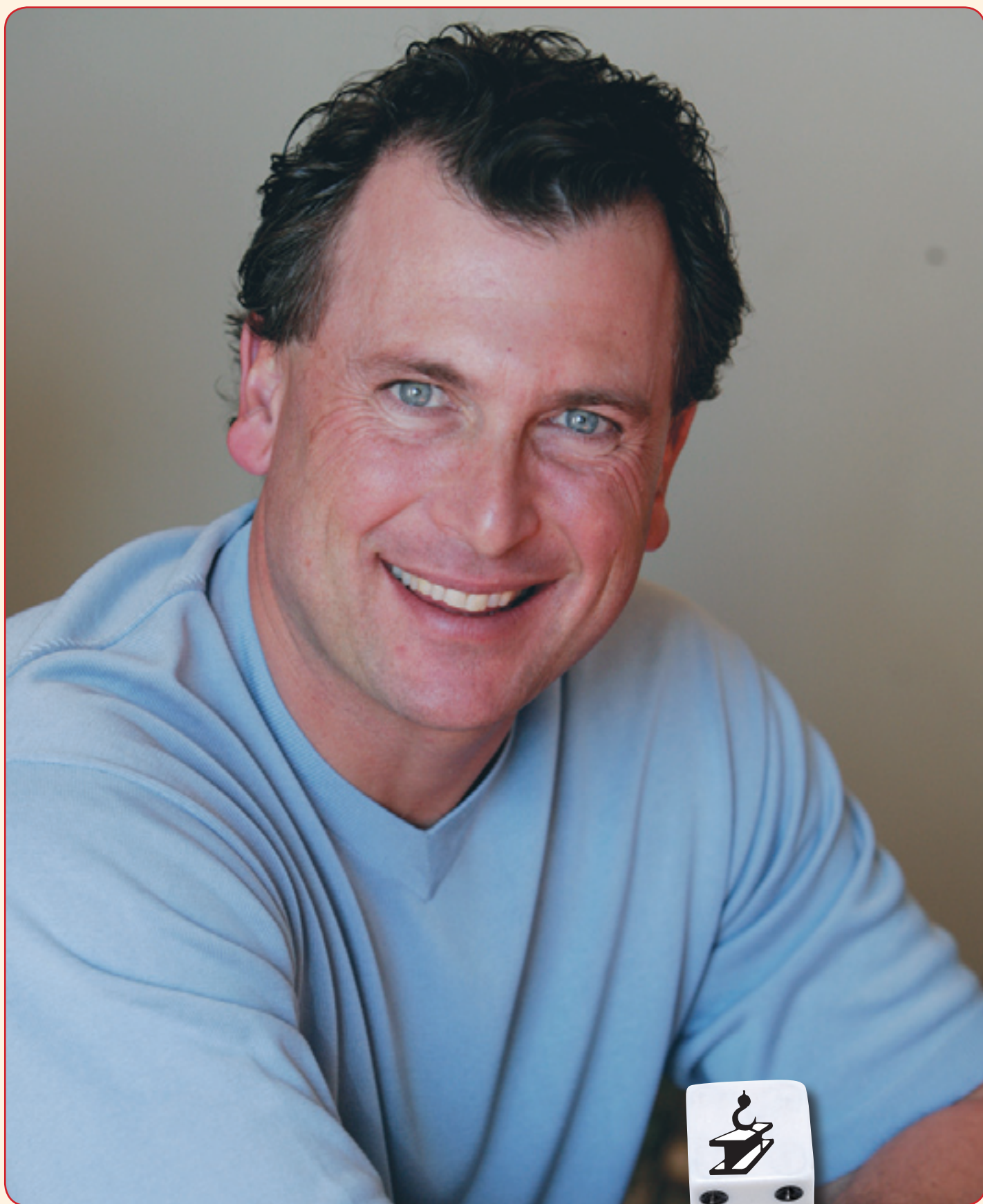


YMCA of Southern Nevada

CONGRATULATIONS **Karen Faulis**

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**TOP 40
UNDER
40
Honors!**

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LARRY MONKARSH
President
LM CONSTRUCTION
AGE: 39

For Larry Monkarsch, construction is a family affair.

"My father, uncle and grandfather started building in Los Angeles in the 1950s and it was just a natural progression for me," said Monkarsch, who has lived in Southern Nevada for 11 years. "Growing up, I was always on the job sites on the weekends hanging out with my dad and that's how I got an appetite to be a contractor."

Upon graduating from California State University Long Beach with a liberal arts degree, Monkarsch immediately went to work in California for the family business — EJM Development Company — building custom homes. He relocated to Las Vegas in 1995, launching LM Construction Company the following year.

"I came here to do the construction for EJM Development and that's how I got into business," he said. "As I became known for good quality construction built on time with a good price I began to get other clients."

LM specializes in commercial and industrial construction, with 60 to 80 employees and 2005 billings of more than \$31 million. Since its inception, the company has built more than 2 million square feet of industrial space for EJM, and also works with Jackson-Shaw, KDC and J2 Properties. The company added metal stud/drywall and paint divisions in 2002, and became an authorized Butler Builder in 2003, offering pre-engineered building systems and components. In addition, Monkarsch expanded services to include compre-

hensive design/build projects, which he sees as an arena for continued growth.

Monkarsch endeavors to maintain an honorable reputation in an industry often sullied by treachery.

"A lot of contractors get a bad rap for the way they do business and I'm trying to redefine that. My philosophy is we don't have huge profit margins but we do volume. I feel the pain when these construction numbers and land prices start escalating. It's imperative we make it affordable so developer clients can continue doing business."

— Danielle Birkin





NICK COLETOS PHOTOGRAPHY

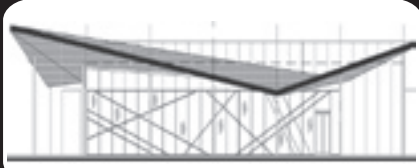
JARED CHUPAILA
General Manager
FASHION SHOW MALL
AGE: 29

Jared Chupaila is doing a good job; just check the numbers. During his first full year as general manager for the largest retail center on the Las Vegas Strip, the Fashion Show, the mall's traffic and bottom line increased by more than 20 percent. Chupaila has been Fashion Show's general manager since late 2004 and his tenure has included overseeing operations during The Rouse Co.'s (which previously owned the property) acquisition by General Growth Properties. His team worked to maintain existing merchant relations and forge new ones. A 1998 graduate of Harvard University, Chupaila joined Rouse in 2000 as a sales and leasing specialist for The

Howard Hughes Corp. About a year later he was promoted to manager of retail operations for Fashion Show, and became general manager when General Growth acquired Rouse. Chupaila is responsible for overseeing the mall's day-to-day operations including financial management and marketing as well as managing tenant relationships and negotiating lease renewals and new additions. Fashion Show features entertainment, event and advertising platforms in its Great Hall and Cloud venues, which also fall under Chupaila's direction. "We are continually challenged to provide a unique experience for millions of shopping customers, to provide


a special place to do business for more than 200 retail partners, to provide an engaging workplace for more than 100 employees and in the end, to maintain a balance between all in an effort to drive the business of the property for our many shareholder owners."

—Deborah Roush



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NICK COLETOS PHOTOGRAPHY

TERENCE THORNTON
Managing Partner
 OUTDOOR KITCHEN CONCEPTS
 AGE: 31

An entrepreneur since the age of 27, Terence Thornton said the entrepreneurial spirit is part of his DNA.

“My grandfather started the first gas company in Las Vegas and my father started one of the first concrete companies,” said Thornton, managing partner for Outdoor Kitchen Concepts (OKC). “You have to have a ‘positive, can do’ attitude. The life of a small business owner is constantly bombarded with new obstacles thrown in the way — I think that’s great, and I wouldn’t want it any other way. A new day, a new challenge!”

Thornton opened the first OKC franchise store and planned and developed three flagship retail locations in Las Vegas that serve as the model for a national franchise system. He has designed and implemented sales and customer service systems and programs and assisted in the development of a groundbreaking, web-based customer relations system.

The company saw sales growth of 92 percent in the fourth quarter 2005 over the previous year. Thornton would like to add new divisions to his company in the coming years.

Thornton said he’s been fortunate to have a “great advising and support network” of successful business owners and CEOs who have served as a sounding board for him. He also credits his wife, a dedicated group of business partners and a “team that rocks.”

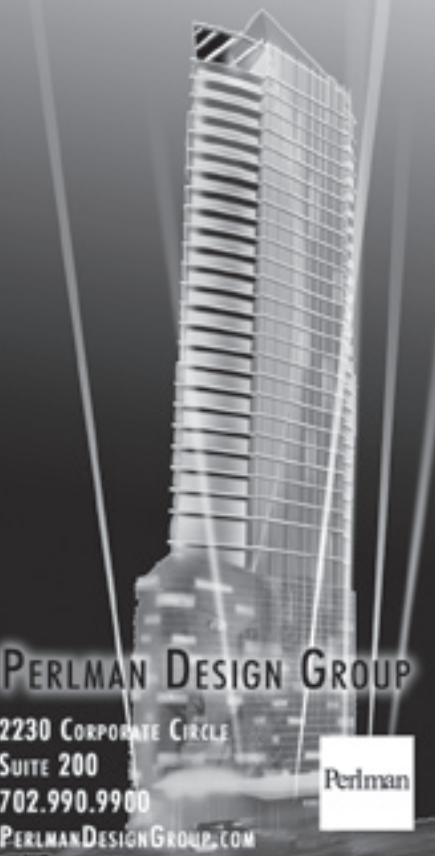
In addition to his professional successes, Thornton takes great pride in a youth mentoring relationship he and his wife, Sarah, created with a young man as part of the Big Brothers Big Sisters program. Nine years ago they welcomed the youth into their life and their home.

“He was barely making it by socially and academically and had pretty much flunked out of junior high,” Thornton said. “He’s 19 today and attending college. We all consider him part of our family.”

— Lisa McQuerrey

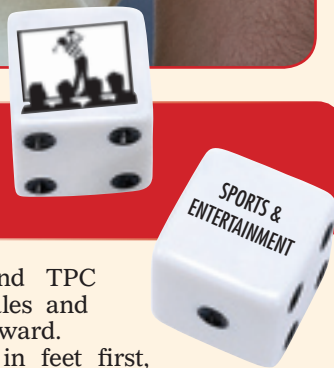
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JOE MASSANOVA
Director of Sales & Marketing
 TPC at THE CANYONS/PGA TOUR
 AGE: 36



Thinking outside the “tee” box has Joe Massanova making birdie after birdie in the local golf industry.

After joining the Tournament Players Club (TPC) at The Canyons as director of sales and marketing in October 2003, Massanova quickly turned around the property’s net operating income — doubling the club’s numbers in his first year and increasing business more than 30 percent during his second.

“I recruit business locally, regionally and nationally to maximize our tee sheets,” said Massanova, who started in the golf industry in 1997. “We’re doing great things for our course, Las Vegas golf and for our community. It’s all worked out really well.”

The TPC course plays host to several high-profile golf events including the PGA Tour’s Las Vegas Invitational and the Bard Capital Challenge.

The Philadelphia-born Massanova helped the club win several industry honors in 2004 including the Operation of the Year for TPC Daily Fee

Facilities and TPC Network Sales and Marketing award.

Jumping in feet first, he nurtured relationships with several Strip gaming properties to help increase business and also revamped the course’s group sales plan. He also spearheaded a new 24-hour booking line for guests to register for tee times around the clock.

“(Those items) are giving us a greater ability to respond to the market demands,” he said.

Helping align TPC at The Canyons with Wynn Las Vegas to handle its overflow golf traffic, Massanova said he’s working on future relationships including one with the soon-to-be-opened Red Rock Station.

Massanova and the club also support the community with an area-wide junior golf clinic, helping more than 500 children. They also contribute to The First Tee of Southern Nevada.

—Allen Grant

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BRYAN SCHULTZ**President**

DESERT MEDICAL EQUIPMENT

AGE: 27

Want to succeed in business?

Find a niche, exploit it and stay one step ahead of the competition, said Bryan Schultz, president and owner of Desert Medical Equipment (DME).

After working as a sales representative in the local home medical equipment market for several years, Schultz's entrepreneurial spirit and eye for spotting a niche market blossomed. He started his business in 1998 at age 24.

"I noticed the need (for rental medical equipment) growing each year," he said. "Since starting this business, we've captured a niche market here."

Following a detailed business plan, Schultz's Desert Medical turned a profit in its first year with more than \$400,000 in rental sales. Now, the three-year-old company is one of the valley's fast-growing medical rental supply firms.

Capitalizing on the 3 million tourists who visit Las Vegas each month, DME rents medical equipment to individuals in need from electric scooters and wheelchairs to oxygen tanks.

Schultz utilized his contacts with hotel guest services managers and concierges to increase his client list, which features high-profile properties including Wynn Las Vegas, Bellagio and Caesars Palace. DME also prospers thanks to its network referrals, a relationship with the Tourism Bureau, international travel agents and even its Las Vegas Chamber of Commerce membership.

Schultz also contributes to those less fortunate — annually donating wheelchairs to children in Mexico. He also supports Positively Kids, a local nonprofit charity that assists medically dependant children.

Starting with just 25 scooters, Schultz reinvested immediately in the company's inventory and now boasts more than 250. He said he expects continued expansion in the coming years.

"We're trying to find some additional ways to reach more tourists in need before they arrive in Las Vegas," he said. "That's our next goal."

— Allen Grant

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STEVE McCracken**Senior Vice President, Market Development Manager**

BANK OF AMERICA

AGE: 36

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Any time Bank of America spends money in the Las Vegas market, Steve McCracken has his hand in it.

That's because McCracken, as senior vice president and market development manager for the bank, is responsible for its marketing, sponsorship, public relations and \$2 million in annual charitable giving.

The best part of the job, McCracken said, is that it is multi-faceted. "On any one day it could be 100 different things."

The toughest part? "Sitting down with so many great individuals and organizations in the community looking for assistance and not being able to help every one of them," he admitted.

A Bank of America employee for 13 years, McCracken worked in corporate sports and sponsorship marketing where he negotiated and executed sponsorships from St. Louis to Las Vegas before moving here just

over two years ago.

From all accounts, the Las Vegas bank has benefited from McCracken's move west, especially since he has developed a public relations strategy that is credited with increasing the bank's overall presence throughout the area.

A native of Kansas City, Mo., McCracken is a graduate of William Jewell College in Missouri.

He is a board member for United Way Success by Six and the Business Community Investment Council and lends a hand to all sorts of charitable organizations, from Christmas in April to Habitat for Humanity.

McCracken is an avid golfer and enjoys spending time with his family.

— Deborah Roush

PATRICK REILLY
Shareholder
HALE LANE PEEK DENNISON & HOWARD LAW FIRM
AGE: 39

Patrick Reilly was a recent college graduate, majoring in film, when he received a jury summons that altered his career objectives. “The first time I thought about becoming an attorney was when I served on jury duty right after I graduated,” said Reilly, a Chicago native who has resided in Southern Nevada for 10 years. “It was a three-week jury trial for an attempted murder case — a man who had shot his ex-wife — and I remember sitting there watching the prosecutor and thinking ‘I can do that and it looks kind of fun’ so I put that in the back of my mind.” He eventually went on to attend Loyola Law School, and relocated to Las Vegas, where he joined Hale Lane in 1997. His practice focuses exclusively on busi-

ness litigation and business disputes, including several high-profile cases in Southern Nevada. He played a significant role in the longest civil trial in Nevada history — a 10-month construction dispute between The Venetian Hotel Casino Resort and its general contractor — and has handled some noteworthy cases on his own, including a \$1.9 million prejudgment writ of attachment in 2002-’03 against a Las Vegas hotel and casino property in a contract dispute, in which he represented the Fremont Street Experience. “It was against Binion’s Horseshoe, a member of the Fremont Street Experience, and they weren’t paying their membership dues,” he said, adding that the case was settled out of court when Harrah’s bought the

Horseshoe name. Also representing the Fremont Street Experience, he was successful in procuring a permanent injunction against a prominent downtown casino owner who had employees in front of his property with portable microphones in an attempt to lure passersby inside. Reilly, who is chair of the firm’s litigation practice group, overseeing some two dozen litigators in the Las Vegas and Reno offices, finds legal work rewarding. “It’s always intellectually interesting and always different,” he said. “It’s challenging to me and that’s what makes it fun.”

—Danielle Birkin



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KAREN FAULIS
Assistant Administrator
VALLEY HOSPITAL
AGE: 38

In business, many professionals learn through trial and error. For Karen Faulis, that was never an option.

As assistant administrator for Valley Hospital, Faulis oversees all efforts related to patient safety, performance improvement, risk management, operations and hospital accreditations. She oversees six departments and is currently managing the initiatives of the hospital's Bloodless Medicine Program and its Chest Pain Center certification.

Also a registered nurse, Faulis is widely respected for her skills and effort. She has worked in emergency rooms, cardiac and intensive care units, medical-surgical units and postpartum/nursery. She has instructed and supervised nursing students and has conducted medical record analysis for performance improvement efforts. Faulis has also led efforts to mitigate hospital loss by active involvement in defending litigation cases.

"I'm particularly proud of achieving my goal of being a nurse and the experiences I've had in that profession," Faulis said. "Learning to deal with all types of people in critical and sensitive situations, the need to be flexible while continuously reprioritizing and making decisions based on experience and intuition have been quite beneficial in

my transition into the business field."

Faulis said her professional goals include learning as much as possible in her current position in the hope of moving into a COO or comparable position at some point in the future.

"There have been a number of individuals encouraging, supporting and inspiring me over the years who have opened doors in areas I may not have gone through otherwise," Faulis added. "I have a passion for learning, so the combination of these individuals and my desire to learn have been the greatest factors contributing to my success."

—Lisa McQuerrey

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Patricia Quibb



Congratulations, Heidi!
You're a great boss and friend. This honor is much deserved.

Carla Young

Heidi-

Congratulations on being chosen one of the 2006 "Top 40 Under 40" in Las Vegas. This is well deserved recognition for your community involvement & professional achievements.

Sharon Bowling

Heidi!

It just keeps getting better & better! Many congrats to you for the many achievements that you continue to realize. The recognition and respect that you receive is well deserved. Your ambition and drive is felt by all of us who have the opportunity to work with you. You create a warm and positive atmosphere that makes work a better place to be. Thank you for everything & again, Congratulations!

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