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In Business

FEBRUARY 27, 2009

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UNDER
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2009

Supplement to In Business Las Vegas



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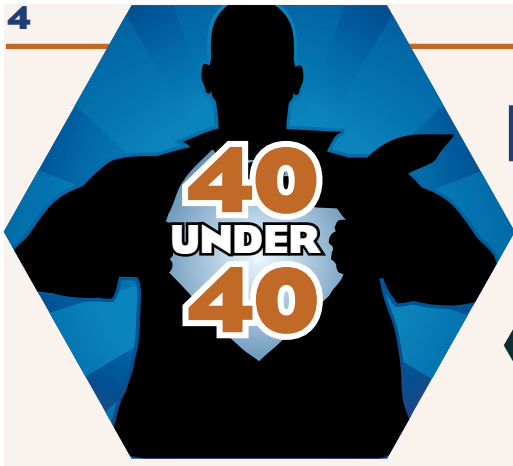
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FROM THE EDITOR



The buzz around our "40 Under 40" publication gets louder each year. It has certainly become one of our most exciting special sections.

We launched the "40 Under 40" program nine years ago to recognize young and successful business leaders who have distinguished themselves not only in their professions but also in the community. Check out page 6 for a list of all the past honorees.

As in the past, the nominations poured in again this year. We received more than 300 submissions, which made for a grueling decision process. However, it only strengthened the results. We'd like to thank our readers for sending us a great selection of individuals — you certainly identified some dynamic and talented people.

In choosing the honorees, we charged our judges to evaluate each candidate's community service, entrepreneurial spirit and impact on their respective industry. A panel of six judges made the selections over the span of two weeks. Honorees could not turn 40 before Jan. 1, 2009.

This group of 40 people has achieved some great feats very early in their careers. Their strength and commitment to making the Las Vegas Valley a better place to live should be commended.

Take the time to read about these young leaders and their amazing accomplishments; their stories are very inspiring.

We would like to thank our friends at SouthwestUSA Bank and Blue Martini for signing on as the presenting sponsors this year. Their support truly helps us make this program possible.

Check out, too, our informal survey of all 40 honorees. On page 34, you'll find a compilation of such things as how many of these folks own a home (or more than one), speak more than one language, have a tattoo or have spent more than \$1,000 on an article of clothing. It's a fun twist we added to the publication this year.

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IT TAKES COMMITMENT AND HARD
WORK TO BECOME ONE OF THE
RISING STARS OF THE LAS VEGAS BUSINESS WORLD



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AND ALL OF 2009'S
40 UNDER 40 HONOREES

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Lisa Hammond

Molly Kay Hamrick
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SPONSOR LETTERS

DEAR IN BUSINESS LAS VEGAS READERS,

Blue Martini would like to congratulate the 2009 "40 Under 40" honorees. We are very proud to stand behind and recognize such talented and involved young professionals in our fabulous Las Vegas community. We invite everyone to raise your martinis and toast the 2009 winners!

Offering locations in Boca Raton, Miami, Fort Lauderdale, Las Vegas, Orlando, Phoenix, Tampa and West Palm Beach, we invite you to join us for one of our 25 superior martinis guaranteed to excite your taste buds and elevate your spirit. Listen or dance to the best in live entertainment, while enjoying our tapas food menu, the perfect complement to our fine wine and spirits selection. We strive to provide our guests with the finest staff and service available.

Blue Martini is open seven days a week and is always ready to tailor a special event to fulfill corporate or individual requirements. Our stunning décor and three distinctly diverse guest experiences create a high level of energy that is unsurpassed. Go casual on the outdoor patio bar; be at the heart of the party in the stage room; or keep an eye on everything, while maintaining an aura of seclusion in our VIP room — any of which may be reserved for your event. Whether it's an intimate event of six, a gathering of 300 or a full-scale party of 1,000, Blue Martini is set up to handle it with perfection. Whatever your entertainment requirements, Blue Martini is committed to developing and executing your event with the highest possible standards. We invite you to enjoy the Blue Martini experience.

Blue Martini offers half off food and drinks during our Happy Hour, from 4 to 8 p.m. every day! Since you're *In Business*, please enjoy our hospitality card (available at Blue Martini) and receive half-off pricing anytime, any day!

BLUE MARTINI MANAGEMENT



DEAR IN BUSINESS LAS VEGAS READERS,



As a proud sponsor of *In Business Las Vegas*' "40 Under 40" awards program, we want to take this opportunity to extend our congratulations to the 2009 honorees on this prestigious achievement. We applaud this dynamic group of winners on both an impressive list of accomplishments in the workplace and their service to our community.

Their unique stories are interesting and rise to success inspiring, and we are fortunate that these smart, talented and community-minded men and women live and work among us in Southern Nevada. Each year, we continue to be impressed with the caliber of the honorees, and this year is no exception. Even more so in these troubled economic times, we look forward to their continued leadership and involvement, as we all work together to find solutions to these unprecedented issues. I'm confident we will.

At Kummer Kaempfer, we too, have been fortunate to have several of our attorneys join this notable "40 Under 40" list. As one of Nevada's leading law firms, we are devoted to our profession and to our community's long-term success. Next month, as Kummer Kaempfer celebrates its 15-year anniversary, we are reminded that our success comes from a long-held philosophy of providing our clients with the best legal counsel, the highest standards of integrity, a deep dedication to a client's needs and a positive work environment.

This philosophy serves us well, as our attorneys routinely are rated among the best corporate, mergers and acquisitions, energy, government relations, real estate and litigation lawyers in Nevada, including high-ranking recognition from prestigious legal publications including *Chambers USA — America's Leading Lawyers for Business*, *Best Lawyers in America* and *Super Lawyers*. An AV-rated firm with offices in Las Vegas, Reno and Carson City, Kummer Kaempfer is a full-service statewide law firm whose exclusive Southern Nevada Meritas affiliation allows us to provide access for our clients to some of the best midsize law firms in the world.

Congratulations, again, to all of the 2009 honorees from all of us at Kummer Kaempfer. Enjoy your well-deserved recognition!

MICHAEL J. BONNER

Managing Partner
Kummer Kaempfer Bonner
Renshaw & Ferrario



KUMMER KAEMPFER BONNER
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I invite you to discover the SouthwestUSA Bank difference for yourself. After all, you've earned it.

Sincerely,

PATRICK WISMAN

Chief Executive Officer
SouthwestUSA Bank



DEAR IN BUSINESS LAS VEGAS READERS,



Vegas Young Professionals congratulates the 2009 "40 Under 40" honorees. As a young entrepreneur and small business owner, I am always searching for new and innovative ways to meet new customers, hone my business expertise, promote my business and contribute to the Southern Nevada community.

VYP is one of the best investments that I have made in my career. With more than 1,000 members, it is the largest professional organization for young professionals between the ages of 21 and 39. VYP events focus on the core elements of building a successful career, including:

- Networking and making business contacts
- Building professional skills and expertise
- Mentoring and career advancement
- Developing innovation and creativity

In addition to our monthly Fusion Mixers, which attract about 200 attendees each month; Bigwig Lunch Times, where 20 VYP members have lunch with a local "bigwig"; and Excursions, back-of-the-house tours that help members gain insight into creativity and innovation, we have added new VYP programs to help our members build and develop their careers and expertise. These programs include:

- Business 101 series — lunchtime panel discussions to help members get insight and expertise on important business topics.
- Five-Minute Networking — a fast and fun way for members to make multiple new business connections.
- VYP "Strip View" Toastmasters — an energetic and supportive group that helps members develop their presentation and public speaking skills.

The connections I make through VYP help me do business every day, and I enjoy doing business with fellow members.

I invite you to check out VYP at our third anniversary celebration on Thursday, March 12, from 7 to 10 p.m. at Privé nightclub at Planet Hollywood. It's one of those events you don't want to miss!

To learn more about VYP, go to www.vegasyvp.com or call 735-2196.

JAMMIE HSU,

2009 VYP Advisory Board Chairman
Owner & President, Element 7



University of Nevada, Las Vegas Executive MBA Program



Caroline Ciocca

Director of
Community Relations
Cash America/
Super Pawn
**Top 40 Under 40
2006**
Class of 2007

"I was apprehensive at the prospect of returning to school after 15 years of being in the 'real world.' Completing the Executive MBA program was one of the most rewarding accomplishments in my life. The knowledge I gained from this program made a profound difference in the way I look at business. The masterful way the program blended academics with professional development provided me with a well rounded business education."

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Seth Hertin

Director of
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Class of 2008

"UNLV's Executive MBA Program provided me with the professional capstone that tied my career experience with executive level education. Before I even finished the program I was able to land a new position that fit my skill sets and career ambitions. Beyond the education, being in my cohort provided me with a network of professionals to use as a resource far beyond the classroom."



Tod Lower

Entrepreneur
Class of 2008

"In completing an Executive MBA at UNLV, my overall experience has been truly empowering. I pursued the degree to get a significant edge in this competitive marketplace, to sharpen my leadership knowledge and skills, and to learn how to effectively tackle complex business issues. Through on-going challenges from the faculty, I have been able to gain a broader corporate perspective that will enhance my cross-functional leadership and management contributions."



Steve McCracken

Sr. Vice President,
Bank of America,
Marketing and
Community Affairs
**Top 40 Under 40
2006**
Class of 2007

"Being part of the UNLV Executive MBA program was one of the most challenging and rewarding experiences of my life. The program has broadened and sharpened my business acumen while positioning me for future opportunities. As important, I had the privilege to meet and learn from some of Las Vegas' brightest executives."



Edgar Patino

Government Affairs
NV Energy
Class of 2008

"The UNLV Executive MBA Program has injected energy and passion into my career. It has enhanced my ability to approach complex business problems with a sense of confidence and excitement. And equally important, at the end of the program I was able to walk away as a leader with an edge—someone with an eagerness to execute with innovation on all of my personal and professional goals."



Vicky VanMeetren

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Class of 2005

"My experience with the Executive MBA program is one that was certainly career enabling. I knew that I had a tremendous amount of experience and clinical background, yet on paper I looked light on the business side with my current education. The Executive MBA program takes going through the minutia of school, signing up for classes, and getting parking permits...right out of your hand and into the programs hand. You get to accomplish your career goals so your chances of success are that much greater."

EMBA graduates join an extensive professional network spanning the Las Vegas business and professional communities and beyond. For more information on the Executive MBA program and how to join this group of accomplished professionals, please contact the UNLV MBA Programs at (702) 895-1367 or e-mail cobemba@unlv.edu.

UNLV
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EXECUTIVE MBA PROGRAM

LISA SANTWER

Public Relations Director
PURDUE MARION & ASSOCIATES

"You need to be able to switch gears in public relations, answering calls from reporters or pitching an event with little or no planning time. PR practitioners really have to master that flexibility."

When she was a student at the University of Nevada, Las Vegas, Lisa Santwer knew that she wanted to work in a business-related field that would also allow her to express her creative side.

"In college, I had this idea of what I wanted to do, and I found myself wavering into the public relations field, which I grasped right away," said Santwer, who obtained a degree in communications with an emphasis in journalism and PR. "I like to write and talk and network, and I love putting together creative campaigns that really push a client's business agenda forward."

Santwer, a 27-year Southern Nevada resident, now serves as director of public relations at Purdue Marion & Associates, which she joined eight years ago. In her current role, Santwer is responsible for developing comprehensive and complex communications plans for clients in the fields of real estate, hospitality, nonprofit, insurance, government, gaming, health care and law. From grassroots to major national media strategies, Santwer seeks out new and creative communications solutions; spearheads new business development; and provides proactive and innovative client services.

"It's such an adrenaline rush, and you have to be flexible and be able to respond

to your clients," Santwer said. "You need to be able to switch gears in public relations, answering calls from reporters or pitching an event with little or no planning time. PR practitioners really have to master that flexibility."

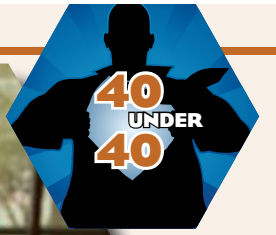
Of particular significance is Santwer's work with Focus Property Group and two of its master-planned communities, Mountain's Edge and Providence.

"I have been especially fortunate with Mountain's Edge," said Santwer, who created an ongoing campaign that continues to have legs, focusing largely in part on the master plan's vision of water-smart sustainability. "Green and sustainability are really hot topics now, and we were also able to get a lot of leverage from the branding we had done to push all of our messages, and we got a lot of great press."

That may be an understatement. Santwer has secured coverage for Mountain's Edge — as well as other clients — in news outlets such as *The New York Times*, *Los Angeles Times*, *The Wall Street Journal*, *U.S. News & World Report*, *USA Today*, "ABC Nightline" and the Discovery Channel.

Santwer also has contributed to the creation of outreach programs, such as Focus

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Property Group's Community 911, which has resulted in more than 7,000 employee community-service hours, raised more than \$3 million for local charities and received national media attention from *Business 2.0* and *The Chronicle of Philanthropy*.

"We created our own reality program, with elements from 'The Apprentice,' 'Survivor' and 'American Idol,'" Santwer said. "We wanted to do something that would really inspire Focus employees to get involved, and they were so motivated, they did humongous things. We filmed along the

way and then edited and created a video. The teams were competing for \$50,000 for their charities, but when we showed the video at the holiday party, it was so impressive, every charity was given \$50,000."

As for the future, "I just want to be the very best PR practitioner I can be and evolve with the industry," said Santwer, who includes agency principals Lynn Purdue and Bill Marion among her mentors. "I do not know what the future will bring with the industry, but whatever it is, I am ready for it."

— By Danielle Birkin

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PAUL SPEIRS

CEO
STEINBECK COMMUNICATIONS

"Public relations is a cost-effective way of getting your message out there in tough times. It's so much more than just marketing or advertising. It's also about employee and customer relations."

When Steinbeck Communications chief executive officer Paul Speirs started his own business five years ago, he decided to take every professional experience he had ever had — good and bad — and use them to craft a uniquely authentic path that he wanted his company to follow. The result is a multifaceted public relations and marketing firm that allows Speirs to provide the personalized levels of service he feels each client deserves.

"I've seen bosses and peers do things I've admired, and vice versa" explained Speirs. "I've drawn from those experiences in deciding which path to choose."

"In marketing, we forget that people have a BS meter," he said frankly. "For me, it all comes down to dealing honestly."

Speirs is known for developing new and inventive public relations and marketing concepts for his diverse base of local and national clients. He has grown his business to create public relations campaigns that bolster exposure for his clients via commercials, magazines, newspapers, billboards and radio promotions. Speirs is proud of the fact that his efforts are working on behalf of his clients, even in the worst of economic times.

"Public relations is a cost-effective way of getting your message out there in tough times," said Speirs. "It's so much more than just marketing or advertising. It's also about employee and customer relations."

Speirs currently has no employees, which

he says gives him the opportunity to deal personally with each client, providing the very best service possible.

"My clients always know they're dealing with me," Speirs said.

Another advantage to owning his own business is that he is able to devote time to charitable and community projects that are important to him. In addition to spending 17 months working on the Obama presidential campaign, Speirs donates his time to Golden Rainbow, a nonprofit organization dedicated to helping people living with HIV/AIDS. He has served on the organization's board of directors for more than 10 years and is a past president. Speirs handles Golden Rainbow's public relations and marketing campaigns and has collaborated on all fundraisers for the organization, including the annual Ribbon of Life show. In 2006, he created an educational campaign for Golden Rainbow called THINK, which today is Golden Rainbow's primary educational campaign in partnership with Aid for AIDS of Nevada.

Referring to public relations professionals as actors who don't really want to go onstage, Speirs has been working in public relations in one form or another since college. He admits that being named one of *In Business Las Vegas'* "40 Under 40" has been a "secret private goal" of his for years. Speirs, who just made the age cutoff this year, said, "I just wanted to be worthy."

— By Lisa McQuerrey



32

ALLISON SERAFIN

Executive Director
TEACH FOR AMERICA, LAS VEGAS VALLEY

While many in the community lament the host of problems often attributed to our local school district, Allison Serafin, the executive director of Teach For America for the Las Vegas Valley, sees nothing but possibilities and potential.

"Las Vegas is a community where we can actually move the needle and make an impact," said Serafin. "I have an unwavering belief that what we do every day is what we must do for the future — teacher by teacher and school by school."

TeachForAmerica is the national teaching corps that recruits high-performing college

quarter left in the fiscal year, Serafin was able to secure more than 88 percent of the overall budget for the fiscal year and exceed the fundraising goal of \$1 million. She also was able to build a strong core network of community champions that has set Teach For America on a path to become an enduring community institution.

Today, Serafin serves as a leader for 93 local teachers in high-poverty schools. She works to empower these educators with a sense of confidence by sharing best practices and challenging them to expect the best of their students. She is convinced that action today

"In Las Vegas right now, people are wondering what the future holds. There's a lot of uncertainty, but I'm hopeful we can stay focused on investing in education. Not just financially, but in a way that ensures our kids are competitive and proficient."

grads to teach in low-performing public schools. Serafin is credited with motivating those around her to be part of her mission; having firsthand experience helps her with that goal. While teaching Houston children in 2001, Serafin helped her students overcome numerous obstacles and achieve 100-percent passage in state reading and writing exams.

"I feel privileged to do what I do every day," said Serafin. "To ensure all kids get the educational opportunities they deserve. I get to raise awareness and support incredible teachers who work tirelessly. I feel education is my generation's civil rights issue."

Part of Serafin's role is to help end educational inequity and address declining graduation rates in Southern Nevada. When she took on the role of executive director, the position had been vacant for eight months. With a little more than one

will lead to a better educated, better prepared workforce for Southern Nevada businesses in the future.

"In Las Vegas right now, people are wondering what the future holds," said Serafin. "There's a lot of uncertainty, but I'm hopeful we can stay focused on investing in education. Not just financially, but in a way that ensures our kids are competitive and proficient."

In addition to the hands-on role she takes with Teach For America educators, Serafin also engages local lawmakers and Clark County School District leaders regarding community education issues. She also is a member of the Las Vegas Chamber of Commerce Leadership Las Vegas program and a past member of Houston's Junior League.

— By Lisa McQuerrey

KENNETH BAHL

Executive Vice President
CUSTOM BENEFIT CONSULTANTS INC.

As executive vice president of one of the most successful small businesses in Las Vegas, Custom Benefit Consultants, Kenneth Bahl wears a lot of hats. And he wears them well.

When Bahl joined the firm in 2001, CBC was a mom-and-pop agency with four full-time employees and no permanent office space. It was providing primarily health insurance consulting services to local companies with fewer than 25 employees.

Under Bahl's direction, the company has committed to the use of technology, streamlined processes and created an open, idea-friendly company culture. Today, CBC has 30 employees and clients that are large multilocation companies. Its target market now includes insurance carriers, third-party administrators, member service organizations, associations, franchises, banks and other affinity groups.

questions — a single point of contact for all benefits."

And, according to Bahl, managing a highly growth-oriented company suits his personality.

"I don't like staying stagnant," he said. "I like to be able to learn more things and evolve, whether in this business or my personal life."

Bahl lists his parents among his mentors.

"My dad worked 40-plus years with the federal government, and I was exposed to a strong work ethic. In an early job out of college, I had good leadership, and now Robin (Sylvia), my business partner, is a great leader, works hard and is able to push people with a demeanor that is admirable," he said.

Though the company has grown tenfold since he joined, Bahl said there's

"The biggest challenge is hours in the day. We have pretty aggressive goals, and for every goal comes the list of associated action items, of getting the tasks done."

CBC has won the Southern Nevada Human Resources Association's Best Places to Work award four consecutive years, while its revenues have grown over the last five years from the low-six figures to the mid-sevens.

Bahl said CBC can efficiently administer for a client everything related to benefit functions.

"We're their human resources department as it has to do with benefits," he explained. "We can also give them a complete private label Web site that is self-service, and a contact center where employees and dependents can call for

opportunity for more.

"I want to continue to establish CBC as the premier provider of benefits in other markets where we're expanding," he said.

"The biggest challenge is hours in the day. We have pretty aggressive goals, and for every goal comes the list of associated action items, of getting the tasks done," he said.

Bahl's tips for others looking to be successful early in life?

"Plan for it," he said. "It's not likely to happen on accident."

— Deborah Roush



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ADRIAN LEVY

Operations Manager, Henderson Transfer Station
REPUBLIC SERVICES

"I sure never saw myself as a manager. I wanted to go into medicine for two reasons: one was longevity, ... and two, to help people. (And as a manager) I'm still getting both."

In support of the belief that events in life do indeed happen for a reason, Adrian Levy may be a study for us all. The operations manager for Republic Services' Henderson transfer station oversees about 200 employees and nearly 300,000 weekly garbage collections. It's not a high-profile position and likely one many aspiring management types might dismiss without consideration.

But for Levy, the position is an opportunity to become a mentor and friend to many employees. He happily serves as a reference for good employees leaving the company for other career pursuits, and he has supported the decisions of some to open their own businesses. When employees are going through challenges, Levy has been known to listen with compassion and point them in the right direction for help.

"I hate passing by someone in the hall, and they say, 'How are you?' and before you can give an answer, they're gone," Levy said. "I'm just passing along the best of me through what I've learned from the worst times in my life."

Some might consider Levy's well of the "worst times" in his life to be quite deep. When he was 9, his father, a trash company

employee himself, was killed in an accident on his way to work. And when Levy lost his brother in 2004, an employee approached him only two months after the incident about losing his own brother.

"I didn't even know if I was ready to talk about my own stuff at that time," Levy said. "But those are the moments you really have to dig deep for people and help them."

When Levy graduated from high school, becoming a doctor was his big aspiration. The valley native supported himself while attaining his undergraduate degree by working for Silver State, picking up trash in valley neighborhoods, quickly working his way into a driver position. But when Levy had trouble with the Medical College Admission Test, he was devastated and quit pursuing a medical career.

"I kind of went into a depression, and my attitude went a little south," he said.

About seven years ago, Republic Services offered Levy the opportunity to become a manager, something he never considered prior to a supervisor suggesting it to him a couple years

earlier. After the suggestion, Levy went back to school, earning a certificate from the American Management Association.

"I sure never saw myself as a manager. I wanted to go into medicine for two reasons: one was longevity, ... and two, to help people. (And as a manager) I'm still getting both," he concluded.

Today, Levy also speaks at the valley's elementary schools on the importance of recycling. He arranges for a driver to come out to the schools for the children

to see the trucks. He describes a "chill" he feels sometimes when he sees small children near the trucks, recalling the same visions of himself in his youth, barely taller than the bumpers on the vehicles his dad drove.

He says his father "was so passionate about this job. I've always had the sense of being proud that this was what he did."

— By Brian Sodoma

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REBECCA FAY

Foundation Administrator
HENDERSON CHAMBER OF COMMERCE

"People are tightening up their money, and from a developmental training standpoint, a lot of companies are cutting back. People are getting very choosy about what nonprofits they will sponsor."

Rebecca Fay knows a leader when she sees one. And she sees lots of them. As the foundation administrator for the Henderson Chamber of Commerce, Fay manages Leadership Henderson, which graduates about two dozen of the area's highest achievers through its program every year.

Fay also heads the Henderson Business Resource Center, which helps and houses budding small businesses until they're ready to move into the business world.

"My biggest responsibilities are to recruit, network and fundraise. I develop programs that will benefit small businesses, and I plan educational events that will benefit leaders of the community," Fay explained.

On a day-to-day basis, that means about 100 emails, 50 phone calls, the planning and coordination of events, running seminars and "spreading the word about all that Henderson has to offer," she said.

It's a job that has gotten tougher in this struggling economy.

Both programs Fay oversees are part of the Chamber's foundation, which relies heavily on fundraising.

"People are tightening up their money, and from a developmental training standpoint, a lot of companies are cutting back. People are getting very choosy about what nonprofits they will sponsor," Fay said.

Fay, who has been in her position for about three years, said she's excited to go to work each morning.

"I get to work with people who shape our community, and I learn something new every time I plan an event. I get to see the behind-the-scenes in the city and spend one-on-one time with area executives," she added.

Fay also works with a myriad of nonprofits, since each Leadership Henderson graduate must partner with a local charity as part of the program.

Why does Fay think she has been successful at a young age?

"I think one of my biggest weaknesses is why I succeed: I like to make everyone happy. The wheels are always turning in my head, and I'm thinking how I can help someone in need," she said.

"But I owe any success I've had to the people I'm surrounded by," Fay said. "I have great relationships. When I need advice, there are a lot of great people I can pick up the phone and call," she added.

Topping the list of those Fay calls for advice is her husband, Thomas, executive director of the Henderson District Public Libraries.

"He has been in the same industry for more than 20 years, and is always by my side and there if I need a boost. I value his input, praise and critique," she said.

Fay has lofty goals for the future.

"I want to see how far I can take these programs. There is huge potential; the sky is the limit for both of them," she said.

— By Deborah Roush





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JOSH SWISSMAN

Vice President of Casino Marketing
MANDALAY BAY RESORT AND CASINO

Early in his career, Josh Swissman, vice president of casino marketing at Mandalay Bay, had the unique opportunity to spearhead a trip into uncharted gaming industry territory as director of planning and analysis for the fledgling MGM Mirage online business venture in the United Kingdom.

Swissman was a key leader in all aspects of the start-up, which included being a primary author of the business plan, partnering with the software development group, meeting with foreign government officials and fine-tuning the system's age-and location-verification system. Swissman also had significant involvement in creating the financial processing and banking

for the creation of casino-specific analysis to measure the performance of events and campaigns, while interpreting trends that relate to booking and gaming habits.

"Between competition in the marketplace, new things abroad and land prices, there are great challenges," explained Swissman. "My goal is to continually find ways to differentiate our product and keep Mandalay Bay relevant."

Born and raised in Las Vegas, Swissman grew up around gaming and always found it a fun and exciting industry. He said one element in his success has been his ability to be open to new ideas, and to quickly learn and apply new concepts.

"It's constantly changing," Swissman said

"Between competition in the marketplace, new things abroad and land prices, there are great challenges. My goal is to continually find ways to differentiate our product and keep Mandalay Bay relevant."

structures that ran the behind-the-scenes transactions for the online casino Web site. Once MGM Mirage made the decision to conclude ventures into online gaming, Swissman also was involved with winding down the business, including creating a plan for closure in a foreign country.

"It was an amazing experience," said Swissman. "I had the opportunity to experience numerous disciplines in the gaming industry."

Although the Internet gaming business was discontinued, Swissman has used his experience to tackle even greater challenges, including successful and innovative marketing of a hotel-casino property in a slow economy. Swissman is responsible for orchestrating VIP customer services. This includes oversight of the staff responsible for booking customer reservations through the casino marketing call center, and the check-in and check-out processes in the VIP lounges. Swissman is also responsible

of the gaming industry. "There are always new methods and channels of distribution for marketing methods. We always have to be creative and innovative — and we can't tire too easily! We each have to be willing to learn in an ever-changing environment."

In addition to his professional achievements, Swissman is a Habitat for Humanity volunteer. He also served as the 2008 co-chair for the MGM Mirage Voice campaign at Mandalay Bay. His efforts resulted in raising a record-breaking \$850,000 for The Voice Foundation, which focuses employee charitable contributions toward nonprofit agencies and community organizations.

Additionally, Swissman has served on the Mandalay Bay Corporate Diversity Council, which focuses on developing diversity education and volunteerism opportunities for more than 7,000 employees.

— By Lisa McQuerrey

ANGELA TURRICIANO OTTO

Shareholder
BROWNSTEIN HYATT FARBER SCHRECK

With extensive experience in real estate transactional matters and corporate financing, attorney Angela Turriciano Otto has emerged as a go-to real estate source in the Las Vegas business community.

And, as a shareholder in the local offices of Brownstein Hyatt Farber Schreck, this expertise has served her well, particularly when it comes to her work in the gaming industry.

A 10-year resident of Southern Nevada, Otto relocated to the valley immediately after graduating from Pepperdine University, where she obtained Bachelor of Science and Juris Doctorate degrees, both magna cum laude.

"It was totally random," said Otto, whose mother, a legal secretary, inspired her foray into the field of law. "I moved here from California right after I took the

transactions in American history.

"It's hard to believe, but that's what they tell me, and the transaction was just huge," said Otto, who managed the real estate aspects of the financing. "We handled 18 properties in Nevada, representing Harrah's as the borrower, and we used to joke that the deal involved half of the Strip. We were all working like crazy, and we knew this was a major deal, but when you're working on something like that, you get stuck in your own details."

Otto also has played a part in the financings and certain real estate acquisitions for Station Casinos Inc. and its affiliates; in construction financing, refinancing and general real estate matters for Wynn Las Vegas and Encore at Wynn Las Vegas resorts; in financing, leasing and general real estate matters for the Hard Rock Hotel & Casino; and in

"We were all working like crazy, and we knew this was a major deal, but when you're working on something like that, you get stuck in your own details."

bar exam and started with a different law firm and started working with Harrah's Entertainment — they did work for the Rio — for the first three years of my practice. Then I moved to Schreck Brignone (which merged with Brownstein Hyatt Farber in 2007), which represents Harrah's and Wynn and some of the other smaller casino properties. Much of what we do is centered around gaming clients."

Indeed, Otto — a member of the firm's real estate, and corporate and business groups — played a significant role on the team, serving as the Nevada real estate and corporate counsel for the \$32 billion acquisition of Harrah's Entertainment Inc. by Apollo Management LP and TPG Capital LP. The milestone deal is recognized as the largest transaction in the history of the gaming industry and is one of the largest

financing for Fitzgeralds Casino & Hotel.

"I have had a really exciting 10 years in law and have gotten to work on some really fun deals," said Otto, who lists L.T. Jones as her mentor. "He is our senior real estate attorney, who just retired. He has mentored me over the years and is still a great sounding board."

Otto attributes her early success to luck and perseverance, and the philosophy of teamwork and support that is prevalent at Brownstein Hyatt Farber Schreck.

As for the future, "I would love to see an expansion of my firm's local real estate department and growth in our real estate practice and presence in Las Vegas," said Otto. "But success is all driven by your clients — if they like your work, they will continue to work with you."

— By Danielle Birkin



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FRANCISCO DEL TORO

General Manager, Facilities Administration
NV ENERGY

"I have to make sure that we prioritize and stay within realistic limits. I have to make sure I remind myself of who my customer is internally and externally and make sure we can sustain being sustainable."

expense," he said.

Del Toro talks about turning lights and computers off every night when employees leave; eliminating Styrofoam; using crushed, used light bulbs to fill sandbags; and recycling concrete when a building is torn down.

Del Toro will be assessing each NV Energy building to determine if natural light or ventilation can be improved using recycled materials.

Eventually, Del Toro wants NV Energy employees who drive hybrid vehicles to receive preferred parking and those that ride the bus to get help paying for passes.

"Those things provide us with points for LEED certification," Del Toro explained. "The goal is to have a positive effect on the environment, to take only pictures and leave footprints in the sand. It's about reducing the carbon footprint."

And while Del Toro may be leading the charge, he's bringing others with him. Within three years, all the colleagues in his department will be LEED-certified.

"It's something we pushed for as a department," Del Toro said, adding that

NV Energy is the only utility west of the Mississippi with in-house architects and interior designers.

Del Toro's zeal for protecting the environment is also his biggest challenge.

"I have to make sure that we prioritize and stay within realistic limits. I have to make sure I remind myself of who my customer is internally and externally and make sure we can sustain being sustainable," he said.

For Del Toro, being a success is all about hard work. The son of Cuban immigrants is proud to be a first-generation American.

"I saw people lose everything and start over. You can rebuild knowing the harder you work, the luckier you get, and my environment really affected me," he said.

It's the reason, too, that he gives back to the community, volunteering for NV Energy-supported United Way organizations, such as Aid for AIDS of Nevada, Toys for Tots and Classroom on Wheels.

"My parents landed here with nothing, and they got help. I always remember that and keep it with me. We need to help each other. You have to pay it forward," Del Toro said.

— By Deborah Roush

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Francisco Del Toro is coloring the world green, one building at a time.

As the general manager of facilities administration, and the urban planner and architect at NV Energy, Del Toro is the first Leadership in Energy and Environmental Design Accredited Professional to work for a U.S. utility.

His job is to oversee construction management of the utility's facilities and customer complexes, while working to ensure that each project is LEED-certified, a designation from the U.S. Green

Building Council, by 2015. Del Toro recently directed the completion of the Beltway Operation Complex in southwest Clark County, the nation's first "green" utility building.

"When I first came onboard over a year ago, it was all about saving money. Now that's changed, and it's about practicing what we preach. We're looking at each building as an opportunity to instill sustainable construction without extra

Brian Kapp frequently finds himself doing a tightrope walk. The eight-year health insurance pro recently started Portal of Nevada, which was designed to help companies manage ballooning health care costs by keeping employees healthy.

"The system is extremely overburdened right now, and health care costs are rising at a rate of 13 to 14 percent a year," Kapp said. "We're really about helping the larger employer understand what's driving his health care costs and implementing targeted strategies to limit those."

Portal of Nevada boasts clients such as Nevada Cancer Institute, Zappos.com, Procaps Labs and The Greenspun Corp. Kapp has a physician on his staff, and works with insurance companies and employers to create workplace wellness programs. It may seem as though it's all about saving the companies money, but Kapp asserts that it's also about the patient's financial health.

"We have a society where 85 percent of the health care costs are driven by 20 percent of the population," he added. "If you could control health care costs, everybody in the country could make about 10 to 15 percent more in salary."

Kapp said wellness programs like his, in which employees partner with primary care physicians to achieve health goals and are given access to health seminars

the company offers, are more common in many European countries. And, as a result, health care costs are considerably lower there.

"We want to be able to cover that \$100,000 surgery on a child. The only way to do that for the long-term is to get out and manage unnecessary costs that burden the health care system," he added.

Kapp is also the founder of the Nevada Business Coalition for Health Improvement, a group of valley employers who share information on health programs and initiatives that are working for their companies.

"It's great to work with so many companies that get it," he said. "There are some companies in town that are putting together great programs for their employees, and there's that investment where you know (the companies) want to be involved in their employees' long-term health."

Kapp is also on the board of the local Big Brothers Big Sisters chapter and has helped with past fundraising efforts. He involves himself with the nonprofit because he says today's youth are burdened with immense social, political and economic challenges.

"I'm just a big believer, with all the problems we have, it's going to be the youth that get us out of it," he said.

— By Brian Sodoma



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BRIAN KAPP

President and CEO
PORTAL OF NEVADA

"There are some companies in town that are putting together great programs for their employees, and there's that investment where you know (the companies) want to be involved in their employees' long-term health."



JOY RINEER

Associate

PUGSLEY.SIMPSON.COULTER. ARCHITECTS

Joy Rineer began playing the flute at age 10 and intended to pursue a career as a professional musician. Her aspirations shifted, however, when she enrolled at the University of Utah.

"It was ironic, because my father is an architect, but when I was younger, I had no interest in the profession," Rineer said. "But in college, it almost found me. I had to take some general classes, and I decided to take the history of architecture, and I loved it. My dad was really surprised when I came home and told him I wanted to be an architect."

Rineer changed her major from music and earned a Bachelor of Science in architectural studies as well as a Master of Architecture, both from the University of Utah. When she was awarded a scholarship for the year of her thesis project, Rineer

period of time and is typically involved in large-scale projects.

This includes playing a significant role in the \$890 million Las Vegas Convention Center expansion.

"I was one of the project architects working specifically on the New Grand Concourse North/South Connector," Rineer said, adding that she was part of a team of three local firms, one national firm and an interiors group that worked on the \$316 million component of the enhancement project. "My role included coordination of the production team, consultants and designers in order to generate the construction documents for the concourse."

Rineer was also part of the team that worked on the T3 building project at McCarran International Airport, which

"There is nothing more rewarding than to see something you put so much energy and love into constructed, with people in it loving it, hopefully as much as you do."

found a way to merge her musical aptitude with her passion for architecture. Situated in San Francisco, Rineer's thesis explored the relationships between music, architecture and the individual.

"I think people have this impression that architecture can be static, and music is so dynamic," said Rineer, who also traveled to Korea through Rotary International as part of a professional exchange program in 2002. A member of a four-person team representing various industries, Rineer had the opportunity to visit Korean architectural firms to compare notes. "They are all metric, but other than that, it was pretty similar."

Having lived in Salt Lake City, Santa Barbara and Las Vegas, Rineer is experienced in working with a variety of building conditions and projects types, including mixed-use, educational, commercial and retail. She has worked at Pugsley.Simpson.Coulter. Architects for a total of five years over an extended

includes new gates, ticket counters, baggage claim, parking structure, retail and an ATS station.

"I was one of the project managers working on the ATS portion of the terminal," Rineer said, which comprises some 163,402 square feet. "The ATS is intended to connect the existing terminals to the new facility and includes two stations and a tunnel system. Our team was involved from design conception through construction documents, and played a vital role in the development of this portion of the terminal project."

As for the future, "I would love to be a partner in a firm, because I really love what I do and see it as an evolution," Rineer said. "There is nothing more rewarding than to see something you put so much energy and love into constructed, with people in it loving it, hopefully as much as you do. The building provides the backdrop, but there is such an emotional response as well."

– By Danielle Birkin



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COBY POWELL

President and CEO
RED ROCK WINDOW CLEANING INC.
HIGHLIGHTS BY HOLIDAY
ILLUMINATION INC.

"I had no idea how to clean windows, but I hoped I could win people over; and after a couple of weeks, I started making more money than I did working for the electronics company, so I started busting my tail, and I hired some great guys and learned some of the tricks of the trade. I never intended to make a career out of it — I just kind of fell into it."

Coby Powell moved to Las Vegas from Utah in 1998 to work for an electronics company. When he lost that position the following year, Powell — who at the time was a single father with two sons — was not one to stand by idly collecting unemployment.

"My brother-in-law told me that during college breaks, he used to clean windows for cash, so I went to Home

Depot and got a squeegee and a wand mop washer and a bucket and cut up some rags from my home and went door to door in Summerlin," Powell said.

"I had no idea how to clean windows, but I hoped I could win people over; and after a couple of weeks, I started making more money than I did working for the electronics company, so I started busting my tail, and I hired some great guys and learned some of the tricks of the trade. I never intended to make a career out of it — I just kind of fell into it."

Powell is now president and CEO of Red Rock Window Cleaning, which has grown from a one-man operation into one of the largest businesses of its kind in the valley, with 22 employees. Residential work, including some of his original clients, still accounts for some 30 percent of the company's revenue. But the company also has several hundred commercial buildings and high-rises on its task list.

Powell also has cashed in on holiday decorating.

"I've been doing it since I started out," said Powell, who founded a separate company, Highlights by Holiday Illumination.

"Some of my residential clients said, 'You have a ladder, and you are not afraid of

heights,' and they wanted me to put their Christmas lights up. I employed a couple of my best friends, and it was a lot more work than I thought it would be, but we are the biggest holiday lighting and decorating company in town. I sold the residential portion of the company in 2007, and we do all commercial now: The District, Lake Las Vegas, Aliante, Southern Highlands. It is lucrative if you have the right help and support staff, and we have about 20 extra temp guys during the holidays."

Powell — who attributes his work ethic to his school principal father — said Red Rock enjoys steady growth of some 30 percent annually.

"It didn't take long to make a profit, because I had very little overhead at first — I had tools and a ladder and worked out of my Jeep Wrangler," said Powell.

"I knew there was a point where I had to stop cleaning windows myself and start working at my business to grow it. People think this is a simple business, but (it) is a high-risk, specialty kind of work, and not everyone can do it.

"I also think we have increased the level of professionalism in the industry, because I compare myself to the competition, some of whom do not do drug tests or provide proper training or have insurance. I am really proud of our growth, and I see us being the best in town."

— By Danielle Birkin

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Congratulations Frank Del Toro.

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JOAN VAUGHAN

Manager
PASEO VERDE LIBRARY

36



If you haven't been to a public library lately, you might be surprised at the evolution

from quiet reading room to advanced technology community center that the valley's libraries have made. Paseo Verde Library manager Joan Vaughan has been an actively involved advocate of that transition and is dedicated to sharing her passion with the community.

As manager for Henderson Libraries' largest and busiest facility, Vaughan oversees all aspects of Paseo Verde Library,

including planning and implementing the branch's nearly 40 programs and classes that are utilized by hundreds of patrons each month. She also has been instrumental in the development and branding of the library district's virtual branch, mypubliclibrary.com, which is used in every major programming and service initiative for the library district.

"My mother told me that when I was little all she had to do to calm me down when I

was upset was to pull me on to her lap and start reading to me," explained Vaughan of her lifelong love of reading. "She said my entire body would relax, and all was right with the world. I don't remember these incidents specifically, but I do know that I was able to read by the time I entered kindergarten. I was always reading something, whether it was my favorite Trixie Belden or Nancy Drew mystery or the back of the cereal box at breakfast. Reading on a variety of topics has given me a lifetime of pleasure."

unofficially. We offer programs like yoga, consumer protection, salsa dancing, story times and science programs for kids. We offer monthly computer classes, book clubs and a foreign film series — free!"

In addition to touting the many services her library offers, Vaughan supports lifetime learning and finds it hard to accept when someone claims not to enjoy reading.

"I believe everyone would enjoy reading something — it's just a matter of finding the right subject matter," said Vaughan. "I'm also a person who, when faced with a problem or project, has the knee-jerk

It's my job to make sure that everyone knows they have this same fingertip access to information — for free! It's this last aspect that makes libraries so unique."

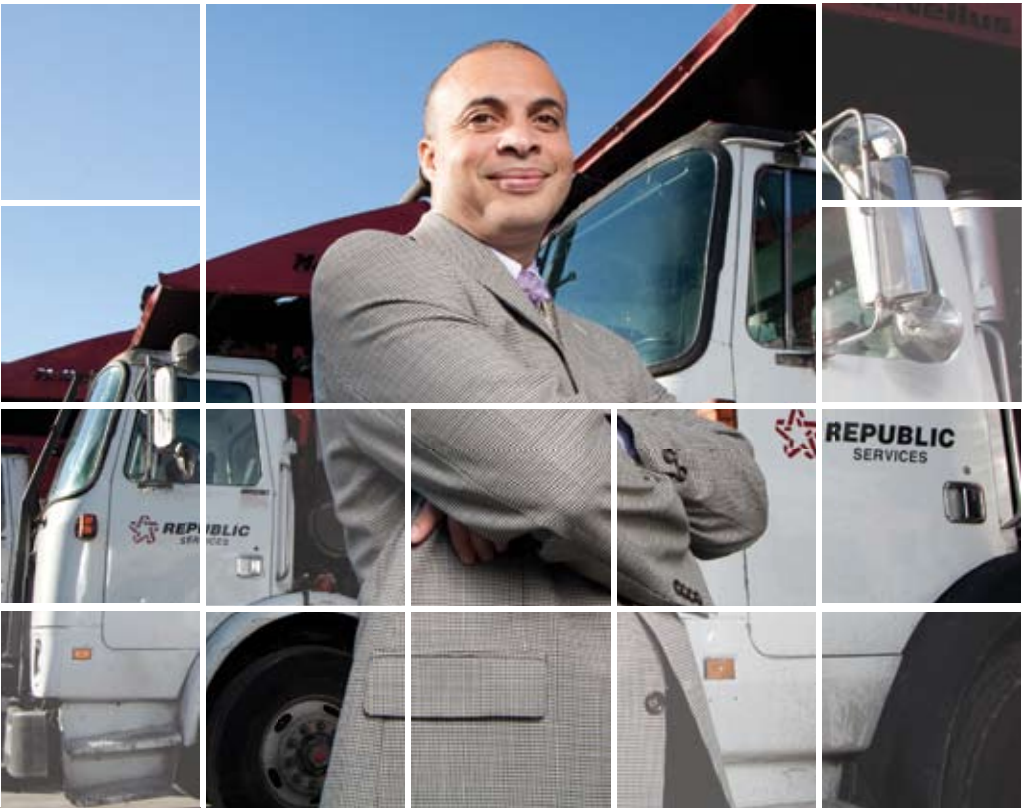
Vaughan has extended her love of reading to others through numerous venues. She has been involved actively with the Nevada Library Association for many years. She serves as webmaster for www.nevadalibraries.org and is the president-elect of the organization. Vaughan also enthusiastically spreads the word about the wealth of information and activities the library provides.

"Libraries are so much more now! We're community centers, where groups like genealogists, PC user groups and chess clubs meet regularly, officially or

reaction to find a book on the subject. I ran a marathon in 2005, and the first thing I did was consult my favorite running book for its endless list of training plans."

Added Vaughan, "To work in a place where I can easily find information on any topic makes my place of employment the absolute coolest in the world. It's my job to make sure that everyone knows they have this same fingertip access to information — for free! It's this last aspect that makes libraries so unique."

— By Lisa McQuerrey



**Republic Services
congratulates Adrian Levy
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KELLI BOWLING

Vice President, Commercial Lending
CITIBANK

Kelli Bowling knows banking from top to bottom.

She began her career as a bank teller, while finishing her bachelor's degree in economics from The Ohio State University and now is the only top-tier commercial banker for Citibank in Las Vegas, managing the bank's largest and most complex commercial relationships.

In between, she completed her Master of Business Administration in finance at

"I did so well in that competition and was really into the subject matter; I ended up getting a part-time teller position while I was in college and switched my major from English to economics," she said.

In her position with Citibank for a year and a half, Bowling said her goals are to grow the Las Vegas commercial portfolio and maintain stable and profitable relationships.

"It's a really tough environment, but I am continuing to work with my referral

"It's a really tough environment, but I am continuing to work with my referral sources and current customers to find new business. It's not just a transactional business anymore, where you do a loan, and that's it. You have to have business deposits and treasury management — the whole commercial relationship."

Franklin University in Columbus, Ohio, where she worked in consumer lending, treasury management, commercial lending and international trade.

Today, Bowling spends the majority of her days meeting with clients to discuss their Citibank relationship or in meetings with potential customers, exploring their banking needs. Among her clients are Blue Man Group of Las Vegas, Tao Las Vegas and Elixir Gaming Technologies.

"I love working with my customers and learning about their industries," Bowling said. "I have clients in all different kinds of industries, from entertainment, to gaming software, to pharmaceuticals."

Becoming an expert in finance is something Bowling attributes to a high-school class she took.

"My senior year of high school, I participated in what was then the finance and credit competition for my Distributive Education Clubs of America class. I had already decided to major in English and be a teacher, but I finished fourth in the state of Ohio and in the top 10 percent at the national competition in Denver.

sources and current customers to find new business. It's not just a transactional business anymore, where you do a loan, and that's it. You have to have business deposits and treasury management — the whole commercial relationship.

"Luckily for me, I have a really broad banking background and can talk to my clients about all their needs. I am one of the only commercial relationship managers I know that has their Certified Treasury Professional designation and has experience in treasury management, international trade, consumer lending and personal banking. I am, literally, a one-stop shop for my clients," she said.

Bowling said she relishes the quote from the legendary Ohio State University football coach Woody Hayes: "Anything easy ain't worth a damn."

"I am motivated by the complexities, the precision and the toughness of my job," Bowling said. "The environment we are in now, with the recession, only makes this more crucial. All the bankers I know have to be on top of their game right now to survive this Darwinian atmosphere."

— By Deborah Roush

BRIAN A. RIFFEL

Senior Vice President, Industrial Division
COLLIERS INTERNATIONAL

When Brian Riffel graduated from the University of Nevada, Las Vegas in 1995 with a degree in communication studies, and minors in advertising and sociology, he landed a position as the advertising coordinator for a jewelry chain store. Riffel was responsible for sales and budget analysis, product design, media purchasing and strategic marketing campaigns.

Then he did an unexpected professional about-face.

"My wife said, 'Get your real estate license,' and I knew I did not want to be in communications so much, so I kind of got pushed into real estate and got my license in 1997," said the 30-year Southern Nevada resident.

"Then I went to work as the communications manager for Stuart Mixer Commercial Real Estate (which merged with Colliers International in 1998). And in 1999, I went to work for a

Southwest submarket, comprises 12 buildings totaling 71,868 square feet; Cecile Business Park in North Las Vegas contains an additional 33,000 square feet. Riffel handled both projects simultaneously and sold them in their entirety in six months, before construction. He said the feat further solidified his reputation in the industry.

"Being able to presell a product prior to its completion is a great testament to the good product, the good market and good brokerage," he said. "It also enabled me to have these particular clients have further trust in me to move forward to additional products and keep the cycle moving. In real estate, you want to hit the ground running and not look up for a while, or you will miss the boat or the deal. You just have to work at it and get things done and keep pounding away. You don't get paid every Friday in commercial real estate, but when you do get paid, it can

"When my wife got cancer, I had to step up — if I didn't, we were screwed. There were no ifs, ands or buts. I did not hope for it or wish for it. I just did it."

holding company and stayed there for three years, learning (diversified aspects of real estate). Then, in 2002, I went back to work at Colliers to do brokerage."

To date, Riffel — who was recently promoted to senior vice president of Colliers' industrial division — has successfully negotiated the sale and leasing of more than 7 million square feet, with total transactions topping \$624 million. In the past 30 months, he has brokered more than 2.8 million square feet of industrial and office property, with transactions reaching nearly \$114 million.

But his most significant achievement is likely his work with Gilmar Post Park and Phase II of the Cecile Business Park. Gilmar Post Park, located in the

set you up for long-term wealth."

Riffel, whose landlord-tenant representation includes companies such as Brady Industries, Pole Position, Marshall Retail Group and the Palms Casino Resort — attributes his early success to his family, particularly his wife, a cancer survivor.

"I truly have a desire to succeed, because I have been in a position where I could not fail," said Riffel, who is completing his master's degree in communications and is in the process of obtaining the Society of Industrial and Office Realtors designation. "When my wife got cancer, I had to step up — if I didn't, we were screwed. There were no ifs, ands or buts. I did not hope for it or wish for it. I just did it."

— By Danielle Birkin



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KIMBERLY DAOUST

Principal and Partner
TANDEM

If you have been in any of the local casinos, you've likely admired the work of designer Kimberly Daoust, principal and partner at Tandem, a Las Vegas-based interior design firm she co-founded in 2005.

Since forming Tandem with design partner Jordan Bañares, Daoust has been instrumental in garnering high-profile casino, resort and development clients, including MGM Grand Resorts Development, Planet Hollywood Resort & Casino, Pala Casino, Station Casinos, Palms Casino Resort and CTF Development.

Daoust is passionate about design.

"There are so many aspects I enjoy about my job. I love that it doesn't feel like a job. I enjoy all the people I meet throughout the day — different clients, vendors and trades people. And I'm a problem-solver. So I like when challenges come up, and it's up to me to find the solution," she said.

Though some may have considered

it risky to leave the comfort of being an employee to opening her own firm, Daoust said it's in her blood.

"My father was an entrepreneur, and I admired him for that and his hard work. I'm fortunate that I grew up in a very strong, hard-working yet nurturing family that taught me that if you work hard and take risks, you'll be happy.

"With willingness and passion to be successful, that's brought me to where I am today — and a little bit of luck," Daoust said with a chuckle.

"Every day is new and exciting. That's one thing I love about it; it's not sitting behind a desk all day," she said.

"My challenges are not any different than those of any other small business owner," said Daoust, whose firm has eight employees. "I wear a lot of different hats. What's different is my approach to these challenges. I'm a very positive person. Generally, the glass is half-full," she said.

— By Deborah Roush

JOHN TIPPINS

Broker
NORTHCAP COMMERCIAL
Owner
TIPPINS HOLDINGS

John Tippins has been an entrepreneur as long as he can remember. He started rehabbing homes with his dad as a youngster, cornered the neighborhood lawn-mowing market at 10, started saving for college at 14 and ran a coin-operated laundry while in college. As a kid, when he got a bike for Christmas, he took it apart, sold the parts for cash, then used the proceeds to buy a bigger, better bike. See a trend emerging?

Today, Tippins is the broker of Northcap Commercial and owner of Tippins Holdings. At Northcap, he oversees the commercial real estate brokerage and acquisitions departments with market concentrations on Las Vegas Boulevard South, downtown Las Vegas and in multifamily investments. As a broker, Tippins has closed more than \$1 billion in real estate transactions throughout his career, and his sales have been credited with helping revitalize downtown Las Vegas.

As a principal, Tippins has been involved in acquisitions totaling more than \$400 million since 2005, including assembling nearly 60 acres in downtown Las Vegas, 700 acres in Steamboat, Colo., 2,500 apartment units, several bar and/or taverns, three casinos, a nightclub and retail properties.

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In 2008, Tippins closed \$140 million in real estate transactions and headed Las Vegas' first "Apartment Market Tour" attended by major apartment owners and lenders throughout the United States.

Tippins is proudest of his long-term relationships with clients, noting that he rarely does a single deal with a client — most all are repeat customers. He also takes great pride in mentoring other up-and-comers and works to get everyone a "piece of the deal," especially in a slow economy.

"In this market, you have to bring people together in an upbeat and positive way," explained Tippins. "You create new opportunities, expand on existing relationships and focus in such a way that new ventures are still in line with your main areas of focus."

Tippins says he's grateful for the relationships that have brought him this far, and believes that if you surround yourself with educated people and keep a good head on your shoulders "opportunities will abound."

— By Lisa McQuerrey

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DAVID B. ROUNDS

President, Founder
UPTIMELV INC.

David Rounds has been captivated by computers since he was a youngster.

"When I was 11 or 12 years old, my grandfather bought me an IBM PC Junior, which had to have cost \$1,500 or \$2,000 at the time. Well, I promptly got yelled at, because before I had even plugged it in, I had the cover off and was ripping stuff out and trying to see how it worked."

By the time Rounds was in high school and later college at UNLV, where he studied

terrorist attacks, Rounds said late 2001 was actually the ideal time to found the company.

"A lot of people in (information technology) were out of work, and so companies were outsourcing, and that is what we do," said Rounds, who believes his native Southern Nevada has always been five to seven years behind in technology. "Our goal was to change the face of technology in Las Vegas."

Indeed, Rounds' oversight and

"This year looks very promising, too, and the last three or four months have been great. This is a great time for us in IT work"

communications and criminal justice, he was building computers with parts from Radio Shack to help out friends and family, as well as a couple of local businesses.

Rounds then landed a job at Macintosh Communications, where he learned the foundations of sales and entrepreneurship, then got married and completed formal training in computers and business networking, enrolling in an intensive outreach course at Southern Utah University. Then he was hired by a placement firm and worked at Southwest Gas to roll out its conversion from dumb terminal and/or green screen computing systems to Windows NT 4.0. He moved up in the ranks until Southwest Gas suggested that one of its partners hire him as a network manager for 100-150 users.

In October 2001, bit by the entrepreneurial bug, Rounds launched uptimeLV from his home.

"Tech was in the garage and sales and administration were in the family room," he recalls. The information technology company now serves everyone from the end-user to the chief information officer, usually 50 to 250 people.

Although the local and national economies were still reeling from the 9/11

vision for the company has paid off. UptimeLV became the first in Nevada to be recognized by Microsoft as a certified Gold Partner. Consequently, it has established significant partnerships with national hardware and software manufacturers, such as Microsoft, Cisco, Dell, IBM and Hewlett-Packard.

In 2002, Rounds was the first to develop, market and implement a "managed service" philosophy and arrangement in the information technology service industry in Las Vegas. This led to the "one rate" program, which provides clients with as many support calls as necessary for one rate per month.

"One rate" has been adopted by a myriad of other information technology service providers, and, in 2006, Microsoft endorsed it as a new strategy in information technology services and support.

"I love what I do, and if you make the customer happy, it pays off in dividends," said Rounds, adding that the company grew 300 to 400 percent in its first few years and now averages 15-20 percent growth annually. "This year looks very promising, too, and the last three or four months have been great. This is a great time for us in IT work."

—By Danielle Birkin

MAUREEN PECKMAN

COO

KEEP MEMORY ALIVE,
IN SUPPORT OF THE LOU RUVO BRAIN INSTITUTE

As a successful entrepreneur, Maureen Peckman knows a thing or two about how to run a business.

The former owner of Peckman Outdoor Media, an outdoor billboard company she sold in 2007, Peckman has since shifted her focus from the private sector to the not-for-profit arena, serving as chief operating officer of Keep Memory Alive, the nonprofit arm of the Lou Ruvo Brain Institute, a Nevada-based organization dedicated to the conquest of Alzheimer's disease, Huntington's disease, amyotrophic lateral sclerosis and all forms of memory disorder. Its ultimate goal is to prevent the disabling symptoms of chronic brain diseases and to prolong healthy, vital aging in people at risk for dementia or memory impairments.

"We enhance lives and save lives, but we run the organization like a business, with the perfect combination of entrepreneurialism and societal good works," said Peckman, who knows the institute's chairman, Larry Ruvo, through the business group Council for a Better Nevada.

"I had sold my company and was meeting with him on some other matters when he approached me about becoming involved with the work of the organization. I was looking for a challenge that brought the private sector work back into my life, but at the same time was interested in greater social issues, so it was very serendipitous. We are impatient and innovative and are out to (revamp) the model of what patient care should look like. We also want to have a sustainable financial model and be able to export it around the country and around the world."

The Chicago native, who moved to Las Vegas five years ago and has held

her current post for just more than a year, also is committed to alleviating the pressure placed on patients afflicted with neurological disorders and their caregivers, which negatively affects Nevada's already strained health care system. Peckman will address these issues through the Nevada Vital Aging Initiative, the Nevada Respite Care Coalition and the annual Leon Thal symposiums, which will further the institute's goal of expanding its existing neurological services locally as well as bringing national and international scientific resources to Nevada.

There is also a collaborative effort under way with leading physicians, researchers and medical institutions from all over the world.

"We hold an annual think tank where we bring the top neurological researchers who talk about the barriers that need to be removed and what the roadmap to a cure looks like," Peckman said. "We have been doing this for two years now, (and some of the findings) will be part of a report presented to Congress in March on how the country can form a unified policy to cure Alzheimer's and other diseases. Much of that report will be derived from the think tanks from Las Vegas."

The local community has furthered the cause in other ways as well.

"We have raised about \$65 million in cash and pledges from 2000 until present, and 95 cents of every dollar raised has come from Nevadans," Peckman said. "When we find the cures to these diseases — and we will — we can proudly say it was on the backs of Nevadans who courageously believed in the vision and the mission and the importance of this organization."

—By Danielle Birkin



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**LENNY WARE**

Director of
Educational Services
NEVADA CHILDHOOD
CANCER FOUNDATION



Lenny Ware has had two highly successful professional careers — careers that couldn't be more different from one another.

Ware played football at the University of Nevada, Las Vegas from 1996 to 1999 and ranks among the program's top 10 career leaders. A knee injury ended his football career but opened a door to what would become a true passion in his life: teaching children with special needs and disabilities.

Today, Ware serves as the director of educational services at the Nevada Childhood Cancer Foundation, for which he leads the In-Patient Education Services Program at Sunrise Children's Hospital. The classroom program, which Ware designed from the ground up, is designed to provide a sense of everyday "normalcy" for children battling life-threatening diseases, such as cancer, AIDS and other critical illnesses.

Ware is credited with growing a valuable and unique educational program and providing hope and inspiration to Nevada children and their families. Since it opened on Sept. 8, a total of 66 children have been taught in Ware's classroom. He also offers private tutoring at the hospital and at the foundation office, and acts as a liaison between the Clark County School District, students and their families, NCCF and the hospital.

"My success is a testament to all of the wonderful people who have blessed me with their friendship, counsel, and love — none bigger than my wife," said Ware.

Ware volunteers with UNLV's Gaining Early Awareness and Readiness for Undergraduate Programs, which prepares at-risk middle- and high-school students to enter and succeed in post-secondary education, as well as tutoring, leadership development, career exploration and college preparation workshops.

— **By Lisa McQuerrey**

JAMMIE HSU

Owner
ELEMENT 7

Jammie Hsu embodies the entrepreneurial spirit of Las Vegas — young, enthusiastic and always on the lookout for a fresh business challenge. In a few short years, she has built a promotions and giveaway marketing company, Element 7, from a little more than \$100,000 to nearly \$1 million in annual revenues. And now she is taking her marketing and branding expertise to a new endeavor in the restaurant arena.

The entrepreneur hopes to open a Las Vegas version of a long-standing Taiwanese dumpling franchise called Din Tai Fung by early next year, learning from the mistakes she made with her first eatery several years ago.

The dumpling restaurant chain originated in Taiwan but now has locations in Japan, Korea, Sydney, Los Angeles and elsewhere. In 1993, Din Tai Fung was selected one of the top 10 restaurants in the world by *The New York Times*. Hsu has eaten at the restaurant since she was a child and has personally seen the brand's power internationally.

Hsu is eyeing a Strip location after considering Chinatown Plaza, because she decided the strong customer service aspect of the business would resonate better with tourists on the Strip.

— **By Brian Sodoma**



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Although Dr. Aury Nagy had yet to cement his professional aspirations when he left his native Las Vegas for Yale University, he had one ultimate goal in mind. "I wanted to help people, so I looked at career paths that would benefit the most people," said Nagy, who also considered studying teaching, politics, philosophy and research. "My parents had given me a lot of opportunities and support, and I felt very fortunate, so I felt I had a responsibility and thought medicine was the best way to be certain to help a lot of people."

After obtaining an undergraduate degree in molecular biophysics and biochemistry from Yale, Nagy earned a doctorate from Baylor College of Medicine in Houston. He completed his surgical internship as well as the first three years of his neurosurgical training at the Medical College of Virginia, where he had extensive training in spine surgery, surgery for neurological trauma, and surgery for movement disorders and Parkinson's disease. Nagy went on to complete his

neurosurgical training at George Washington University in 2003, and then he returned to Las Vegas and joined Las Vegas Neurosurgery & Spine Care in 2004.

"I find the brain fascinating and thought the field of neurosurgery was continuing to develop," Nagy said. "I felt it would always be challenging, and I would never be bored. There is also such an opportunity to help people when they have an injury or a problem that, left untreated, could result in death. We can intervene and directly save someone's life. Sometimes people are really suffering with terrible pain, and it can destroy their relationships and ability to work, and they can get depressed and even suicidal. Helping people out of those situations is very rewarding as well."

The youngest neurosurgeon in the Las Vegas Valley, Nagy was also the first neurosurgeon in Nevada to perform motion preservation spine surgery, a revolutionary treatment to relieve ongoing back and neck pain originating from the spine. An alternative to the standard spinal fusion treatment, which eliminates motion at the joint, the goal of motion preservation is achieved with the help of a stainless steel artificial cervical disc.

The procedure, which Nagy first performed in March 2008, is being touted in the medical community as the eventual replacement for spinal fusion surgery.

"When we treat problems with neck and back pain, we used to have to take the disc out and fuse the spine together, and patients lose motion," Nagy said. "With this technology, we can preserve motion and prevent future surgeries."

Nagy's work in deep brain stimulation also has been recognized. This surgical treatment involves implantation of a medical device that sends electronic impulses to specific parts of the brain. It has provided therapeutic benefits for otherwise treatment-resistant movement and affective disorders, such as Parkinson's disease, chronic pain, tremors and dystonia, according to Wikipedia.

Nagy — an entrepreneur who helped raise capital for the launch of First Security Bank, where he serves as a board member — said technology is driving new techniques and procedures in medicine, with constant breakthroughs and discoveries.

"Technology will certainly play a big role in the future," he said, adding that he has some specific plans. "We'd like to set up mechanisms for studying the outcomes of current standards of care to see if they can be improved upon, and studying current health delivery models to see if we can help more people get better care with better access than there is now."

— By Danielle Birkin

Xavier J. Wasiak, Grubb & Ellis' industrial group senior vice president, has already been in the real estate profession for more than 18 years. He got his first taste of the business at age 20. While attending college to study engineering, a friend of Wasiak's introduced him to the residential real estate business, and he found himself instantly drawn to the industry.

"As much as I enjoyed the engineering field, I was learning that most engineers didn't get the chance to get out and work with the public very often, which is something I was interested in," explained Wasiak. "I got into residential real estate to start, and within six months, turned to commercial and industrial markets."

Wasiak said he found he preferred commercial real estate to residential sales because of the opportunity to work with businesses that are making decisions based on economics and market conditions, rather than on emotion.

"We do work weekends, but not as many as residential Realtors who have to show houses," he added.

Since joining Grubb & Ellis, Las Vegas in June of 2003, Wasiak has produced at an exceptionally high level. He is active in the National Association of Industrial & Office Properties, serving as an annual bus tour guide. Wasiak's superiors describe him as

ethical, professional and one of the best commercial real estate brokers in Las Vegas. In 2005, 2006 and again in 2007, Wasiak was honored at Grubb & Ellis' annual Circle of Excellence Awards, which recognizes the company's top producers. In 2007, Wasiak was accepted into the Grubb & Ellis Co. President's Council, a designation for a select group of professionals within the company who embody a strong commitment to service excellence, personal and professional development, and dedication to the future growth of the organization.

"I'm fortunate to have learned from many people in this market," said Wasiak, noting that while the economy is slow, he sees industry professionals rising to the occasion, re-educating themselves and reinventing their services to change and adapt to market conditions.

"It is a slow market, with not as many people buying or leasing. Certainly you have to be more aggressive today, and knock on a lot more doors," said Wasiak. "You also have to enjoy what you do. That's the greatest truth. You have to roll with the punches and keep a positive attitude."

In addition to his professional achievements, Wasiak is vice president and training director of the Las Vegas Mountaineers Club. He is also a member of the Society of Industrial and Office Realtors.

— By Lisa McQuerrey

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XAVIER J. WASIAK
Senior Vice President, Industrial Group
GRUBB & ELLIS CO., LAS VEGAS

DR. AURY NAGY

Partner
LAS VEGAS NEUROSURGERY & SPINE CARE

James Malinchak's accomplishments are nothing short of extraordinary. The president of Big Money Speaker.com Inc. has published 16 books, with seven more on the way, and is now pursuing a major network business reality show. He's had more than 2,200 paid engagements during his 14-year speaking career and has been a business consultant to a small pizza shop, high-profile celebrities, Fortune 100 companies and many more. He's helped businesses avoid bankruptcy and make big money, while achieving millionaire status in his 20s.

"I enjoy helping other business owners eliminate a lot of waste, trim the fat and make big money in the fastest amount of time," Malinchak said.

The professional speaker keeps the principles to getting these results quite simple: be yourself, be honest and disciplined, invest in quality and invest in yourself.

"I just don't want people to settle for less than what they can truly become," he added.

For every catchy phrase, Malinchak has a sound advice system in place to back it up, and a few minutes with him can make anyone feel that, indeed, anything is possible — a welcomed trait in these tough times.

"I always tell people when things go bad, don't go with them," he said, while adding that those in the unemployment line today may have more of an opportunity than a challenge before them. "You can say, 'Maybe this is part of the plan to help me open my own business, to do that thing I always wanted to do?'"

Malinchak grew up in a small Pennsylvania mining town, and after a knee injury ended his basketball career at the University of Cincinnati, he transferred to the University of Hawaii at Hilo, where he majored in business. He is proud of graduating from a tiny 3,000-student school that shared its campus with a community college. After graduation, Malinchak moved to Southern California and worked as an administrative assistant during the day and as a video store clerk at nights. In his spare time, he devoured success and entrepreneurship books, something he still does today.

Malinchak's speaking career began after finding success and winning national production awards as a stockbroker. When his boss sent him to the company's New York office to train new employees, Malinchak passed along some of the "secrets" to his success, which he learned while growing up from his cousin, William, who played professional football.

"He taught me a lot about financial principles as I was growing up. He said, 'If you're honest, people will beat down your door,'" Malinchak recalled. "I never had (stock) clients. I had friends."

It was another friend, Washington Redskins quarterback Joe Theismann, who introduced Malinchak to the speaking circuit.

"He was so nice to this young kid, who didn't know anything about this industry. I don't forget people who helped me when I had nothing," Malinchak added.

And, clearly, they won't forget him either.

— By Brian Sodoma

JAMES MALINCHAK

President
BIG MONEY SPEAKER.COM

"He was so nice to this young kid, who didn't know anything about this industry. I don't forget people who helped me when I had nothing."

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DAN MCELHATTAN III

President,

M3 ADVERTISING DESIGN

Director of Business Development, CDI STUDIOS

Marketing Director, MAI WORLD WORKS

Marketing Director/Coordinator, ROCKETRISKS

Dan McElhattan III isn't shy with his opinions. As a matter of fact, many local business enterprises and the graphic design community as a whole have benefited from his forthright nature.

The president of M3 Advertising Design, a company he started in 1997, has his name attached to the marketing of some notable Las Vegas establishments. On one occasion, McElhattan persuaded golf course owner Bill Walters to change the name of the

after graduating with a Bachelor of Arts from the University of Arizona in 1992, McElhattan set out to create the local chapter of the American Institute of Graphic Arts. Within a year, the national chapter asked McElhattan to help put on its national conference in Las Vegas. The small chapter has grown from about 60 members in the mid-'90s to more than 110 today, and has become a platform for local designers to discuss work and the industry as a whole.

"Design really does do something. It has a way of sending out a message that can change things; and sending that message at the right place and right time to the right people, it can help to support a profitable endeavor."

restaurant at Bali Hai Golf Club from Lotus Flower to Cili. McElhattan also designed the logo for MountainView Hospital and was involved in the logo design of the New York-New York hotel-casino on the Strip. Three Square, All American Sports Park and Nevada Ballet Theatre are just a few others that have used McElhattan's logos.

"It's fun to watch clients' ideas grow and take on a life of their own. It's like a parent watching a child taking off and just being proud," McElhattan said of his logos surfacing in marketing and business development efforts. The entrepreneur sees design as more than art: something that can really help the bottom line. "Design really does do something. It has a way of sending out a message that can change things; and sending that message at the right place and right time to the right people, it can help to support a profitable endeavor."

Unimpressed by the level of local design when he came back to the valley

"It's great to see something like that flourish," McElhattan said. "At the time (I was starting the chapter), designers were doing a lot of spec work hoping to get work, which was hurting the industry. ... We wanted to focus on learning how to use design as a business tool; and it's effective to talk amongst each other to support that."

McElhattan, by all standards, considers himself a native, his family having moved here in 1977 when he was 7 years old. Having seen the valley grow, he hopes to see it become a mecca for designers and envisions a book published someday on design in Las Vegas.

"Designers are like wannabe rock stars. We want a hit song. Then we want a hit album, then we want to go platinum and a compilation kit," he said with a laugh. "When I first came back from school, I was kind of disgusted by the level of design. ... Now I'm in awe of a lot of it."

— By Brian Sodoma

TANYA MURRAY

Realtor

REALTY EXECUTIVES OF NEVADA

They eat dinner armed with their BlackBerrys. The fundamental belief in the family is that nobody should be telling anyone else what they should or shouldn't be doing. Drive and perseverance will take care of that. So it's no wonder that Tanya Murray eventually found her way back home to Las Vegas to work for her family's thriving business — Realty Executives of Nevada.

About seven years ago, Murray had her second child and felt she "didn't want to go back to that 8-to-5 desk job." After relocating from Reno, where she started in real estate in 2002, she started slowly chipping away at a real estate career in Southern Nevada by calling on expired listings when her son was down for naps.

"I plodded away. I didn't do anything grand. I was just consistent," Murray

real estate agents in the state and in the top 10 percent among her broker's international operations. In 2007 and 2008, tough years for real estate regionally and nationally, Murray still managed \$27 million in transactions.

"I always tell people, it's not really a job, it's a lifestyle," she said. "I think success in any field is recognizing an opportunity. But I think more than anything now, it's really giving 110 percent every single minute. You just have to bring your 'A' game to absolutely every second of what you're doing."

Among Murray's strengths is the ability to foresee and work through potential problems in a transaction.

"Transactions have so many moments along the way where they could fall apart or move forward. One of my strengths is the ability to

"I think success in any field is recognizing an opportunity. But I think more than anything now, it's really giving 110 percent every single minute. You just have to bring your 'A' game to absolutely every second of what you're doing."

said about her start. "I was independent in all my jobs. I never had to be babysat to get my work done. In real estate, you can work as hard as you want. It's a very appealing field coming from a family of entrepreneurs."

The daughter of Jeff and Fafie Moore, who founded Realty Executives of Nevada two decades ago, Murray initially saw herself going to law school. She majored in criminal justice at Arizona State University and even worked for a short time for an expert witness.

But Murray's strong work ethic has paid off in real estate, as she is consistently one of the top-producing

continually be able to look for the solutions," she added.

Murray also is active on a philanthropic level in the community. She is involved in the Las Vegas Chamber of Commerce's Vegas Young Professionals as an advisory board member. She will co-chair the "Go Red For Women" luncheon in 2009 for the American Heart Association and is also a 2007 Leadership Las Vegas graduate, a 10-month leadership program conducted by the Las Vegas Chamber of Commerce.

— By Brian Sodoma



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RANDALL FINE

Founder and Managing Director
THE FINE POINT GROUP

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When Randall Fine says, "Been there, done that," he's likely to be believed.

Fine received an undergraduate degree and Master of Business Administration from Harvard University, taught there as an economics professor, is the inventor of the U.S. patent for securing the intellectual property behind the current version of the gaming industry's leading loyalty program, Total Rewards, and was a vice president at the world's largest gaming company, Harrah's Entertainment.

Fine has worked at Lehman Brothers and for the U.S. House of Representatives.

In early 2004, he worked for Carl Icahn, the owner of Arizona Charlie's and the Stratosphere. In less than 18 months after Fine started, he increased revenues and decreased marketing expenses at all four of Icahn's casinos, positioning the properties for sale to Goldman Sachs for a \$1 billion profit.

Today, Fine is recognized as one of the world's foremost experts in customer relationship marketing and gaming strategy, and he heads his own firm — The Fine Point Group — that offers consulting in those areas. As part of his job, Fine currently is the acting chief executive of a \$300 million casino in Detroit.

Fine also is a contributing writer for several gaming-related publications, including Midwest Gaming & Travel, Casino Enterprise Management and Global Gaming Business.

And he's only 34.

Fine said his typical day involves three things: meeting with clients to talk through problems and help them find a new direction to take their business; spending time at the computer to analyze the industry; and getting on an airplane to fly to a client or return home.

Fine, who has all senior-level casino industry experts working for him, said The Fine Point Group has recorded 100 percent revenue growth, since he founded the company four years ago.

His goal, he said, is to keep the quality standard high.

"I'm determined to make sure no one gets the short end of the stick because of our growth," Fine said.

And while Fine said he doesn't want to

succeed at the expense of others, he admits in this economic downturn, casinos are looking for

ways to operate more efficiently.

"Two years ago, they worried not about what they had, but what they would have next. Now they have what they have and have to squeeze it for all it's worth."

What motivates Fine?

"I want to provide for my family and enjoy the challenge of building a business," he said simply. "I'm not the sort of person who likes to take things slow; I like to push the envelope." Perhaps that's why his nickname around the office is "The Tornado."

So what could Fine possibly have planned next?

"My goals at the firm are to continue to grow and hire great people," Fine said. "And I wouldn't mind owning a casino someday."

— By Deborah Roush

MATHEW MCCARTHY

Lieutenant

LAS VEGAS METROPOLITAN POLICE DEPARTMENT

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"Cops need to start looking at civilians as partners to increase the sustainability of Southern Nevada. ... (And) businesses in high crime areas need to come to the table as partners."

A year ago, McCarthy was tasked with running Metro's field training and evaluation unit, a program in which new recruits fresh out of police academy are trained and immersed in the field. McCarthy noticed the program lacked a strategic plan and set out to create one that involved getting buy-in from key personnel who he believed were qualified to instruct new recruits, and who would sit on a new steering committee to help oversee the program.

"I think the biggest thing that sold people on this was the idea of training your replacement, the thought that the professional cycle needed to continue," he said.

McCarthy said law enforcement officials have an average five-year turnover rate. In forces in larger cities, such as New York, McCarthy added, there is the precarious combination of a largely undermanned operation with a lot of new recruits out in the field. He is hoping to avoid a similar fate for Metro, so he's shored up the training and evaluation unit by helping to hire

75 new field-training officers.

McCarthy also was recently nominated by Sheriff Doug Gillespie to participate in this year's Clark County Leadership Forum, the public sector's version of the Chamber of Commerce's Leadership Las Vegas Program for local business leaders.

"We're able to talk about the strengths and limitations between our government partners and how we can work with each other on community issues," McCarthy said of the program. "We want to knock down the silos and work together more as a collective."

McCarthy also hopes to see more collaboration between the police department, private sector and business community.

"It's not our culture in public service, particularly police service, to reach out for help," he said. "Cops need to start looking at civilians as partners to increase the sustainability of Southern Nevada. ... (And) businesses in high crime areas need to come to the table as partners."

— By Brian Sodoma

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RUSSELL W. PRICE

Executive Vice President, Director of Private Banking
NEVADA STATE BANK

Russell Price was just 10 years old when he opened his first savings account, a move that was precipitated by the long-term recession that settled over his native Louisiana in the late 1970s and early 1980s.

"I was born and raised in New Orleans, which was hit quite hard by the decline in the oil boom," said Price, whose kinfolk were not immune to the regional economic slump. "I saw my family go through this financial struggle, and I did not understand what was creating it, and that really bothered me, even as a child, and created an interest on my part in economics and finance. That led me, at an early age, to read what we would

lot of satisfaction in helping individuals understand financial and investment planning, risk management and asset protection," said Price, whose clients span from the Puget Sound to the Gulf Coast. "My clients are mostly families, and I think they seem to appreciate you more than CEOs and CFOs, who are dealing with company money. They tend to want to like you a little more."

So is Price feeling the pressure of being the bank's youngest executive vice president? Not so much.

"I have a great and experienced team, and it allows me to be a hands-off manager," he said. "Putting the right people in the right place and holding them accountable leads

"My clients are mostly families, and I think they seem to appreciate you more than CEOs and CFOs, who are dealing with company money. They tend to want to like you a little more."

now call 'Investing for Dummies,' and I became a saver at the age of 10."

A graduate of the University of Wisconsin, Green Bay, where he studied finance and accounting, Price also holds a master's degree in finance and accounting from Regent University.

He joined Nevada State Bank's wealth management division (Contango Capital Advisors Inc.) in 2003, and has helped to build Contango into the most profitable wealth management division in the Zions Bancorporation family of affiliated banks. Price successfully drove fee income in the start-up division to more than \$2.2 million in just three-and-a-half years. In Nevada, Contango is now part of The Private Bank at Nevada State Bank, which recently launched with Price at the helm as the youngest executive vice president with Nevada State.

Price now works with a portfolio of clients who have a net worth ranging from \$1 million to \$1.6 billion.

"Early in my career, I realized I got a

to a much more productive team and a much more satisfied client. Wealthy people like to work with people who can make decisions, so I do not micromanage."

Price attributes his accomplishments, in part, to his upbringing.

"My father was a blue-collar worker at a chemical plant where you bring your lunch pail, but my mother's side was mostly doctors and lawyers, so I had those two perspectives in my life," said Price, who joined the military in order to pay for college, working as a munitions expert assigned to a special operations unit in Florida. "I was able to witness hard work firsthand, and I also saw that education was extremely important in opening doors and also in how people perceive you. That combination of higher education and a powerful work ethic has been part of my success."

As for the future, "I think Nevada State Bank will be the premier private bank in Nevada, even as the economy continues to struggle," Price said.

— By Danielle Birkin

NICHOLAS KASIK

Senior Project Manager
P1 GROUP

Nicholas Kasik grew up on a Nebraska farm, 15 miles from a 1,500-person town and much farther from anything that could come close to resembling the bright lights of the Las Vegas Valley. But for Kasik, who today is a senior project manager for P1 Group, a \$250 million-a-year mechanical contractor, the farm life helped make him a success on much bigger life stages.

"Work is the hub of everything, and the rest sort of takes care of itself," Kasik said of what he learned working on a farm all of his life. "You learn self-reliance. If you forget something, you can't just run down to the 7-Eleven and get a quart of milk. You wait until the next time (the family goes), which may be a week."

Self-reliance was needed when P1 called Kasik in 2007. With jobs in California and Phoenix, the

heating repair technician.

During his 17-year career, Kasik has worked on local projects such as the Andre Agassi College Preparatory Academy, MGM Mirage's CityCenter, the University of Nevada, Las Vegas' Student Recreation Center and the Hawthorn Generating Station in Kansas. Most of this time, Kasik was working for Midwest Mechanical Contractors Inc., one of the largest contractors of its type in the country.

Kasik has taken the simple principles he learned on the family farm and relevant work experience, and put them to other uses. He was a contributing author to the book *Personal Financial Planning* and also published his own career advice and personal success book, *When All Else Fails ... Try Success*, a title Kasik borrowed from a former supervisor.

"When all else fails, just be successful. Don't worry about details, obstacles. Just get it done. It took about 10 years for me to figure out what he was trying to tell me, but eventually I got it."

company needed to start a Southwest headquarters immediately. Armed with a cell phone and home office, Kasik went to work. Today, the company has a 6,000-square-foot office and four employees in Las Vegas.

Not bad for a farm kid who wanted to be a welder but was turned down because the community college he attended didn't have enough students to conduct a class.

"Heating and AC was secondary, because I didn't know what else to do," Kasik said. After picking up a two-year degree at a community college, he went to the University of Nebraska in Omaha, where he was able to put himself through a mechanical engineering program by moonlighting as an air conditioning and

Kasik said it took him years to understand what his boss meant by the phrase, but ultimately came to his own conclusions about it and summarized it in the book.

"When all else fails, just be successful. Don't worry about details, obstacles. Just get it done. It took about 10 years for me to figure out what he was trying to tell me, but eventually I got it," he said.

Kasik volunteers for the Nevada Childhood Cancer Foundation and the St. Baldrick's Foundation. He also has won the construction industry's "40 Under 40" award as well and is a member of the U.S. Green Building Council, Project Management Institute and American Welding Society.

— By Brian Sodoma



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**STEPHEN
SIEGEL**
CEO
THE SIEGEL GROUP



When he was a teenager, Stephen Siegel, CEO of The Siegel Group, was a rebel. He had a passion for “fixing” things and being focused, but he knew even at that young age that he was potentially heading down the wrong path unless he took his energy and harnessed it in a new direction.

Today, Siegel oversees the daily operations of his many companies and is responsible for identifying real estate and business development opportunities for his firm.

Siegel founded The Siegel Group in 2001 to help manage his growing aspirations and business portfolio. The firm’s business development division oversees new business creation. The real estate division focuses on the acquisition of distressed and undervalued commercial development, including multiresidential, extended-stay, hospitality, hotel-casinos and retail.

In 2004, Siegel made his entry into the Las Vegas real estate market with the acquisition of a 132-unit apartment building. Since then, The Siegel Group’s Las Vegas portfolio has grown to include 18 multiresidential apartment complexes with 3,500 units branded under the Siegel Suites business model. In addition to other business and real estate ventures owned in California and Texas, Siegel recently acquired the Gold Spike hotel-casino and The Resort on Mount Charleston.

“I’m always looking to challenge myself,” said Siegel. “No challenge, no change. In today’s economy, people are a little freaked out, but you’ve just got to be up for the challenge. No matter what, you’ve got to get the job done.”

Siegel holds the distinction of making the Inc. 500 list in 2007. He said he believes in Las Vegas for the long-term.

Siegel also is becoming more involved in construction redevelopment. His hands-on approach has garnered him a reputation for revitalizing the neighborhoods in which he invests.

– By Lisa McQuerrey

**TAMI
MIRAMONTES**

Managing Partner
KAFOURY, ARMSTRONG & CO.

Tami Miramontes certainly is not in the minority being a female certified public accountant; but she is one of a select few when it comes to women CPAs who have ownership stakes in their firms. The managing partner of Kafoury, Armstrong & Co. heads up the Las Vegas office for the state’s largest and oldest CPA firm and says she doesn’t feel at all intimidated by working in a male-dominated profession. She even will tell you, someday, she hopes to be chief executive officer.

“A lot of women actually graduate with accounting degrees, then get to that entry level, then make it a couple steps up the ladder. Then they have a family and slow down or cut short their careers,” the mother of two said.

Miramontes is also proud of the gender statement her firm has taken from an ownership standpoint. Of the 20 partners in the company, 10 are women, which is quite unusual for the industry, the Northern Nevada native said.

Growing up in Carson City and attending the University of Nevada, Reno, Miramontes didn’t initially see herself as an accountant. But as a marketing major, she was required to take an accounting course, which “just clicked” for her. She was hired by Kafoury,



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Armstrong & Co. in 1994 as an entry-level staff accountant. She then found herself relocating with the company to Southern Nevada in 1996.

“Growing up in Carson City, there was always that north versus south attitude. I never pictured myself living in Southern Nevada. ... But I love (it),” she said.

Beyond her climb to managing partner, Miramontes also was responsible for helping to orchestrate a recent merger with a major competitor — Thorne & Gaydosh. The move boosted the firm from a \$2.1 million a year enterprise to \$3.7 million in annual revenues in 2008..

When Miramontes first made the merger suggestion to her firm’s partners, there was hesitation. But she was persistent. Today, the combined companies have 130 employees statewide, with 30 people in the Las Vegas-Henderson office that Miramontes runs.

“It was a little bit of a culture shift at first, but it’s been good,” she said. “I think we’re going to have a great year (2009).”

– By Brian Sodoma

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MIKE MURPHY

President and General Manager

ANTHEM BLUE CROSS AND BLUE SHIELD OF NEVADA

We've seen it time and again: A business moves to the valley armed with all the greatness it reaped in other markets, only to flop in the Silver State. While Anthem Blue Cross and Blue Shield wasn't necessarily flopping in Nevada, there was indeed room for improvement. So, two years ago, the nation's largest insurance carrier looked to Mike Murphy to course-correct its Nevada location.

And boy has he.

The Chicago native and general manager for the carrier's Nevada operations has put a Nevada-first approach to business in place, mandating

started this cleanup and turnaround before the economy turned, (because now) you have to earn the respect of the customer every day."

In what many will hail as a catastrophic year for the economy, 2008 will be one Murphy can chalk up as a winner. In that year, Nevada membership grew 23 percent for the company.

One of Murphy's biggest challenges after coming to the valley was strengthening relationships with health care providers and expanding Anthem Blue Cross's health care network. Not having a contract with St. Rose Dominican Hospitals, locally, was becoming a thorn in the company's side.

"We took a pretty big stand when we bought a building here and said, 'We're going to be part of the business community.' That means bringing jobs here, owning real estate here, being part of Nevada."

that senior management work with local nonprofit boards and insisting on hiring insurance professionals who are locally based and know the community.

In 2008, Anthem Blue Cross, which serves more than 300,000 Nevadans statewide, gave more than \$300,000 to state charities, either through its foundation or individual contributions.

"I think it's about balance. Any community I've been in, you can't just focus on business," Murphy said. "We took a pretty big stand when we bought a building here and said, 'We're going to be part of the business community.' That means bringing jobs here, owning real estate here, being part of Nevada."

The approach also has helped customer service efforts.

"When I got here, we struggled with some reputation around service and how we were responding," Murphy said. "My work was just to make a list of things wrong and tackle them. ... I'm glad we

With his leadership team's efforts, St. Rose finally became an Anthem Blue Cross and Blue Shield network provider a year ago.

"A lot of times, it's about bringing folks together and understanding our issues and their issues. After some time, we realized it was just probably a lack of digging in deep and looking for a solution," Murphy added. "They're a big part of the community in Las Vegas, and it's important not to be at odds with them."

Murphy, who played soccer in college, also plans on linking his passion for the sport with wellness education by creating a soccer tournament that offers health and wellness clinics throughout the day or weekend-long event.

"A lot of families show up to soccer tournaments over a weekend. While they're there, they can get an education on healthy living and exercise," Murphy said. "It's about taking the crux of good health and weaving it into something I'm passionate about."

— By Brian Sodoma

ROBERT STREHLOW

Vice President of Landscape & Building Maintenance
GATSKI COMMERCIAL REAL ESTATE SERVICES

Robert Strehlow single-handedly runs and operates both the building maintenance and landscape maintenance divisions for Gatski Commercial Real Estate Services. His divisions have consistently made a profit for the past 10 years, and despite the current economy, Strehlow is on target to make a profit in 2009 as well. What's the key to his success?

Perhaps it's the team approach Strehlow takes with his employees. A former pro baseball player for the St. Louis Cardinals, Strehlow comes from a family of sports fans and often incorporates sporting tactics to his management style and work ethic.

"I got my background for hard work and determination from my grandparents and parents," said Strehlow. "I was always taught to consistently give 100 percent."

Landscape and maintenance departments are renowned for their high turnover rate, but Strehlow is adamant that it doesn't have to be that way. He has developed a bonus structure and incentive plan that includes an appreciation program and staggered schedules that have impressed employees to stay with the company. He said the approach may mean paying a bit more out-of-pocket, but he believes the loyalty and dedication he gets in return is well worth the investment. Knowing from personal experience what he's asking from employees likely helps as well.

"I know 100 percent what it's like to do that job," said Strehlow. "And I know what it takes for the job to be done correctly."

Strehlow is applauded by his company not only for successfully leading two profitable departments, but for his ability to cross-train; handle issues in-

"Everyone needs curb appeal... It's necessary for attracting lessors, so we're out there keeping it fresh."

Strehlow is characterized as "progressive" in both the landscaping and building maintenance areas, looking for ways to better service clients and grow the departments, while also making the environment top priority. This conservation-minded green thumb has been working on more turf tear-outs that are replaced with xeriscapes.

"Everyone needs curb appeal," said Strehlow. "It's necessary for attracting lessors, so we're out there keeping it fresh."

Strehlow attributes his success and the longevity of his staff to a firsthand knowledge of the business. A native Nevadan, when a teen, Strehlow worked as a landscaper during the summer, and after graduating high school, worked out of the back of his truck before joining Gatski.

Today, Strehlow holds the lowest employee turnover rate for his industry.

house; and save the company money, while simultaneously bringing in new business. In 2008, Strehlow launched a porter service to provide trash removal services to clients in-house rather than outsourcing the service to an outside company. This added 20 to 30 percent to his landscaping department's profitability with very little overhead. He also launched a carpet cleaning-power washing service, which will add 15 to 20 percent to the maintenance department's profitability.

In addition to his professional achievements, Strehlow and his wife Jill are active in their church and help out with athletics programs at Basic High School and Brown Junior High. Strehlow also serves as an assistant soccer coach and as a member of the Southern Nevada Flag Football League.

— By Lisa McQuerrey



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RYAN SULLIVAN

Executive Vice President, CFO
BANK OF GEORGE

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Ryan Sullivan, Bank of George executive vice president and chief financial officer, got his start in the financial services industry when he was still in high school. Following in his family's banking footsteps, he used his fledgling career to put himself through college.

Today, Sullivan is responsible for the direct oversight of the bank's finance and accounting functions, risk management and securities portfolio strategies. As a career community banker, Sullivan strongly believes in Bank of George's commitment to integrity and its dedication to the Las Vegas community.

"It's a pretty exciting story," Sullivan said of Bank of George's evolution. "It starts and ends with people. I knew the founders, and I was excited with the notion of working with them as they took a different approach to banking."

Sullivan came to Bank of George with impressive management credentials. He first became a bank CFO at age 27 at Alliance Bank of Arizona. After opening its doors in early 2003, Alliance Bank quickly became one of the fastest-growing banks in the nation. When Sullivan left the institution in March of 2007, the bank had surpassed \$700 million in assets.

When Bank of George opened its doors to business in late 2007, Sullivan was a

member of the organizational management team. Since its launch, the financial institution has achieved significant successes, surpassing \$100 million in total assets as of Sept. 30, 2008. Bank of George provides both personal and business banking services, with an emphasis on providing personalized banking services to local businesses and professionals to assist them in reaching their goals.

"This is a group of people I've worked with in the past," said Sullivan of his co-workers and management team. "We're working together to figure out how to create great customer relationships. That's what people are looking for today — personal connections."

Bank of George offers a variety of business products and services, including accounts designed to meet the specific needs of large and small operations, sole proprietorships and nonprofit corporations, and attorney trust accounts. The institution also offers business money market accounts and sav-



ings a c - counts. On the lending side, Bank of George specializes in a variety of business loans, including Small Business Administration lending, construction and real estate loans, and revolving lines of credit.

Sullivan will play a pivotal role in the bank's ongoing evolution as it looks to continue its success through further expansion and maintaining its ongoing commitment to meeting the banking needs of local business professionals.

In addition to his professional achievements, Sullivan is active in industry and community organizations. He previously served on the Finance Advisory Board for the W.P. Carey School of Business at Arizona State University. He also has volunteered his time with United Way and Teach For America.

— By Lisa McQuerrey

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ROB GURDISON

Director of Architectural Design
CARPENTER SELLERS ARCHITECTS



As the design director for one of the area's leading architectural firms, Carpenter Sellers Architects, Rob Gurdison is responsible for achieving architectural design solutions and concepts by bringing together the ideas of clients, user groups, jurisdictional agencies, principals, internal staff, consultants, specialists and the community.

It's a job he loves for a company he respects.

Part of the reason Gurdison enjoys his job is because no two days are alike.

"At times, I am meeting with clients and principals having a discourse on an architectural concept; next, I am researching zoning and building codes," he said.

In between, he could be presenting a project to a community or local jurisdic-

tion, sketching ideas or concepts for a project, researching building materials or reviewing internal budgets and contracts.

"It's an everyday world of creativity clashing with brutal practicality, and somehow it all settles in a way that is complementary to each other," Gurdison added.

His biggest challenge, he said, is to "assist the concept of an architectural design solution to be discovered. It is searching for the big 'Aha!' and you never know what or who will contribute to it," he said.

Gurdison attributes his success to his family.

"I couldn't have been more fortunate to have parents who are so caring, giving and supportive of whatever I was interested in while growing up. If I ever become half of what my mom and dad are, I have succeeded as a great person.

"My wife, Tonya, and daughter, Lily, support and inspire me every day to do my best. I have a picture of them next to my parents that reminds me of who I am and what is important to me," Gurdison added.

In his position for three years and with Carpenter Sellers for more than a decade, Gurdison said his goals are to

establish a continuity of design quality for projects, while continuing to cultivate a design community that has a passion for architecture.

"These goals have always been intrinsic and practiced here, but my goal is to give them more definition. I have been achieving this by keeping with the course of my smaller goals, taking small steps forward, so that keeping the course becomes a habit," he said.

As for the future, Gurdison said he would like to keep supporting the idea of the value of architects, the importance of sustainability and the value of good design.

"Our industry's technology is moving toward a more integrated method of virtual building design, where it will be very user-friendly for anyone that wishes to design a building. It is a threat to the architectural profession, but more of a threat to our communities that have to live with a built environment that may only consider an owner's profitability," Gurdison said.

"I believe that architects should not only bring a quantitative value to a project, but they should be demanded to bring an immeasurable qualitative aspect to a building or environment that is meaningful, environmentally respectful and enjoyable. Good design does not automatically mean more cost," he added.

— By Deborah Roush

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KYLE NAGY

Founder, Director
COMMCAP ADVISORS

When Kyle Nagy was a student at the University of Nevada, Las Vegas, from which he graduated cum laude with degrees in economics and business administration, one of his professors offered up a useful tidbit.

"He said, 'All of the wealthy people work in the Howard Hughes Center, and it's become the central business district of Las Vegas,'" Nagy said, adding that while he was not sure of his professional aspirations, one thing was for certain: He aspired to work in the Hughes complex.

"I had an interview at a life insurance company in the center, and after the interview, I walked door to door in the building handing out résumés. I said, 'You

companies, Wall Street banks and agency lenders, despite the shaky economy.

"Trust and relationships are the keys to my business," said Nagy, who was elected to the Southern Nevada chapter of the National Association of Industrial Office Properties' board of directors at the age of 30.

"People jump into business and want to make millions of dollars, but real estate is very competitive, and it takes time to build a company and a business and relationships with clients. Also, this is a period where banks are very conservative, so borrowers are calling us up asking where the markets are, and what's available, and what are banks doing and thinking. They want to know

"The market will eventually separate those who have hunkered down to survive the crunch and those who have just been lucky."

don't know me, and I don't even know what you do, but I want to work here."

As luck would have it, Nagy wandered into the offices of Keystone Capital Group, where owner Keith Russell was having lunch with his wife. Two days after his 1999 graduation, Nagy began working at Keystone, which was sold to GMAC Commercial Mortgage in 2001. While with GMAC, Nagy was promoted several times, and within four years was one of the company's youngest vice presidents.

In late 2006, Nagy and Russell — whom Nagy now considers a close friend and mentor — co-founded CommCap Advisors, a full-service commercial mortgage banking firm that represents a wide variety of debt and equity sources, including life insurance companies, pension funds, investment banks and specialty lenders.

Although Nagy, who moved here 14 years ago, no longer works in the Howard Hughes Center, his success in his field is indisputable. From 2001 to date, he has originated, underwritten and closed nearly \$400 million in loans with life insurance

how long the credit crunch will last and are looking for more education. Today, you really have to understand the market dynamics to do a loan."

Nagy, a 14-year resident of Southern Nevada, attributed his early success to his family.

"Everything I do, I do for the benefit of my family, and I am a father and a husband first," he said. "If I did wrong by a client, or if I was serving my best interests instead of my clients', I would not be able to face my family."

He expects the local real estate market to remain flat this year and possibly next, but remains optimistic about weathering the storm.

"As the market stabilizes, there are people who will make it through to be standing on the other side, and I hope to be one of them," Nagy said. "The market will eventually separate those who have hunkered down to survive the crunch and those who have just been lucky."

— By Danielle Birkin

RYAN FLIEGER

Director of Training and Diversity Initiatives
THE MIRAGE HOTEL-CASINO

Changing the way a casino operates is often as difficult as turning around a cruise ship — it's slowgoing.

But, in only 18 months in his position as director of training and diversity initiatives for The Mirage hotel-casino, that's just what Ryan Flieger has done.

Flieger is credited with transforming the overall philosophy and approach of employee training from lecture, compliance and vendor-facilitated programs to an adult learning, theory-based program with measured benchmarks that have helped the bottom line, all in the past 18 months.

Flieger said his job involves "overseeing all aspects of training, including leadership development, compliance, guest services, career programs, e-learning and everything in between."

Every day is different, Flieger said.

"The only thing typical each day for

time preparing for a fair amount of attrition that we expect in the wake of CityCenter's opening next winter.

"There are 12,000 positions being selected, and MGM Mirage has a legacy of hiring and promoting from within. I certainly expect and support our employees to seek new opportunities and challenges with Aria, Vdara, etc., but that means we need to prepare and plan incredibly well here at The Mirage to backfill the employees in a way that will get new staff trained and up to speed quickly enough that there is little to no impact on our guests," he added.

Flieger credits his success to "the best teachers in the business in every regard," he said. "I've been fortunate to have been promoted into a lot of stretch positions. I'm a product of the agricultural model of leadership development that MGM Mirage preaches. Plant the seed in fertile soil with plenty of room to grow and lots of

"I've been fortunate to have been promoted into a lot of stretch positions. I'm a product of the agricultural model of leadership development that MGM Mirage preaches."

me is reading the news feeds from the various Web sites on my iPhone prior to getting out of bed, showering and getting dressed. The rest of the day is a fantastic journey filled with meetings, training, presentations, proposals, action plans and anything else I can shoehorn into my day," he said.

It's a job he enjoys.

"I have difficulty thinking of anything that I don't like about my job. I love the work, the results, the environment and the people. If I wasn't absolutely passionate about my job, I would be neither successful nor in my job, for that matter," Flieger admitted.

"The biggest challenge right now is remaining agile and responsive to the economic environment, while at the same

sun, water when needed, keep the weeds out, tend regularly and allow to grow."

His tip for others looking to succeed?

"Volunteer for everything: projects, extra work, task forces, panels and philanthropic opportunities. Be bold. Work for the best and hire the best. If it isn't broke, break it and find a better way. They're all clichés, but I guess a cliché is a truism, and truisms are true," he said.

As far as his plans for the future, Flieger is open.

"In high school, my theology teacher told a joke that, as life unfolds, becomes increasingly more relevant and, depending on how you look at life, funny. 'How do you make God laugh? Answer: Make a plan,'" he said. "Nothing is set in stone."

— By Deborah Roush



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CHRIS CONLEE

Manager, Business Development
DATANAMICS INC.

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When companies are seeking a firm to design network strategies to help improve profitability, increase employee productivity, enhance customer satisfaction and mitigate risks, they're likely to call Datanamics.

As the face of Datanamics, Chris Conlee is the first person clients encounter, and he is there throughout the entire process, whatever service his firm is providing, from voice and data network design, to

installation and support.

Conlee, as the manager of business development, is charged with designing innovative network solutions and selling complex, enterprisewide telecommunications and technology solutions, including conferencing, collaboration and mobility design.

"What my job is depends on the day. I could be working with our marketing department on a campaign, or I could be

doing site surveys, site visits or working with our research and development department on a design for a client," Conlee said.

Whatever the task, Conlee enjoys his job.

"Love what you do," he said. "You can't be successful if you're not passionate about your work.

"I enjoy being able to understand other types of business, and how they market and service a product. And I like being able to positively contribute to their business by providing a service or solution that will help them differentiate themselves from their competition," he added.

"Everyone relies on trusted advisers for help. I try to be that person and be the best I can by working hard to help clients solve business problems."

In his position for two years, Conlee said he is centered on the present.

"I believe if I focus on today and do the best I can then tomorrow will fall into place," he said.

"Everyone relies on trusted advisers for help. I try to be that person and be the best I can by working hard to help clients solve business problems."

His biggest challenge, Conlee said, is keeping up with market trends and "the ever-changing client needs and keeping up with the pace at which technology and technology trends change."

A student pilot, Conlee hopes to soon finish the necessary requirements to obtain his private license. When he does, he will be taking after his mentor and grandfather, Tom Barwick.

"He's certainly not your typical grandfather. He is a proud pilot from World War II. He believed the education system had failed and took it upon himself to teach me far more in terms of history and geography.

"Certainly he is a big reason for my fascination with world history, and he was a huge influence in who I am today. He helped instill morals, values and a sense of always doing what's right. He always said, 'Everything can be taken away except the name you make for yourself.' I try to live by that."

— By Deborah Roush

When developers need to shepherd a proposed master plan through the governmental process, the man they call to lead them through it, more often than not, is Robert Gronauer.

Gronauer, a partner and land use and government affairs attorney with Kummer Kaempfer Bonner Renshaw & Ferrario, has made an impact on the North Las Vegas landscape. Particularly, by leaving his thumbprint on more than 20,000 acres of land that have been transformed into communities.

He also lends his expertise to business and commercial development projects, recently helping to annex about 10,000 acres of property into North Las Vegas, a move that will reshape the area's industrial development.

Gronauer is a negotiator, whose job it is to take the developer's "blank slate" of a master plan and work with the city to come to agreements on the specifics of parks, amenities, types of housing and gaming.

As the face of the developer, Gronauer meets with everyone interested in the project, from neighbors to mayors.

"I meet people all day long — government employees, elected officials, city council members, county commissioners or appointed officials. I meet with neighbors who have concerns about projects in their communities," Gronauer said.

It's a job he's passionate about, and that's what makes him successful, he said.

"No matter what I do, I do it above and beyond what the expectations are. When I take a project from a client, I believe it's my project, and I represent it like I own the property."

Gronauer also believes in balancing his family with his professional life.

"That's the key thing. If you're professional life is not well, your family life isn't good, and vice versa," he said.

Gronauer said his goals stepping into his position in 1996 were to be respected in his field and in the industry. He says the key to accomplishing that has been "good communication with my clients and integrity."

He admits, however, "I never anticipated the land use entitlement business to be what it is. I thought if you had the property, you could do what you wanted with it. I didn't realize that there's a lot of behind-the-scenes work, and it's labor intensive.

With the struggling economy, Gronauer is busier than ever, but for different reasons than in the past.

"Right now, I'm assisting my development clients through the economic downturn. They have projects on hold, and I'm making sure they don't lose entitlements. We're revising plans, because business plans have changed because of the economy. That's the No. 1 issue right now," Gronauer said.

— By Deborah Roush



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ROBERT GRONAUER

Partner
KUMMER KAEMPFER BONNER
RENSHAW & FERRARIO



BY THE NUMBERS

Members of this year's "40 Under 40" class responded to some questions about their lifestyle and background. Here are the results of our survey, along with a few comments. All 40 participated in the polling.

39

own a home; nine own more than one.



13

have paid more than \$1,000 for an article of clothing; two said the purchases, however, were gifts.



30

have experienced love at first sight; one fell in love with his now-wife that way at the age of 13.



5

are smokers.



20

pack their own lunch each day; one goes home daily for lunch.



3

own a hybrid vehicle.



10

have tattoos; one has nine.



29

are married.



9

gamble at least once a month.



10

speak more than one language.



17

attended their last high-school reunion; one didn't, because they dropped out in the 10th grade.



26

play recreational sports.



27

shop at Wal-Mart; one shops there daily.

Congratulations from our "Under 40s" to the 2009 "40 Under 40s"



Stephanie Allen



Tom Amick



Tom Armstrong



Eric Blum



Sev Carlson



Tony Celeste



Tabitha Fiddymment



Leslie Godfrey



John Griffin



Bob Gronauer



Jennifer Lazovich



Chris Miltenberger



Andy Moore



Jordan Pinjuv



Brandon Roos



Mike Schwartz



Mike Shalmy



Jim Smyth II



Eric Willis



Jason Woodbury



Lisa Zastrow



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