

# Women *to* WATCH

Supplement to In Business Las Vegas **2009**



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# In Business LAS VEGAS

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**Women to  
WATCH  
2009**



## From the Editor

Welcome to 2009. The party favors have been put away, the champagne bottles emptied (and recycled, of course) and the resolutions put down on paper.



Now, our attention turns to our first special publication of the new year. Our second annual "Women to Watch" section recognizes 16 women whom we expect to make

a mark on our community in a variety of ways. They range from attorneys, to CEOs, to a dentist and commercial real estate executives.

All of these are women you better pay attention to in 2009. You'll be hearing a lot about them.

The honorees were chosen after we fielded nominations in which we posed the question: How will your nominee have an impact during the coming year? The responses were again overwhelming. We received nearly 150 in all, which forced some tough decisions by our selection panel.

Read through the section, and you'll certainly find an extraordinary group of women. *In Business Las Vegas* is honored to profile this year's class and welcomes our 16 newest businesswomen to this elite group. It is a distinct and unique award.

### Rob Langrell

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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  
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## Past Honorees

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 Anthem Blue Cross and Blue Shield

### Raquel Butler

Network Engineer  
 EMBARQ

### Barb Kruger

Philanthropist

### Debra Toney

Chief Administrative Officer  
 Rainbow Medical Centers

# Ellen Schulhofer

Managing Shareholder, Las Vegas office  
**Brownstein Hyatt Farber Schreck**



**T**he only female manager of a major law firm in the Las Vegas Valley, Ellen Schulhofer is a nationally respected corporate and business attorney, and managing shareholder of Brownstein Hyatt Farber Schreck.

As the face of the firm in Las Vegas, Schulhofer spends much of her time managing the firm's representation in the community and networking with Las Vegas' business leaders. Schulhofer manages attorneys and staff in addition to successfully integrating clients and attorneys following the firm's merger with California-based Hatch & Parent.

Primarily responsible for Brownstein's corporate and business group in Las Vegas, which organizes and maintains corporations, limited liability companies and other business entities, Schulhofer handles corporate and commercial transactions on behalf of gaming and nongaming clients. She also supervises the firm's representation as the Nevada counsel for clients involved in equity and debt offerings and financing.

As a result of her leadership, Schulhofer has provided counsel for notable clients including Wynn Resorts, Station Casinos, The Greens-

pun Corp., American Nevada Co., Pinnacle Entertainment, Harrah's Entertainment, American Casino & Entertainment Properties, AutoZone, Landry's Restaurants and Sierra Health Services.

Schulhofer has been a player in the legal arena of Las Vegas for the past 14 years, having served 11 of those years as co-managing partner of the former Schreck Brignone practice before moving into the managing shareholder role at Brownstein Hyatt Farber Schreck. Since the firm (Schreck Brignone) merged with Brownstein Hyatt & Farber in 2007, Schulhofer has led the growth of not only the Las Vegas office but also the firm's national presence, serving on the firm's executive committee.

Her many impressive and influential accomplishments in Las Vegas have led Schulhofer to be named by *Corporate Law* as one of the "Best Lawyers in America," 2005-2009. She also has landed spots from 2005 to 2008 in *Chambers USA: America's Leading Lawyers for Business*. Additionally, Schulhofer was named to *Nevada Business Journal's* "Legal Elite" list and *Mountain States Super Lawyers* in 2008.



Schulhofer's goals for 2009 include assisting attorneys new to the firm's Las Vegas office with expanding their practices and completing their integration into the firm. Additionally, Schulhofer will continue to work on increasing the integration of all of the firm's offices following recent mergers and hires.

Schulhofer also is an active member of the American Bar Association, the Clark County Bar Association and the State Bar of California. She is the vice chairman of the Executive Committee for the Business Law Section of the State Bar of Nevada, which drafts and proposes corporate and other business legislation to the Nevada Legislature.

Committed to the community, Schulhofer is a volunteer and public servant. As a longtime Las Vegas resident, she is dedicated to the preservation and sustainability of the valley, and as such, she was appointed to the board of directors for the Springs Preserve in August 2008. She helps the organization in its mission to inspire those in the community to sustain the environment and embrace the culture of the valley.

—By Liz Gamble

## Elizabeth "Betsy" Fretwell

City Manager  
**City of Las Vegas**

**I**n Las Vegas, the city manager is responsible for overseeing the organization that provides residents services from A to Z, literally.

"From animal control to zoning, we do it," said Betsy Fretwell, who took the reigns as city manager this month.

Fretwell, previously deputy city manager, will lean on her 17 years of local government experience in Southern Nevada to manage

"The biggest challenge is the economy and the state of the city's budget in 2009," Fretwell said. "The economy is still struggling. Nobody thinks we've hit bottom yet, and we're highly dependent on the volatile sales tax base."

Fretwell said the city already has implemented \$46 million in cuts since last July.

"We have a \$150 million, five-year

layoffs; layoffs are the last resort. We're trying to avoid that and sustain our services," Fretwell said.

And while the short-term objectives may be crisis management, the city has long-term goals that include initiatives that Fretwell is eager to pay more attention to once "we get over the hump with the budget," she said.

From diversity — or mining the talent of every city employee

*"The biggest challenge is the economy and the state of the city's budget in 2009," Fretwell said. "The economy is still struggling. Nobody thinks we've hit bottom yet, and we're highly dependent on the volatile sales tax base."*

an organization that serves a population of 600,000 living in more than 130 square miles.

On a day-to-day basis, her job is ensuring that an organization of 3,000 is running like "a well-oiled machine," Fretwell said.

"Ultimately I'm responsible for making sure our citizens are getting what they need in the way of services from our employees and our organization," she said.

It's an immense task, especially since Fretwell is assuming the role at a time when the city is experiencing severe budget shortfalls.

structural deficit in our forecast. Basically, we have to manage in a way that can try to overcome a \$30 million deficit every year for the next five years, and that's if things don't get worse," she added.

But Fretwell is undaunted. "I'm thrilled with the opportunity," she said.

How does she plan to do it?

"You listen a lot. You really focus in on key priorities of the city council. You work hand in hand with local labor leaders who represent employees and collective bargaining agreements. You economize and create efficiencies and do your best to avoid

— to sustainability, performance measurement and wellness, Fretwell said the initiatives are a way to "lay a strong foundation for what the city looks like in the future, and we need to be ready for that."

Fretwell, who has worked for the city of Las Vegas for eight years and was part of the team that worked on the long-term initiatives, said the city will benefit from congruent leadership.

"I'm very excited about the challenge of it all and to be able to continue along a very prudent path for the city."

—By Deborah Roush





## Denise Alderette

Senior Vice President,  
Senior Private Bank Deposit Relationship Manager  
**Nevada State Bank**



**D**uring a time when the nation's financial industries are facing numerous economic challenges, Nevada State Bank's (NSB) Denise Alderette is pioneering a new brand of financial institution: The Private Bank at NSB.

With a 36-year career in banking, Alderette was recently named senior vice president, senior Private Bank deposit relationship manager for The Private Bank at NSB. The Private Bank was designed to serve high-net-worth and high-income individuals who have very specific and complex financial needs. In essence, Alderette has been charged with providing individualized service to NSB's wealthiest clients.

"This department is dedicated to assisting these clients through the complex variety of financial products and services that often accompany higher levels of wealth," explained Alderette. "We're also available 24/7 to assist them with the day-to-day management of financial matters."

While some banking executives might feel intimidated by the sheer volume of responsibility they would

be shouldering in dealing with a company's highest profile clients, it's a role Alderette embraces.

"Most of my banking career, I have worked with corporate clients, their executives and wealthy families, so I felt like it was a natural fit for me to be a part of The Private Bank team," said Alderette. "I was proud to add my knowledge and experience to the many years of experience this department has to offer. Many of my longtime clients are Private Bank clients, so as my career has evolved, I have had the opportunity to see the growth of their success."

NSB is counting on Alderette's stellar reputation and background to assist its efforts to retain some of its most valued top-tier customers while building overall levels of client confidence. Alderette recognizes the challenge before her, but she's also highly optimistic about NSB's ability to achieve its goals.

"Certainly this past year has had a lot of challenges that have affected everyone in our community," said Alderette. "For banks, I believe retention of profitable clients is

of foremost importance. Bringing confidence back to clients has been challenging for banking institutions. As a Private Banker, we can better serve our high-end clients by taking the time to understand their concerns and create strategies through these challenging times, which will create success for long-lasting relationships."

If anyone is poised to restore faith in the banking industry as a whole, Alderette is certainly a highly qualified candidate. She started her career in banking as a teller and worked her way into various upper-management positions. During the course of her career, she also has been heavily involved in the community. Alderette is a member of the Las Vegas Chamber of Commerce (LVCC) and its Business Council, as well as a graduate of the LVCC Leadership Las Vegas program. She is also an executive board member for Ronald McDonald House Charities and a member and past president of Crime Stoppers of Nevada.

—By Lisa McQuerry

## Linda M. Bullen

Shareholder  
**Lionel Sawyer & Collins**

**A**s the need for alternative energy sources and environmental protection become imperatives, Linda Bullen's expertise in environmental law, with a focus on renewable energy, is being called into play more than ever. As a shareholder and trial attorney in Lionel Sawyer & Collins' Litigation Department, her robust environmental law practice promises to be significant in the legal and business landscapes in the Las Vegas Valley during the coming years.

"Nevada has tremendous natural resources, which can be converted to clean energy. The challenges are not so much at the state law level, because most of these projects are being developed on federal land. We are seeing that the federal National Environmental Policy Act process, in particular, presents the greatest challenge to renewable energy development," said Bullen.

In 2009, Bullen looks forward to the exciting process of assisting her existing clients with the development of renewable energy projects on federal and private lands. Bullen also will be undertaking representation of new clients with an interest in developing renewable energy projects in the southwestern United States.

Additionally, she plans to continue her education and outreach efforts

to educate the legal and business communities, and the public, on the benefits of and processes associated with the development and permitting of renewable energy projects.

Her leadership role in the environmental arena also is evident by the confidence being placed in her by her peers. U.S. Sen. Harry Reid has asked Bullen to participate on a blue-ribbon panel of energy experts that will focus on the steps needed to move Nevada toward a clean-energy future and to realize its potential as a net exporter of renewable energy. Bullen views the appointment as a great opportunity to give input directly to policy and lawmakers on how the process of permitting and developing renewable energy projects can be streamlined to help get these projects completed more quickly and economically. The panel will be composed of policy-makers, experts, industry leaders, representatives of business and labor, Democrats and Republicans.

Bullen also is the first Nevada attorney to be invited to be a Fellow of the American College of Environmental Lawyers. Members are recognized by their peers as being preeminent in their field and are dedicated to maintaining and improving the standards of practice, administration

of justice, the ethics of the profession and contribution to the development of environmental law.

Further bringing her expertise to Nevada's environmental forefront, Bullen is serving as vice chair of the Environmental and Natural Resources Lawyer's Section of the State Bar of Nevada and is a member of the Bar's Natural Resources Subcommittee. As a relatively new committee, Bullen sees each position as an opportunity to help the committees evolve their very important education and outreach components; she is in the process of writing a second article, which will appear on the Natural Resources Subcommittee Web site.

With more than 20 years experience, Bullen began her environmental law practice in 1986 with the U.S. Environmental Protection Agency as an assistant regional counsel and in the Chicago-based international law firm of McDermott, Will & Emery from 1988 until 1994. Bullen also was the assistant attorney general in Minnesota, where she prosecuted environmental crimes and counseled the Minnesota Department of Natural Resources and the Minnesota Department of Transportation, between 1994 and 1997.

—By Liz Gamble



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## Tina Quigley

Deputy General Manager  
**Regional Transportation Commission  
of Southern Nevada**



**T**ransportation issues that have long been of vital importance to Southern Nevada are now becoming even more pressing as the city faces a trying economic climate. The Regional Transportation Commission (RTC) of Southern Nevada Deputy General Manager Tina Quigley is poised to be a leading player in the way the valley manages growth and transportation issues in 2009 and beyond, particularly as they relate to long-term planning.

Quigley joined the RTC in November 2005 and is now responsible for overseeing the day-to-day operations and administration of the agency. Prior to this role, she spent 15 years as assistant director of Planning & Construction for the Clark County Department of Aviation.

As second in command at the RTC, Quigley will have a hands-on involvement in the fall launch of the commission's first ACE rapid transit line, the ACE Downtown Connector. The project will feature sleek, high-end rapid transit vehicles that will travel in a dedicated transit-

only lane for portions of the route. The new service is designed to lure people from their cars, saving on gas, reducing air pollution and improving the mobility of the community as a whole.

"I anticipate that our greatest challenge in 2009 will be operating effectively in this economic environment," said Quigley. "It has repercussions for all aspects of the agency. This type of climate impacts employee morale and will obviously impact the timing of key projects.

"Although it will be difficult, I've really looked at this challenge as an opportunity from the beginning. It's an opportunity for us to take a step back and reexamine ourselves as an agency," added Quigley.

In addition to the launch of the ACE rapid transit line, Quigley and her staff also will work on strategies designed to make public transit faster by way of improved route efficiencies, the implementation of park and ride locations throughout the valley and by deploying state-of-the-art transit vehicles. In addition, Quigley will be involved with department initiatives aimed at creating better commutes for valley

residents. To this end, the RTC's Freeway and Arterial System of Transportation (FAST Department) will continue to improve signal light-timing coordination, implement additional freeway ramp meters and utilize message signs on valley freeways to keep drivers informed on their commutes.

"We truly are one of the most effective and efficient transportation agencies in the country, but I'd like for us to be the best in every area," said Quigley. "I'm confident that it's possible, and I'm looking forward to working with our talented staff in 2009 to achieve it."

In addition to her contributions in the transportation arena, Quigley is an active community volunteer. She serves as the membership chair for Nevada Women's Philanthropy, an organization established to address the needs of the Greater Las Vegas community. She also sits on the Clark County Credit Union's Audit Community and regularly volunteers her time for fund-raising efforts at Frank Lamping Elementary School.

—By Lisa McQuerry



## Marilyn Winn

President – Bally's, Rio & Paris  
**Harrah's Entertainment**

**M**arilyn Winn has a simple formula for success that has served her well in the 20 years she has spent in the gaming industry: Do your job well and stay positive.

"If you believe there's a glass ceiling, I promise you, you're going to find it. If you believe you're going to have

that whenever she's been asked about diversity and being a female breaking into the industry in the 1950s and '60s, she always shied away from it being about being a woman. It's about being good at what you do," Winn said.

Winn's background was in human resources, an unlikely area for a company to tap into for a future presi-

jecting to be a rough year ahead. The gaming veteran knows her industry is not alone in trying to deal with the local, national and even global economic challenges.

"Although we're trying to be very creative in how we generate revenue, if the consumer decides they're not going to bring their discretion-

*"The worst part of anyone's job is looking at those services or amenities that seem optional, the ones that would not prevent somebody from making that trip or choosing a competitor. Those really are the things we have to take a really hard look at."*

professional business relationships with positive outcomes for both sides, you'll find that, too," Winn said.

A positive mind-set and determination have helped Winn climb the corporate ranks. Today, she is a regional president with Harrah's Entertainment and oversees operations for the company's Rio, Paris and Bally's resorts.

Winn owes much thanks for her career success to her mentor and friend, Claudine Williams, founder of the Holiday Casino, now Harrah's, on the Strip. Winn got her start at the Holiday Casino in 1988 and said Williams' business savvy and personal style made an immediate impression on her.

"I think what's great about her is

dent. But she maintains that a human resources background has served her and her employer well, allowing her to make more informed staff decisions while motivating a group of 8,500 people to do its best.

"HR was often an overlooked area for talent to come from. Sometimes HR is viewed as the police," Winn said. "But if you think of a business, the No. 1 expense is labor. If you develop an HR background, you learn to inspire people and become a leader. It's an easily transferable skill set."

In an industry that has seen more than its share of belt-tightening in the past year, Winn is both calm and realistic about what many are pro-

ary dollars here, we have to reduce expenses," she admitted. "The worst part of anyone's job is looking at those services or amenities that seem optional, the ones that would not prevent somebody from making that trip or choosing a competitor. Those really are the things we have to take a really hard look at."

Despite the pervasive doom and gloom about the economy, Winn is remaining optimistic about the future, saying her company can emerge stronger than ever in 2010, when many economists are predicting the start of a rebound.

—By Brian Sodoma





## Bobbie Jo Kinsey

President and Principal Designer  
Kinsey Design Group



**A**s president and principal designer of Kinsey Design Group, and president-elect of the California Central/Nevada Chapter of the American Society of Interior Designers (ASID), Bobbie Jo Kinsey is helping to lead a movement that will keep and bring business into the local economy. She also is working toward creating an environment that will provide jobs for Las Vegas' talented design students.

As ASID president-elect, Kinsey is working with the World Market Center (WMC) and the Las Vegas Design Center (LVDC) to launch the Experience Design Salon at the LVDC along with an ASID office at the WMC.

"The office and salon are part of a comprehensive campaign to educate the Las Vegas community on the breadth and depth of the valley's interior design experts for both commercial and residential," said Kinsey.

Additionally, the salon will serve as a location for design students to complete their internships.

"Currently, there are more than 400 design students in Las Vegas who have no place for internships," Kinsey said.

Furthermore, the campaign will encourage Las Vegasans to visit the WMC and wander around to get design

ideas or find that perfect item.

"Most people don't know that they can visit the WMC and Design Center on their own. Now, if they find something they want, they can immediately be connected with a local designer through the Experience Design Salon that can assist them in purchasing," Kinsey added.

Kinsey believes that Experience Design also will serve as a draw for tourists, with junkets that include perhaps spa packages along with the opportunity to visit the WMC and purchase that special item from Las Vegas.

As owner of Kinsey Design Group, Kinsey sees the economy as one of the biggest challenges facing the industry in 2009.

Based in Las Vegas, Kinsey Design Group specializes in residential interior design, turnkey design projects, tenant improvements and commercial office design. Kinsey is a transplanted New Yorker who makes clients visions her passion. She artfully brings those visions to life with a splash of color, a swath of rich fabrics, a dash of bold accessories and a ream of personal interior design knowledge. Among her clients have been Patrón Spirits, which wanted a hospitality suite that reflected the "feel" of its



tequila brand with function, allowing visitors to taste the product.

Kinsey places a large priority on using her business and experience to educate future generations of designers through internships with her company.

"I am passionate about having student designers work real-world design ...," said Kinsey. "I take them to job sites and have them sit in on meetings, as well as complete a project while here at Kinsey Design Group. They need to see and experience what it is really like working out in the design field. The education is priceless."

As with her ASID work, Kinsey feels strongly about offering her company's internships to Las Vegas students and not bringing in interns from out of state. According to Kinsey, the Las Vegas ASID student chapter is the nation's third largest for design and is tied with New York City.

Kinsey has two degrees and is a nationally certified designer having successfully passed the National Council for Interior Design Qualification (NCIDQ) Exam. She has recently become a registered interior designer with the Nevada state board of architecture, interior design and residential design.

—By Liz Gamble

## Patricia A. Nooney

Managing Director  
CB Richard Ellis

**F**or Patricia A. Nooney, who has been in commercial real estate for 25-plus years, it's a family affair.

"My grandfather started a real estate firm in St. Louis in 1945, and then my father was active, and I am third generation," said Nooney, who joined the Las Vegas office of CB Richard Ellis as managing director in August 2008.

Although Nooney originally ma-

growth market, and it will rebound and continue to grow. Coming from the outside gave me a little bit of a different perspective. People who have been here a number of years see this as a downturn, but there is still positive growth here. We do have an excess of office supply, but demand will pick up again, and we will have office space available when companies are ready to move here or expand."

*"People who have been here a number of years see this as a downturn, but there is still positive growth here. We do have an excess of office supply, but demand will pick up again, and we will have office space available when companies are ready to move here or expand."*

jored in biology at the University of Miami, she later changed her focus to accounting. She began her professional career as an auditor with Touche Ross & Co. (Deloitte Touche) before making her formal foray into the commercial real estate industry.

Nooney most recently served as managing director of the St. Louis office of CB Richard Ellis prior to being recruited to the Las Vegas office to serve in the same capacity, with executive oversight of all service lines.

"I thought it was a great opportunity," Nooney said. "This market is having its challenges, but it is definitely a

Nooney said the Southern Nevada real estate market is very accepting of newcomers.

"I have enjoyed getting to know the properties and the players and the developers, and since I have been in Las Vegas, I have concentrated on getting to know people in different real estate groups such as NAIOP, SIOR and CCIM," she said, adding that industry involvement is elemental to success.

Nooney holds the Certified Property Manager designation, the Certified Commercial Investment Member designation and is a member of the Society of Industrial and Office Properties,

CCIM Las Vegas and the National Association of Realtors (chair of the Realtor Commercial Alliance). A licensed real estate broker, she is a member of the Las Vegas Executive Association, the 2003 international president of the Institute of Real Estate Management, and is also a LEED-accredited professional with the U.S. Green Building Council.

"I think the green movement is very important, and Southern Nevada

is taking hold of the sustainability movement," she said. "With everybody trying to conserve resources, it's not just a responsible thing to do, it also makes financial sense. Sustainability can save clients money and is also good for the environment."

Although Nooney — who will be involved with the NAIOP's 2009 Sustainability and Spotlight Awards committees — believes that industry involvement is of paramount importance, she places a great deal of value on community involvement as well.

—By Danielle Birkin





# Tonie Valesano

Director of Project A.R.K. and Family Counselor  
Nevada Childhood Cancer Foundation



**T**onie Valesano, Ph.D., is committed to helping children stricken with cancer, and as the director of Project A.R.K. (Aids and Resources for Kids) and a family counselor with the nonprofit Nevada Childhood Cancer Foundation, she is poised to make a difference in the lives of young patients.

The foundation provides social, emotional, educational and psychological support services and programs to families of all children diagnosed with a life-threatening or critical illness.

"We want to ensure that all children and families suffering from a chronic childhood illness receive comprehensive psychological and educational services, regardless of their ability to pay," said Valesano, who joined the organization six years ago.

Valesano has since created more than 20 programs and developed psychological, social and educational services for critically ill children and their families in Southern Nevada.

Valesano — who holds a master's degree in social work and a doctorate in family psychology and previously worked as a medical social worker at Sunrise Children's Hospital — said the Nevada Childhood Cancer Foundation offers three programs closest to her

heart, including social work services.

"When a child is diagnosed with chronic medical condition, the first person they meet is a social worker, who does an assessment to determine which services are appropriate and helps to sustain the families through medical treatment," Valesano said, adding that a second significant program is a clinical services program to train other clinicians.

"Third, we have an educational program and have created the first in-patient classroom by a nonprofit at Sunrise Children's Hospital. ... We have found that if children miss out on education, it impacts their quality of life, so the educational program helps to create normalcy, and the response from the kids has been great. We hope to expand the program in 2009."

As part of the clinical services program, Valesano also has implemented counseling for body image, anxiety and self-esteem — "So many of the children are depressed," she said — and has also created play therapy groups.

In addition, the foundation has completed verbal contracts with end-stage renal disease physicians and will begin offering services for children waiting for kidney transplants and programs to prepare children and their families for

the transplant procedure.

Valesano also created the Bone Marrow Drive, now in its third year.

"On average, there are two children per month waiting for bone marrow transplants, and we have found that the community wasn't aware of the extent of how many children there were on the waiting list," she said. "In our first year, 80 people registered and two of them were matches. We had more than 650 bone marrow registrants at the 2008 drive and hope to reach 1,000 in 2009."

Valesano considers working with critically ill children an uplifting and rewarding experience.

"The children put life into perspective for us daily," she said. "Most often, even the diagnosis can't take away what is important to them — playing and learning. There is something to be said for children who are experiencing a life-threatening disease and watching them look at their parents and say, 'It's going to be OK.' I feel that I am lucky to have been given the opportunity to grow at Nevada Childhood Cancer Foundation and to be able to share in the lives of the children and families that we serve."

—By Danielle Birkin



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## Deborah Campbell

Owner  
**Deborah Campbell and Associates**

**W**hen organizations begin to question if they are relevant in today's marketplace, the consultant they call, more often than not, is Deborah Campbell. Campbell launched Campbell and Associates five years ago.

A fixture in Las Vegas for almost three decades, Campbell couples her experience as a television journalist with her knowledge of running nonprofit organizations and a commitment to Las Vegas.

A television reporter and morning show anchor throughout the 1980s and early '90s in Las Vegas, Campbell later served as the executive director of the St. Rose Dominican Health Foundation and chief operating officer of the United Way of Southern Nevada.

She is known for understanding the Nevada social services and political environments and having access to key nonprofit leaders, philanthropists, foundations and political and business leaders.

And in a year when every type of organization will be looking at how to operate more efficiently, she's going to be busier than ever.

Campbell said organizations contact her when a board of directors is taking a look at "where they need to be going, what they need to be fine tuning and what they should stop doing."

How does she do it? First, she uses her interviewing skills and talks to key stakeholders, past and present board

members, employees and clients.

"I listen for what's working and what's not working. Then we have a place to begin a conversation in a planning session," Campbell said.

From there, strategies are discussed, goals are developed and people, partners and ideas are connected — the components of successful business plans, she said.

Over the next six months, Campbell will work her magic for the Southern Nevada Workforce Investment Board, working with the board of directors to develop strategies to determine where federal dollars should be invested to get displaced and new workers ready for future opportunities.

And for the Nevada Department of Employment, Training and Rehabilitation, Campbell will help leaders strategize about how to be proactive in connecting businesses with qualified workers.

"At the end of the day, it's about creating sustainable jobs here. I can't think of anything more important than that," Campbell said.

"In an economy driven by gaming, tourism and construction, this slowdown will help us diversify our economy, so that we're not so dependent on people coming here for vacation or conventions," she said.

It's also a chance for organizations to learn how to more effectively partner with each other, she added.

"We'll be going back to the basics until the economy corrects itself."

—By Deborah Roush



## Robin Rankow

Project Manager, Community and Government Relations  
**Clark County School District**

**F**or a decade, Robin Rankow pursued top-notch teachers for the Clark County School District as a recruiter. Today, as a project manager for the CCSD's Community and Government Relations department, she rewards them.

Since 2007, Rankow has worked to develop and oversee employee and student recognition programs for one of the nation's largest school districts.

Programs such as the CCSD's Teacher of the Month program — in cooperation with the *Home News*, a Greenspun-owned weekly community newspaper group — teacher socials, retirement ceremonies, and other student or teacher recognition events all come through Rankow's office.

The programs are also the direct result of her ability to partner with local businesses for donations, seek out those doing well academically and provide great customer service.

"It's important for all staff, not just teachers, but support staff, administrators and others to get that recognition," Rankow said. "If we have employees that want to come to work every day, they're going to pay that forward to our students."

For 2009, Rankow will be dedicated to growing and establishing new student and staff recognition programs. No gesture from the business commu-

nity is too small. Whether she is working with a business to sponsor an event, or a caterer to donate food for one, she also is grateful for the many smaller contributions she sees from the local culinary and entertainment community.

"The community has been fabulous with offering things," Rankow said. "We often get tickets to shows or (sports events), and it's a win-win for all involved. They get the foot traffic at the event, and we're able to reward employees."

Food or drink vouchers even make their way to the nurse's office at some area schools as kind gestures to sick students.

"It's the chance to say, 'Hey, enjoy this when you get to feeling better.' ... (the district) is the biggest family you can ask for," she added.

Rankow is also big on remembering from where she came. Working in human resources in the private sector before coming to the CCSD has helped her remain enthusiastic even during tough times. As an employee of one-time Golden Nugget

and Expedia.com owners, Tim Poster and Tom Breitling, Rankow saw two bright and energetic minds grow a successful business while recognizing the individual needs of employees.

"They set such a motivated tone in everything they did. They showed me what it means to be driven. I was a single mother of three children, and they embraced it," Rankow said.

Today, CCSD employees and students benefit from her past experience.

"It's nice to see them get together and enjoy themselves," said Rankow.

—By Brian Sodoma



## Carole A. Fisher

President and CEO  
**Nathan Adelson Hospice**

**I**t takes a lot of heart to run a nonprofit organization. And given today's tough economic climate, it also takes a healthy dose of business know-how as well. Carole Fisher has a big heart and the leadership skills to wear both hats for Nathan Adelson Hospice, an organization known for bringing compassionate end-of-life care to those in need.

The president and chief executive officer came to the organization after serving in an executive director role for Southwest Medical Associates. In that position, she oversaw 15 medical clinics and 600 employees. Prior to that, she also served as an executive director for the nonprofit Bridge Counseling Associates, where she volunteered early in her career before becoming a substance abuse counselor

and then moving up into management.

"I have a natural tendency to be a leader, because I always want to improve processes. People recognized that, and I was able to move into leadership roles because of it," Fisher said. "I was really looking to make a contribution in the later stages of my career. I wanted to give back and be part of a mission-driven organization. Working for Nathan Adelson Hospice really offers me that opportunity."

When Fisher first came to the hos-



pice center in 2006, there was an unspoken succession plan in place for her to eventually become CEO, but things moved along at a rapid pace as the board of trustees and others instilled their confidence in her. Within six months, she assumed the positions of president and CEO.

"I'm surrounded by such a great group of people here and such an accomplished board of trustees."

Working in the for-profit sector also gave Fisher the skills she needs to help a nonprofit thrive in tough times. Every year, Nathan Adelson Hospice provides

roughly \$1 million in free care. And while supply costs are climbing, donations dropped 20 percent in 2008.

"We have a mantra: 'Our goal is to be the hospice of choice, the em-

ployer of preference and the training center of excellence.' And we need to be a good steward of our resources to achieve that," she added.

Fisher also said the center is committed to green initiatives for the coming year. One of its donors, Harrah's Entertainment, adopted the nonprofit for its annual Make-A-Difference Day program. Representatives from the gaming giant spent a day sprucing up the center and making some green adjustments to the building, such as weather-stripping doors, replacing light fixtures with more energy efficient ones, refurbishing restrooms and more.

Fisher said 2009 will see the center's cafeteria shedding Styrofoam cups and plates and an overall commitment to thinking green when ordering supplies and handling waste.

"Harrah's did a great job when they came in, and we really want to build on that this year," she added.

—By Brian Sodoma





# Barbara Buckley

Executive Director  
Legal Aid Center of Southern Nevada

Speaker  
Nevada State Assembly



**B**arbara Buckley, executive director of the Legal Aid Center of Southern Nevada and speaker of the Nevada State Assembly, did not anticipate pursuing a career as an attorney.

However, when Buckley, a native of Philadelphia, moved to Las Vegas in 1980 and landed a job as a legal secretary, her employer and mentor encouraged her to consider attending law school.

The first in her family to go to college, Buckley attended the University of Nevada, Las Vegas and the University of Arizona Law School.

"I graduated in 1989 and decided that I really wanted to use my degree to help people. I thought the best way to do that in Las Vegas was to work for Legal Aid, and here I am, 19-and-a-half years later. In that time, I have helped many individuals with different types of legal issues, and as executive director, have been able to create new legal programs to help people."

The nonprofit organization provides free legal services to abused and neglected children and victims of domestic violence, as well as civil cases involving fraud, real estate scams, payday loan problems and garnishment issues. When Buckley joined

the organization, there were just four attorneys involved, a figure that has grown to 23. She also has helped create the Children's Attorneys Project, which provides independent legal representation for abused children, and the Domestic Violence Project, which offers services for victims of domestic abuse.

In addition, Buckley helped create a partnership with the William S. Boyd School of Law at UNLV, whereby all first-year law students are trained to teach legal classes to the public. Since the inception of the program, more than 25,000 community members have attended the free weekly courses, which cover several primary areas of focus: how to represent oneself in small claims court, divorce, custody, guardianship and bankruptcy.

Buckley said her experiences working with Legal Aid also compelled her to run for the Legislature.

Many times, if there is no law protecting individuals, there is no remedy," said Buckley, who was first elected to the Nevada State Assembly in 1994.

"At the time, there was a large landlord who was illegally evicting tenants and proposed a bill in the Legislature that I had worked to prevent. The bill passed, and I was just amazed because it could hurt so many individu-

als, and I thought maybe we needed people in Carson City who think a little differently."

In her second term, Buckley was named assistant majority floor leader by Speaker Joe Dini, a position she held until Speaker Richard Perkins asked her to serve as majority leader in 2001, a post she also held in 2003 and 2005. She was the first woman to serve as assembly majority leader. Following the 2006 election, Buckley was selected as speaker of the Nevada State Assembly — the first woman in Nevada history to hold that position.

"I am now working on a very aggressive Legislative agenda proposing a major initiative on the foreclosure crisis as well as measures dealing with the budget. ... We have to find other ways to avoid making Draconian cuts that will hurt Nevada."

Buckley said she also is working with Nevada Sen. Steven Horsford on a measure to stimulate the economy and create jobs by attracting new businesses to Southern Nevada.

"Right now ... job creation, staunching the foreclosure crisis and weathering the financial storm will be my top priorities this coming Legislative session," Buckley said.

—By Danielle Birkin



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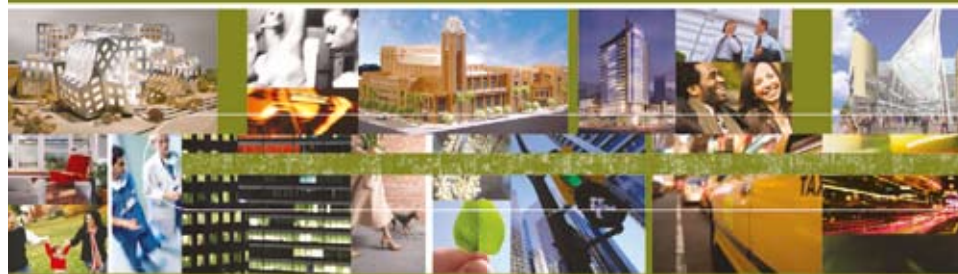
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## Rose McKinney-James

Managing Principal  
**Energy Works Consulting LLC**

**T**oday, the phrase “going green” is as trite as it is important. With the media pushing environmentalism to the forefront in recent years, there’s no shortage of business owners and others trying to tag their enterprises as “green,” even if these claims may not always seem genuine.

But then there are those like Rose McKinney-James, managing principal of Energy Works Consulting, who has a long record of pushing for a better renewable energy policy. Her enthusiasm for developing a strong solar industry in the Silver State shines through her careful rhetoric.

After recently completing a stint on President Obama’s transition team as a member of the Federal Energy Regulatory Com-

mission (FERC) review team, McKinney-James will continue to be a force in Nevada when it comes to making renewable energy, particularly solar, a major part of our economy.

McKinney-James has served as chief executive officer for the Corporation for Solar Technology and Renewable Resources (CSTRR), chair of the Nevada Renewable Energy Task Force, and in a commissioner spot on the Nevada Public Utilities Commission, which gave her the encouragement to launch her own business.

“I had the opportunity to preside over a number of dockets that had, at the heart of them, the ability to advance



(renewable) technologies. It was frustrating, because it didn’t seem we had the right (legislative policies) in place,” she said of her experience on the PUC.

In 2009, McKinney-James will represent the Solar Alliance, a solar industry state-focused alliance representing a number of large solar manufacturing companies. The companies have

“come together to attempt to affect some improvements in the regulatory framework in a variety of states with significant potential for doing business,” McKinney-James added.

“Obviously, if we have the right policy and framework to attract these companies, it’s very likely one or more of them will make the decision to relocate or expand business offices here.”

However, a regulatory framework supporting better pricing on solar installations is needed.

“We simply want to be competitive enough (with pricing), so that the choice is easier to go

with cleaner options,” she said. “Right now, people still have to make the tough choices. Any time something costs more, unless there’s a strong personal or philosophical leaning, they probably won’t do it,” she said.

Issues she will lobby for at this year’s state legislative session include: changes to the implementation of Nevada’s renewable energy portfolio, net metering standards and adjustments to accommodate what she calls an “oversubscribed” Solar Generations solar rebate program at NV Energy.

And that’s just the first half of the year.

—By Brian Sodoma

## Olya Banchik

Principal/Neuromuscular Dentist  
**Banchik Dental**

**I**magine leaving your homeland for the wealth of opportunity another country offered, only to learn that your true passion would not be found solely in your own success, but rather, in finding ways to help others.

In 1989, at age 12, Olya Banchik immigrated to the United States from Moscow. Even at that early age, she recognized the limitations her homeland posed in terms of her desire to excel personally and professionally.

Over the course of 20 years, Banchik adapted to a new culture and language while earning high academic honors. She received her Doctor of Dental Surgery from New York University College of Dentistry and a certificate of recognition from the American Academy of Dental Practice

Administration for excellence in academic achievement.

“It was clear to me at a young age that the United States offered incredible opportunities,” explained Banchik. “I realized that if I achieved success academically, that would lead me into a profession where I could reap great professional rewards. And by this, I don’t mean financial, but rather, the chance to use my profession to have an impact on my community.”

Banchik completed her general residency at the University of Nevada School of Medicine, and in 2008, she opened a private practice in Summerlin. Today she is recognized as one of



the dental industry’s leading neuromuscular practitioners. Banchik is also one of a handful of U.S. doctors certified to use Pure Power Mouthguard technology, which correct bite and alignment of the jaw. This line of neuromuscular dentistry is becoming increasingly important in the world of athletics.

While Banchik’s professional achievements are impressive in their

own right, it’s the way she’s managed to parlay her own success into a new degree of community service that is perhaps most impressive.

In 2004, Banchik was devastated when a young friend was diagnosed with breast cancer.

Then her mother and mother-in-law also were diagnosed with the disease. Using her skills to make a difference in the lives of women touched by cancer, Banchik launched the Survivor Smile Makeover, a pro-bono endeavor that gives ovarian or breast cancer survivors the opportunity to have their spirits lifted through dental work, including teeth whitening, crowns

or veneers, filling replacements, braces and implants or partial dentures.

“... Both radiation and chemotherapy can increase the risk of oral and systemic infection,” explained Banchik.

Banchik is now planning to recruit other doctors to be part of Survivor Smile Makeover.

“I can’t remove the painful memories of a woman’s battle with cancer,” said Banchik. “But it is within my power to remove the part of the aftermath that impacts her smile. She deserves a dazzling white smile that says, ‘Yes, I’ve survived, and I am loving life!’”

—By Lisa McQuerry

## Sue Naumann

Broker/Owner  
**Tsunami Properties Inc.**

**A**s the 2009 president of the Greater Las Vegas Association of Realtors (GLVAR), Southern Nevada’s largest professional organization, Sue Naumann will guide its 14,500 local members through one of the most tumultuous real estate markets in its 60-year history.

And she’ll do it while running Tsunami Properties Inc., a small, successful real estate firm focusing on property management and residential real estate that she owns with her husband.

Naumann, a 30-year veteran of the real estate industry, knows 2009 is going to be a tough year to lead the GLVAR, but she said she is ready for it.

Her biggest challenge?

“The economy and trying to provide members services and the tools they need to be successful in a down mar-

ket,” Naumann said.

On the bright side, Naumann said the National Association of Realtors is celebrating its centennial anniversary this year.

“Realtors have been the key to transactions for the last 100 years ... . Real estate is cyclical, and the realtor has survived 100 years through many cycles in our economy, including the Great Depression.

“Just as houses are rekeyed when ownership transfers, we have to look at rekeying ourselves, our businesses and our association during these hard times. Real estate companies, both large and small, mortgage companies and title companies have begun the rekeying process to weather the economic storm that



has been brewing,” Naumann said.

“I look forward to the challenges that lie ahead, and my goal is to steer the association safely through the storm with the assistance of my leadership team,” she added.

Though Naumann recently received a crystal ball from the Women’s Council of Realtors when she was named its 2008 Businesswoman of the Year, she said she hasn’t learned to read it yet and prefers a “wait and see” approach when forecasting the future

of Las Vegas residential real estate.

“Unfortunately this is a down cycle, but I am optimistic that we are coming out of it. According to our Multiple Listing Service, we are seeing more sales, albeit bank-owned homes are still the majority of homes being sold. The number of transactions is increasing, and

actually, we are selling more homes than we sold in 2004,” she added.

Still, Naumann admits prices are down and that has an impact on realtors’ incomes.

“There are qualified buyers who want to buy homes, however, with the subprime debacle, banks are more reluctant to lend. When the money becomes available for loans, I believe we will see the market become more stable,” she said.

At Tsunami Properties, Naumann has been working on her business plan and strategy for 2009.

“Our goal is to continue to diversify and grow our property management and community association management departments,” she said.

Overall, Naumann is positive about what 2009 will bring.

“... Experts have always said that Las Vegas is the last to feel the effects of a recession and the first to recover.”

—By Deborah Roush



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