9.2 PART I A–TECHNICAL PROPOSAL

WE'RE ARTISTS AND ODDBALLS.

NEVĂDA A WORLD WITHIN. A STATE APART.

Part I A – Technical Proposal	
RFP Title:	Integrated Marketing Agency of Record
RFP:	2084
Vendor Name:	R&R/CRR Holdings, LLC dba B&P Advertising
Address:	900 South Pavilion Center Drive, Suite 170 Las Vegas, NV 89144
Opening Date:	November 24, 2014
Opening Time:	2:00 PM

b&p ADVERTISING MEDIA PUBLIC RELATIONS

WE ARE ENTERPRISING.
WE ARE FOCUSED.

NEVĂDA A WORLD WITHIN. A STATE APART.

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WE ARE UNYIELDING
LIKE THE TERRAIN.

NEVĂDA A WORLD WITHIN. A STATE APART.

Tab III

9.2.3.3 Vendor Information Sheet

V1	Company Name	R&R/CRR Holdings, LLC dba B&P Advertising

V2	Street Address	900 South Pavilion Center Drive, Suite 170

V3	City, State, ZIP	Las Vegas, Nevada, 89144

V4	Telephone Number		
	Area Code: 702	Number: 967-2222	Extension:

V5	Facsimile Number		
	Area Code: 702	Number: 967-2223	Extension:

V6	Toll Free Number		
	Area Code:	Number:	Extension:

V7	***Contact Person for Questions / Contract Negotiations, including address if different than above***
	Name: Charles J. Johnston
	Title: President/Principal
	Address: 900 South Pavilion Center Drive, Suite 170, Las Vegas, Nevada 89144
	Email Address: cjohnston@bpadlv.com

V8	Telephone Number for Contact Person		
	Area Code: 702	Number: 967-2222	Extension:

V9	Facsimile Number for Contact Person		
	Area Code: 702	Number: 967-2223	Extension:

V10	***Name of Individual Authorized to Bind the Organization***	
	Name: Charles J. Johnston	Title: President/Principal

V11	Signature ***(Individual must be legally authorized to bind the vendor per NRS 333.337)***	
	Signature:	Date: 11/20/2014

WE'RE LAS VEGAS
AND WE'RE WIDE-OPEN COUNTRY.

NEVĂDA A WORLD WITHIN. A STATE APART.

Tab IV

9.2.3.4 A.

Vendor must sign and return this amendment with proposal submitted.

Vendor Name:	R&R/CRR Holdings, LLC dba B&P Advertising		
Authorized Signature:			
Title:	President/Principal	Date:	11/20/2014

9.2.3.4 B. Attachment A

Part I B – Confidential Technical Information			
YES		NO	X
Justification for Confidential Status			

A Public Records CD has been included for the Technical and Cost Proposal			
YES	X	NO (See note below)	
Note: By marking "NO" for Public Record CD included, you are authorizing the State to use the "Master CD" for Public Records requests.			

Part III – Confidential Financial Information			
YES	X	NO	
Justification for Confidential Status			
Agency financial information is confidential.			

R&R/CRR Holdings, LLC dba B&P Advertising
Company Name

Signature

Charles J. Johnston
Print Name

11/20/2014
Date

9.2.3.4 C. Attachment C

Vendor agrees and will comply with the following:

(1) Any and all prices that may be charged under the terms of the contract do not and will not violate any existing federal, State or municipal laws or regulations concerning discrimination and/or price fixing. The vendor agrees to indemnify, exonerate and hold the State harmless from liability for any such violation now and throughout the term of the contract.

(2) All proposed capabilities can be demonstrated by the vendor.

(3) The price(s) and amount of this proposal have been arrived at independently and without consultation, communication, agreement or disclosure with or to any other contractor, vendor or potential vendor.

(4) All proposal terms, including prices, will remain in effect for a minimum of 180 days after the proposal due date. In the case of the awarded vendor, all proposal terms, including prices, will remain in effect throughout the contract negotiation process.

(5) No attempt has been made at any time to induce any firm or person to refrain from proposing or to submit a proposal higher than this proposal, or to submit any intentionally high or noncompetitive proposal. All proposals must be made in good faith and without collusion.

(6) All conditions and provisions of this RFP are deemed to be accepted by the vendor and incorporated by reference in the proposal, except such conditions and provisions that the vendor expressly excludes in the proposal. Any exclusion must be in writing and included in the proposal at the time of submission.

(7) Each vendor must disclose any existing or potential conflict of interest relative to the performance of the contractual services resulting from this RFP. Any such relationship that might be perceived or represented as a conflict should be disclosed. By submitting a proposal in response to this RFP, vendors affirm that they have not given, nor intend to give at any time hereafter, any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor, or service to a public servant or any employee or representative of same, in connection with this procurement. Any attempt to intentionally or unintentionally conceal or obfuscate a conflict of interest will automatically result in the disqualification of a vendor's proposal. An award will not be made where a conflict of interest exists. The State will determine whether a conflict of interest exists and whether it may reflect negatively on the State's selection of a vendor. The State reserves the right to disqualify any vendor on the grounds of actual or apparent conflict of interest.

(8) All employees assigned to the project are authorized to work in this country.

(9) The company has a written equal opportunity policy that does not discriminate in employment practices with regard to race, color, national origin, physical condition, creed, religion, age, sex, marital status, sexual orientation, developmental disability or handicap.

(10) The company has a written policy regarding compliance for maintaining a drug-free workplace.

(11) Vendor understands and acknowledges that the representations within their proposal are material and important, and will be relied on by the State in evaluation of the proposal. Any vendor misrepresentations shall be treated as fraudulent concealment from the State of the true facts relating to the proposal.

(12) Vendor must certify that any and all subcontractors comply with Sections 7, 8, 9, and 10, above.

(13) The proposal must be signed by the individual(s) legally authorized to bind the vendor per NRS 333.337.

R&R/CRR Holdings, LLC dba B&P Advertising
Vendor Company Name

Vendor Signature

Charles J. Johnston
Print Name

11/20/2014
Date

9.2.3.4 D.

N/A

9.2.3.4 E.

SECRETARY OF STATE

STATE OF NEVADA

NEVADA STATE BUSINESS LICENSE

R&R/CRR HOLDINGS, LLC
Nevada Business Identification # NV20061353085

Expiration Date: October 31, 2015

In accordance with Title 7 of Nevada Revised Statutes, pursuant to proper application duly filed and payment of appropriate prescribed fees, the above named is hereby granted a Nevada State Business License for business activities conducted within the State of Nevada.

Valid until the expiration date listed unless suspended, revoked or cancelled in accordance with the provisions in Nevada Revised Statutes. License is not transferable and is not in lieu of any local business license, permit or registration.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of State, at my office on November 3, 2014

ROSS MILLER
Secretary of State

You may verify this license at www.nvsos.gov under the Nevada Business Search.

License must be cancelled on or before its expiration date if business activity ceases.
Failure to do so will result in late fees or penalties which by law cannot be waived.
There is no fee for cancellation.

WE GO ABOUT THINGS
OUR OWN WAY.

Tab V

NEVĂDA A WORLD WITHIN. A STATE APART.

ATTACHMENT B – TECHNICAL PROPOSAL CERTIFICATION OF COMPLIANCE WITH TERMS AND CONDITIONS OF RFP

I have read, understand and agree to comply with ***all*** the terms and conditions specified in this Request for Proposal.

YES X I agree to comply with the terms and conditions specified in this RFP.

NO _____ I do not agree to comply with the terms and conditions specified in this RFP.

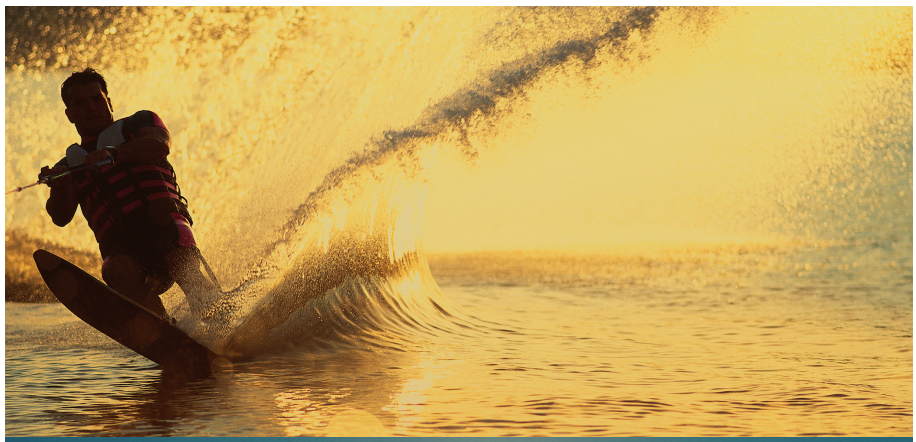
If the exception and/or assumption require a change in the terms in any section of the RFP, the contract, or any incorporated documents, vendors ***must*** provide the specific language that is being proposed in the tables below. If vendors do not specify in detail any exceptions and/or assumptions at time of proposal submission, the State will not consider any additional exceptions and/or assumptions during negotiations.

R&R/CRR Holdings, LLC dba B&P Advertising
Company Name

Signature

Charles J. Johnston
Print Name

11/20/2014
Date



WE ARE
A HARDY BUNCH.

NEVĂDA A WORLD WITHIN. A STATE APART.

HELLO, NEVADANS!

Together, B&P Advertising Media Public Relations and R&R Partners are incorporated as R&R/ CRR Holdings. This single entity has the depth, expertise and enthusiasm to provide NCOT with the best marketing our state has to offer and we're excited to bring all of our services to the table in a continuing relationship with NCOT.

B&P began working with NCOT in January of this year, launching the 2014 Spring/Summer campaign and we quickly took up the mantle of "champion of the brand." In September, we were awarded the NCOT Fall/Winter campaign. Now, we look to a future relationship with NCOT as one of infinite possibilities, grand successes and boundless opportunities to promote Nevada and bring visitors to our great state.

We have deep roots in Nevada. Our team has unparalleled experience in driving visitors to our state every year. We will use our knowledge of all Nevada's offerings, events and seasons to drive active travelers to our state.

Our agency principals were born and raised in Nevada. We understand the nuances of the entire state, north, south, rural and urban. As our state song says, "It's the place of a thousand thrills." And we believe it, wholeheartedly. We also understand this is exactly the message we must convey through our marketing, advertising and public relations.

So far, our experience working with NCOT has produced powerful results: As the media agency of record for the 2014 Spring/Summer campaign, we expanded NCOT's traditional market coverage, while securing $1.1 million in added media value—three times NCOT's targeted goal.

Furthermore, we showed a 41% increase in twitter followers and click through rates, more than doubling the industry standard. In fact, twitter was so impressed with our results, they are using Nevada's campaign as a successful case study for their own marketing.

Moving forward, B&P would continue its role as account lead with agency principal Rod Reber overseeing all activities. Senior level account supervisors Rob Colbrook and Jessica Isaacson would also be assigned to NCOT's account team. We'll deploy the full capabilities of both B&P and R&R on your business. We will tap the talents of the professionals who created the world-famous Las Vegas Convention and Visitor Authority's "What Happens Here Stays Here" campaign and compelling and award-winning campaigns for resort properties, public attractions and events all across our state.

Our team members have helped drive over 41 million visitors to Nevada in 2014. Our 200-plus employees all live and work right here in Nevada. We have an extensive knowledge of every key feeder market NCOT covets. And our trademarked VELOCITY process aligns perfectly with NCOT's need for strategic planning.

As one of three finalists in the recent RFP process, our submission provides updated media and account service details, as well as a new, simplified billing proposal.

When the combined strengths of B&P and R&R come together with NCOT, we will do everything within our power to drive Nevada tourism and cultural affairs to ever-ascending heights.

We appreciate your time and consideration.

Best,

Chuck Johnston
President & Principal
B&P Advertising Media Public Relations

3. SCOPE OF WORK AND DELIVERABLES

3.1 Proposal Deliverables

3.1.1 Overview Of Capabilities

A Nevada firm. In fact, Nevada's largest.

A team whose communications strategies and precedent-setting creative are reaching, inspiring and motivating literally tens of millions of travelers to visit Nevada every year.

A team with all services offered under one roof, eliminating the need for NCOT to manage multiple vendors.

In other words, the ideal partner for NCOT.

When you contract with us, you'll be getting an agency that's nimble, responsive—and responsible. You'll also be getting media buying power, planning expertise, creative risk-taking, digital dominance, social media that drives the conversation, and public relations pushes that reach across the state, the west and from coast to coast.

Our account services department is comprised of seasoned professionals who will work in close partnership with NCOT in order to best assess needs and capitalize on opportunities.

With B&P and R&R, NCOT will benefit from an holistic approach to the job at-hand, stretching across all platforms.

What does this mean to NCOT?

A team made up of experts in their specific disciplines, all tuned in to the same frequency.

A team focused on shared goals, with its collective eyes never leaving the main reason we are here—to develop strategies and execute communications that will bring more visitors to our state.

A team with a process rooted in strategies built around the success of long-term goals and the forward-looking planning necessary to achieve them. Yet, a team also capable of reacting to unforeseen events and capitalizing on time-sensitive opportunities.

A team that knows that good ideas can come from anywhere—and anyone.

B&P and R&R bring the systems and smarts to build upon past successes, create new ones, and generate the ideas that will leverage the maximum return for Nevada tourism.

Ideation. Flawless execution. Trackability. Transparency. Accountability. With B&P and R&R, it will be all hands on deck for NCOT.

The agency has reviewed the deliverables outlined in the RFP, and considering previous working experience with NCOT, we believe we can fully meet all the objectives.

3.1.1.1 Three (3) definitive Case Studies demonstrating a proven ability to develop and execute a results-driven integrated marketing campaign.

The team from R&R Partners and B&P Advertising who are submitting this RFP response are responsible for creating the Las Vegas brand and "What Happens Here, Stays Here" campaign which made its way into the Madison Avenue Advertising Hall of Fame in 2011, and most importantly will drive approximately over 43 million visitors to Nevada in 2014.

This R&R/B&P team, with our 200+ Nevada employees, is an intricate part of the Nevada fabric, culture, and community. Given our knowledge of our state, coupled with our marketing expertise, we were able to successfully work on the Yucca Mountain project in the 2000s and execute a successful Spring/Summer 2014 media program for NCOT by driving increased website traffic, generating millions in added-value, and garnering a twitter best-in-class case study.

We believe these three successful case studies uniquely position R&R/B&P to lead the NCOT integrated marketing efforts moving forward.

1. "WHAT HAPPENS HERE, STAYS HERE"
CREATING, BUILDING AND PROTECTING THE TOUCHSTONE OF THE LAS VEGAS BRAND

THE ISSUE

R&R Partners has been the communications agency of record for the Las Vegas Convention and Visitors Authority (LVCVA) for more than 30 years, creating and implementing successful brand communications campaigns that help to attract nearly 39 million visitors annually to Las Vegas and fill its 150,000 hotel rooms. Earlier campaigns from R&R were responsible for creating the modern Las Vegas brand that transcended gaming and turned the city into a world-class entertainment/dining/shopping destination. But growth in the city had plateaued with no new product in the pipeline to attract visitors. Las Vegas needed a new direction for positioning the brand that would tap into the visceral and deeply emotional reasons visitors connect with the city. The challenge was to develop a

unified brand voice for marketing the destination, one that resonated with and motivated a wide array of audience targets, both in key national and international markets. We needed something we could build on. We needed a spark.

THE HOW

At the heart of R&R's efforts was rigorous brand research and analytics, designed to determine what people found most compelling about Las Vegas and what motivated them to choose to visit it over other locales. What we learned was that consumers love to come to Las Vegas to cut loose, have fun and do things they wouldn't do back home. From overindulging at the buffet to staying out all night, everyone's expectation or experience is different. The overall mystique of Vegas was universal, but rooted in individual imagination and triggered by emotion. The heart of the new brand was adult freedom, a fire that burns in every human being over 21 years of age.

THE WORK

R&R's creative team developed a unified brand strategy to reposition Las Vegas' existing brand. The driving force of this effort was a deceptively simple phrase that grabbed the attention of people of all ages, incomes and cultures. That tagline, What Happens Here, Stays Here, taps into a fundamental truth about human behavior and aligns it with the core of the Vegas brand.

The campaign began with a series of television and print ads, a new website and an intensive PR campaign. Television spots were produced along with supporting print and a redesigned website. Each ad was engineered to reach a different target audience based on age, demographics and various behaviors. And PR coverage for the new effort was secured across the big media outlets such as **USA Today, The Wall Street Journal, The New York Times,** ***CNN, NPR,*** **Sports Illustrated** ***and*** **Advertising Age.**

The rest is history...but an ongoing one.

Although the campaign is hitting its 10-year anniversary, we continue to keep it fresh and relevant.

Over the years, the now-iconic campaign has featured a plethora of disciplines and tactics. These include creating custom microsites that gave visitors the tools to change their identity and become their Vegas persona; changing wallscapes that reveal Vegas stories over time; using projection media at events like the Super Bowl; and securing numerous media partnerships with networks and shows such as Jimmy Kimmel Live.

We haven't left too many stones unturned when it comes to fronting one of the most iconic brands in history. That includes stones in other countries as we move the campaign into the UK, Mexico and Brazil among others. And even though work for these countries is specifically crafted to make a splash in the different cultures, the message works universally.

In addition to the campaign becoming a cultural calling card repeated across the country and the world by celebrities, television, movies, talk-show hosts—you name it—we have also strived to keep it a part of the national conversation. We lampooned the vice president to the tune of millions in earned media dollars. We defended Prince Harry against those who revealed his Vegas exploits. And we have continued that discussion by inviting the princely baby to his 21st birthday party in Las Vegas. We're planning the party 21 years in advance...look out for your "save the date" notice. We've even taken on the NSA and all those who would join them in revealing precious Vegas information.

And while we always keep the core element of the campaign that leaves the what-happens-here moments to the individual imagination, we continue to change up the approach. Protect the Moment was designed to enlist core defenders of the brand in social circles that were eroding what happens here because of oversharing. We want certain things that you can do here shared, but not all things, and our visitors are stakeholders in that game. And the newest effort, #enablers, celebrates those who can best help you have that what-happens-here moment you've been dreaming of.

THE RESULTS

R&R's LVCVA/What Happens Here, Stays Here campaign has enjoyed significant success across a number of categories:

According to marketing research firm Applied Analysis, the LVCVA's average direct advertising return on investment is estimated at $18 to every dollar spent. From the same study, in fiscal year 2011, 79 percent of respondents surveyed about the LVCVA's advertising campaigns cited that the advertising had an impact on their likelihood to visit. The successes of the campaign are almost too numerous to mention—but should you need more, read on.

Success in the Marketplace

- *Achieving an all-time high of 39 million visitors to Las Vegas.*
- *Driving a 25 percent increase citywide in the average daily hotel rate over a three-year period.*
- *Boosting year-round occupancy to almost 90 percent—27 points above the national average.*
- *Increasing traffic to the VisitLasVegas.com website by 26 percent.*

Success in the Press

- ***What happens here, stays here quickly became a part of the pop culture vernacular. The campaign was referenced on The Tonight Show, Good Morning America, C-SPAN, CNBC, Saturday Night Live, and the Las Vegas and CSI TV series.***

- ***It was featured in countless magazine and newspaper articles, including on the cover of*** **Time** ***and in*** **The New York Times***, the latter of which called it "a stroke of marketing genius." The tagline was referred to by*** **Advertising Age** ***as "a cultural phenomenon."***

- ***It became a punch line for everyone from Oscar host Billy Crystal to first lady Laura Bush.***

Success in Hearts and Minds

- ***An impact study prepared by research and consulting firm Wirthlin Worldwide confirmed that among past leisure visitors, 80 percent had favorable impressions of the campaign, and among those who had never been to Las Vegas, 72 percent had favorable impressions.***

- ***Among those who saw the ad campaign, 73 percent had a heightened interest in going to Las Vegas.***

- ***Because of the campaign, the LVCVA and R&R Partners were named "Grand Marketers of the Year" by*** **Brandweek** ***magazine, besting such nominees as McDonald's, Apple and Hershey.***

- ***The campaign's now-iconic tagline was ensconced on Madison Avenue's Advertising Walk of Fame in New York City in September 2011, winning out over such formidable competitors as Nike's "Just Do It," Capital One's "What's in Your Wallet?" and DeBeers' "A Diamond Is Forever," among others.***

To us, it feels just like the beginning in the continuing success story that is What Happens Here, Stays Here.

3.1.1.2 Vendors should include actual work or links associated with the campaign, including the integrated components such as advertising, external communications, digital products, media methodology and any other relative materials associated with the efforts.

Out of Home

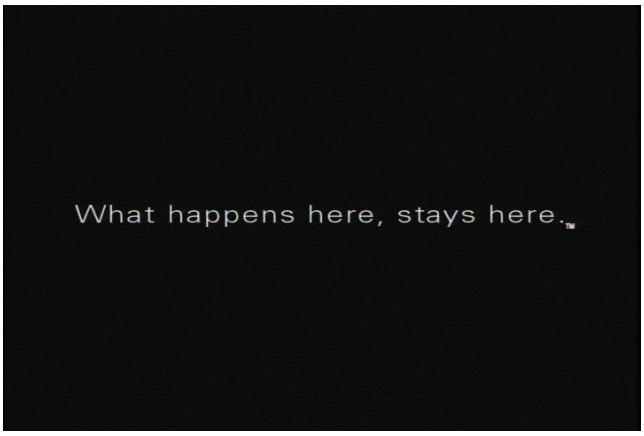
ARRIVALS
SMITH
Smith
SMITH
Smith
Smith
Smith
Smith
Smith
What happens here, stays here.™
ONLY Vegas
VisitLasVegas.com
1-877-VISIT-LV

WE'RE HERE TO DO MORE THAN ENTERTAIN YOU.
Not only is Las Vegas home to the most amazing entertainment, but doing business here also does wonders for your bottom line. Consistently rated No. 1 in overall value, our state-of-the-art facilities and renowned service expertise make Las Vegas the place to get the very most out of your next meeting or event. Learn more at VegasMeansBusiness.com.
LAS Vegas

38th
Semi-Annual
REGIONAL SYMPOSIUM
ON
Anesthesiology
AND THE TREATMENT
of Mild Discomfort
Las Vegas makes every meeting exciting.
Legendary entertainment and dining. 150,000 hotel rooms. And the world's best meeting facilities. No wonder people find Vegas so irresistible. Find out more at VegasMeansBusiness.com.
LAS Vegas

Print Ads

Web Banner



:30 TV "Be Anyone"

THE WALL STREET JOURNAL. | ARTS & ENTERTAINMENT

August 25, 2012, 8:00 AM ET

Could a Vegas Buffet Be One of America's Best Restaurants?

Bullfrog & Baum

The Wicked Spoon

What's one of the best restaurants in America?

If you listen to the traditional pundits and sources, it's likely to be a big-name, chef-driven establishment in a major destination – say, Thomas Keller's French Laundry in Napa Valley or Grant Achatz's Alinea in Chicago. If you pay heed to those who focus on newer establishments, it's probably a lesser-known gem in Minneapolis (The Bachelor F Brooklyn (Blanca).

But I'm going to offer a different take. In my not-so-humble view, one of the best restaurants in America is a buffet in Las Vegas. Seriously.

Table For One

I'm talking the Wicked Spoon at The Cosmpolitan – you know, the hotel that runs those bizarro ads that paint this neon-lit town in alternate-universe colors (an elevator door opens and out pops a million kittens!). Sure enough, the restaurant's buffet isn't your typical trough full of boil-in-a-bag entrees served by the tubload – the classic Vegas hotel buffet, in other words. In fact, if you listen to the bright minds behind the Wicked Spoon – and they are indeed very, very bright – it's not a buffet at all, but rather a "food hall," a place where innovative dishes are served along a row of stations, with the selections presented in a unique, eye-catching manner. And while it's an all-you-can-eat affair, it's not designed as such because guests are expected to pig out. Rather, they're encouraged to try, try, try — all for a mere $35 per person for dinner. Add a bottle of wine – yes, this is a buffet with a wine list – and it still doesn't cost much: The restaurant makes sure to feature at least one solid red and white for the bargain sum of $20 a bottle.

I came upon the Wicked Spoon because I wanted to see The State of the Vegas Buffet 2012 for myself. I've known how Vegas has evolved into a foodie destination, with chefs from Mario Batali to Bobby Flay to even Thomas Keller opening up restaurants on the Strip. And I've heard how some of that energy and excitement has spilled over, if you will, into the arena of the buffet, which is arguably Vegas' true contribution to American cuisine. According to no less an authority than Saveur magazine, the Vegas buffet has been around since the '40s – "an attention-grabbing loss leader that would attract hungry gamblers to the casinos (and keep them there)."

Public Relations

2. "PROTECTING NATIONAL TREASURES"
RAISING PUBLIC AWARENESS ON NUCLEAR ENERGY

Campaign to oppose the proposed nuclear waste repository at Yucca Mountain, starting in 2002 through 2010, with ongoing project work since then.

THE ISSUE

When the U.S. Department of Energy announced its plans to construct a high-level nuclear waste repository at Nevada's Yucca Mountain—about 90 miles northwest of Las Vegas—Nevada rallied in opposition to the project. Politically, Nevada was working against a stacked deck, so it became important to enlist the help of residents from other states.

THE HOW

In order to accomplish this, starting in 2002, B&P developed a "Nuclear Neighborhoods" program. This national public awareness and multimedia advertising campaign targeted states that would be part of the delivery route for high-level nuclear waste on its way to the proposed repository.

Targeted states included Vermont, Utah, Iowa, Missouri and Wyoming. The $1 million campaign also reached into other states that were selected for their political value.

THE WORK

B&P created and placed print, radio and television and online ads. The firm also worked with state officials to create the nuclearneighborhoods.org website, which enabled users to download key elements of the campaign and gave them tools to quickly contact their elected representatives to oppose the Yucca Mountain Project.

In addition to placing paid advertisements in leading targeted media markets, B&P worked with Nevada officials to write, distribute and place numerous op-ed articles and news stories in leading media outlets in Nevada and in key markets nationwide.

In 2002 alone, resulting news coverage accounted for millions of media impressions, including guest columns, op-ed articles and news stories featuring Nevada's reasons for opposing the proposed nuclear waste dump in **The New York Times, USA Today,** ***the*** **Christian Science Monitor** ***and many local newspapers in key states.***

As part of its "Nuclear Neighborhoods" campaign, B&P also created and delivered detailed books highlighting Nevada's point of view to elected officials, and community and business leaders in targeted states.

Following this initial blitz, and continuing from 2003 until 2010, B&P supported this campaign with an ongoing media and community relations campaign targeting key local and national markets and media outlets.

THE RESULTS

The response was overwhelming. Lawmakers from states as far away as Rhode Island found themselves under pressure to fight a battle they thought was half a nation away.

During this years-long campaign, rarely did a day go by when Nevada's key messages opposing this proposed nuclear waste dump were not mentioned in major media outlets across the state and around the world.

Once thought to be a foregone conclusion, Yucca Mountain now appears to be on its last legs. The project remains decades behind schedule and in serious doubt, stalled by a series of successful maneuvers in the courts and well-publicized safety issues raised by this campaign.

Annual public opinion polls commissioned by the state and independent sources through the 2000s indicated that more than 75 percent of all Nevadans oppose locating a high-level nuclear waste repository at Yucca Mountain and would vote against it if given the opportunity.

Shortly after taking office in 2009, President Obama announced that Yucca Mountain is no longer an option and that alternatives must be explored.

IOWA CAN BOAST

MORE THAN

97,000 FARMS

THROUGHOUT THE STATE AND SOON,

MORE THAN 71,000 SHIPMENTS

OF INCREDIBLY DANGEROUS AND HIGHLY

RADIOACTIVE NUCLEAR WASTE.

The federal government is planning to send massive shipments of deadly nuclear waste — by train and truck — past Iowa's farms, your home, your work and your children's schools. And they admit accidents that can cause mass evacuation, cancer and an untold number of deaths are inevitable. Don't let them put Iowa's families at risk of exposure to nuclear waste. Tell your senators that you do not want to live in a nuclear neighborhood.

NUCLEAR NEIGHBORHOODS
Citizens Against Radioactive Transport to Yucca

Call Senators Chuck Grassley and Tom Harkin toll-free at 1-888-554-9256
For more information, www.nuclearneighborhoods.org

Paid for by the Agency for Nuclear Projects

They want to ship
HIGHLY RADIOACTIVE NUCLEAR WASTE
to Nevada, which puts

Alabama
Arizona
Arkansas
California
Colorado
Connecticut
Florida
Georgia
Idaho
Illinois
Indiana
Iowa
Kansas
Kentucky
Louisiana
Maine
Maryland
Massachusetts
Michigan
Minnesota
Mississippi
Missouri
Nebraska
New Hampshire
New Jersey
New Mexico
New York
North Carolina
Ohio
Oklahoma
Oregon
Pennsylvania
South Carolina
Tennessee
Texas
Utah
Vermont
Virginia
Washington
West Virginia
Wisconsin
and Wyoming

IN GRAVE DANGER.

WAKE UP AMERICA. The nuclear energy industry wants you to believe that thousands of tons of highly radioactive nuclear waste will just magically appear at a repository in Nevada for permanent storage. Well, their big lie is now exposed: Truck and train shipments of nuclear waste (more than 3,000 each year for 24 years) will be traveling through your city, in front of your children's schools and next to your home. 43 states. 734 counties. Home to half the population of the United States. All at risk of a catastrophic nuclear disaster. Those in power would like to keep this quiet. **WE WANT YOU TO KNOW THE TRUTH.**

NUCLEAR NEIGHBORHOODS

STOP THIS HORRIFIC CRIME AGAINST THE PEOPLE OF AMERICA.
CALL YOUR SENATOR, YOUR CONGRESS PERSON AND YOUR GOVERNOR.
TELL THEM YOU DON'T WANT TO LIVE IN A NUCLEAR NEIGHBORHOOD.

For more information, go to www.nuclearneighborhoods.org
Paid for by the Agency for Nuclear Projects

Print Ad

AFTER VICTORY IN HISTORIC BATTLES AT

VALLEY FORGE, GETTYSBURG

AND IN

ERIE HARBOR,

PENNSYLVANIA IS ABOUT TO BE

INVADED BY 21,000 SHIPMENTS

OF INCREDIBLY DANGEROUS AND

HIGHLY RADIOACTIVE NUCLEAR WASTE.

The federal government is planning to send massive shipments of deadly nuclear waste—by train and truck—past your home, your work and your children's schools. They admit accidents that can cause mass evacuation, cancer and an untold number of deaths are inevitable. The time to fight is now. Don't let them put Pennsylvania's families in harm's way. Tell your senators that you will not live in a nuclear neighborhood.

NUCLEAR NEIGHBORHOODS
Citizens Against Radioactive Transport to Yucca

Call Senators Arlen Specter and Rick Santorum toll-free at 1-888-554-9256
For more information, www.nuclearneighborhoods.org

Paid for by the Agency for Nuclear Projects

Print Ad

3. NCOT "DON'T FENCE ME IN"
RAISING BRAND AWARENESS

THE ISSUE

Seeking to expand on the power of The Killers' Nevada-fied rendition of "Don't Fence Me In," while establishing Nevada's position as the go-to state for Millennial mavericks, the goal of the NCOT 2014 Spring/Summer campaign was to create a lift in overall brand awareness—and to ultimately increase tourism tax revenue.

THE HOW

We brought new digital ideas to the table while building on the Winter campaign's momentum. To make our efforts count, we maximized past learnings and expanded our reach into new markets and media. Our targets saw a single, high-profile promotion that unified our Spring/Summer campaign. And every placement across the Web tied back to that promotion, which drove direct response metrics and created a lot of excitement and buzz for the contest and, by extension, the Nevada brand.

THE WORK

A noteworthy modification was our expansion of the television buy with Twitter TV. We also shifted to a program-specific focus through advanced targeting with online travel agencies (OTAs). Our quarry were those active travel seekers, primed for Nevada-style adventure. We also launched dedicated pre-roll and high-impact engagement units to visually showcase our wild, gorgeous home state. These captivating visuals were dynamically served with a custom "attraction feed" showcasing upcoming events and must-see surrounding landmarks, presenting Nevada events as experience-rich getaway opportunities. A first-of-its-kind travel partnership with "Are You a Human" was launched to engage consumers within the ad experience. We put Nevada right in Millennials' hands, with a comprehensive mobile/tablet campaign.

THE RESULTS

Since the late April launch, NCOT has seen increased site visitation and performance metrics. Media results include:

- ***The "Don't Fence Me In" TV spot has aired more than 2,300 times across our seven television markets, generating an estimated 30.9MM impressions***
- ***The spot has also been running online as targeted pre-roll with over 1.4MM completed views***

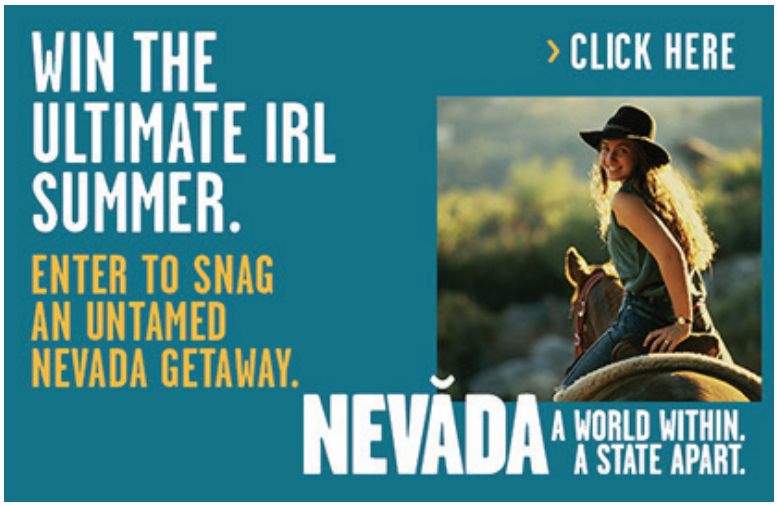
- ***OTA partners have generated over 6.7MM impressions and 10,000 clicks to travelnevada.com***
- ***5.8MM Google Cost-Per-Click Search ads have run in users' search results, leading to 44,000 clicks through to travelnevada.com***

Twitter promoted trend also saw impressive results:

- ***3.9MM total impressions***
- ***130k trend tweet engagements***
- ***June saw the highest increase in website traffic with a 32% increase month over month***
- ***Between May and July we saw an average increase in conversions of 10.5%***

NEVĂDA
A WORLD WITHIN.
A STATE APART.
DON'T FENCE ME IN.
› START HERE

BEST. SELFIES. EVER.
WIN A SEE-IT-TO-BELIEVE-IT NEVADA VACATION.
› CLICK HERE
NEVĂDA
A WORLD WITHIN.
A STATE APART.


WIN THE ULTIMATE IRL SUMMER.
ENTER TO SNAG AN UNTAMED NEVADA GETAWAY.
› CLICK HERE
NEVĂDA
A WORLD WITHIN.
A STATE APART.

NEVĂDA
A WORLD WITHIN.
A STATE APART.
DON'T FENCE ME IN.
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A WORLD WITHIN.
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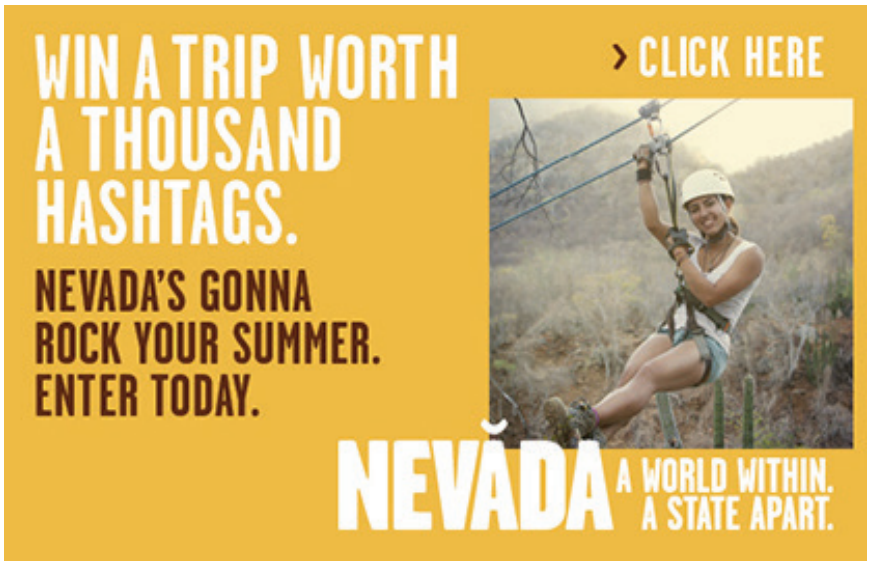
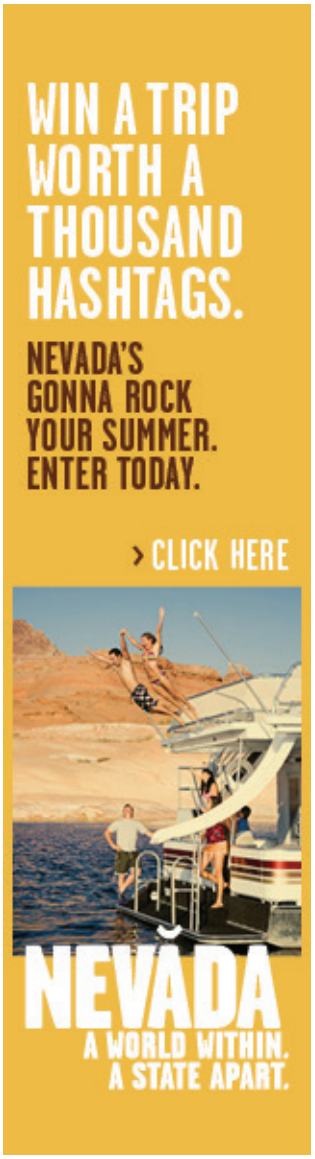
DON'T FENCE ME IN.
› START HERE

Web Banners


WIN A TRIP WORTH A THOUSAND HASHTAGS.
NEVADA'S GONNA ROCK YOUR SUMMER. ENTER TODAY.
› CLICK HERE
NEVĂDA
A WORLD WITHIN. A STATE APART.

NEVĂDA
A WORLD WITHIN. A STATE APART.
DON'T FENCE ME IN.
› START HERE


WIN A TRIP WORTH A THOUSAND HASHTAGS.
NEVADA'S GONNA ROCK YOUR SUMMER. ENTER TODAY.
› CLICK HERE
NEVĂDA
A WORLD WITHIN. A STATE APART.

BEST. SELFIES. EVER.
WIN A SEE-IT-TO-BELIEVE-IT NEVADA VACATION.
› CLICK HERE
NEVĂDA
A WORLD WITHIN. A STATE APART.

WIN THE ULTIMATE IRL SUMMER
ENTER TO SNAG AN UNTAMED NEVADA GETAWAY.
› CLICK HERE
NEVĂDA
A WORLD WITHIN. A STATE APART.

NEVĂDA
A WORLD WITHIN. A STATE APART.
DON'T FENCE ME IN.
› START HERE

Web Banners

WE ARE ROVERS.

We are Nevada. We carry the skies on our back and the range in our heart. When others fence in, we open up. We challenge you to experience the road less traveled.

Visit **TravelNevada.com/sfchron** or call 800.Nevada.8

NEVĂDA A WORLD WITHIN. A STATE APART.

Print Ad

3.1.1.3 Three (3) Case Study examples of website development.

In the travel & tourism and aviation space, R&R/B&P manage the website and digital assets (soup to nuts) for two leader brands: LVCVA and Boeing. Our digital experts blend a customer engagement "know-how" with Boeing coupled with a blend of engagement/transactional expertise with LVCVA, that align perfectly with NCOT's website needs and objectives.

1. BOEING

COMMUNICATING BOEING'S INNOVATION THROUGH INSPIRATION TO A GLOBAL AUDIENCE

From 1916, when Boeing incorporated with just 21 employees, to its role today as employer of 159,000 and the United States' leading exporter of manufactured goods, the company has continuously strived for inspiration to achieve unmatched innovation.

And the globe's leading aerospace and defense company turned to R&R Partners to deploy digital and social media to tell the story of how it revolutionizes flight. This domestic and international work included:

- ***Digital strategy***
- ***Website design and development***
- ***Social media***
- ***Digital advertising production***

As we saw it, our role was to ensure that whatever innovation the company is highlighting, its target audiences could take part, anywhere in the world.

THE ISSUE

Boeing, a $64 billion company with employees in 70 countries and a ranking of 36th on the Fortune 500, competes with some of the world's most sophisticated and forward-thinking enterprises. That means the company—named the No. 1 innovator among U.S. aerospace and defense companies by The Patent Board for five consecutive years—must communicate compellingly with a truly global audience.

Communications needed to resonate with the company's multiple audiences, which include airlines interested in buying the Boeing aircraft, frequent travelers, and ardent Boeing enthusiasts who can be influential ambassadors for the airline's brand. A longer-term goal of our work was to define a Boeing aircraft as more than a commodity. By meaningfully communicating the truly differentiating attributes of flying on a Boeing airplane, We strived to create a distinct-enough preference for Boeing aircraft in the minds of frequent travelers that airlines are motivated to buy Boeing planes.

THE HOW

These communications needed to not only deliver Boeing's messages, but also convey the attribute essential to the company's continued success: innovation. In other words, the message's form had to communicate as much as its substance. And what better way to communicate the intrinsic message of innovation than by both establishing it explicitly—through the content of the messages themselves—and implicitly—by delivering it digitally in a range of inventive ways.

THE WORK

Our early work for Boeing was performed for one of the company's three major divisions, Boeing Commercial, centered on the 787 Dreamliner. The company's latest contribution to aircraft innovation relies on composite materials and state-of-the-art design to transport passengers around the world in greater comfort, while consuming significantly less fuel. To share the jetliner's launch with the world, we managed the largest Boeing webcast ever, in multiple languages, across desktop and mobile, externally and internally. Earlier work included creation of the Dreamliner microsite www.newairplane.com, which featured large-format video delivered by Flash technology that introduced the plane to potential airline customers and passengers, Boeing employees and aviation enthusiasts. The Dreamliner created such a beautiful palette that it was a natural for this type of global, interactive campaign.

Once the delivery event for the 787 Dreamliner was complete and the plane departed on a world tour, Boeing wanted to sustain interest in the state-of-the-art aircraft. To achieve that goal, we developed the "Design Your Own Dreamliner" tool, which created an online 3-D computer-generated environment that allowed visitors to virtually paint, brand and customize a Dreamliner.

Our team conceived, designed and developed the tool internally, and equipped it with both interactivity and latitude for creativity. We created a virtual model of the 787, sans design or even color, then added tools including backgrounds and graphics that enabled visitors to customize their aircraft and make it their own. Final designs were moderated, placed in a gallery and shared through Facebook, which enabled the campaign to also benefit from the power of social media and the increased credibility that comes with receiving information from a colleague or friend, rather than from an advertiser.

Our successful work with Boeing Commercial enabled us to win additional work with one of the company's other divisions, Boeing Corporate. This included conceptualizing and developing "From Inspiration to Innovation" on the Boeing website, which highlights everything from the company's

development of the electric aircraft to its conversion of a 747 cargo plane into the Dreamlifter, a workhorse used to transport the Dreamliner's massive parts from suppliers around the world.

We also created the Boeing iPad app, "Milestones in Innovation." The free app deploys pictures, video and an interactive timeline to chronicle Boeing's nine-and-a-half decade history, in advance of the company's 2016 centennial. The app is particularly popular with Boeing Commercial's sales staff, which relies on it to showcase the company's portfolio of aerospace products.

Our most recent work for Boeing involves designing their international presence, including the 2012 launch of 15 country- or region-specific websites in 13 languages. Not only does each site feature native language content, we developed a customized content management system that enables Boeing employees to individually revise and update their sites 24/7.

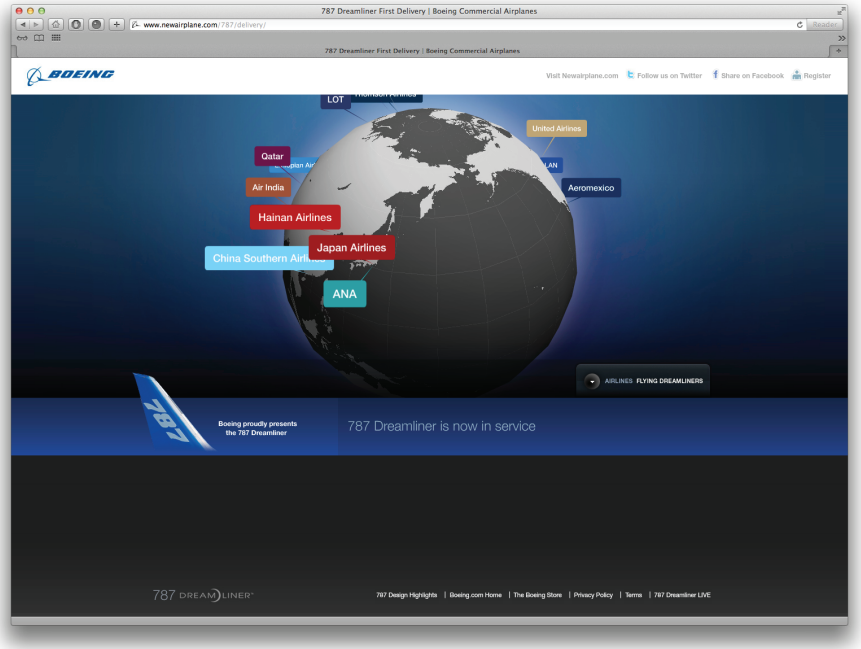
THE RESULTS

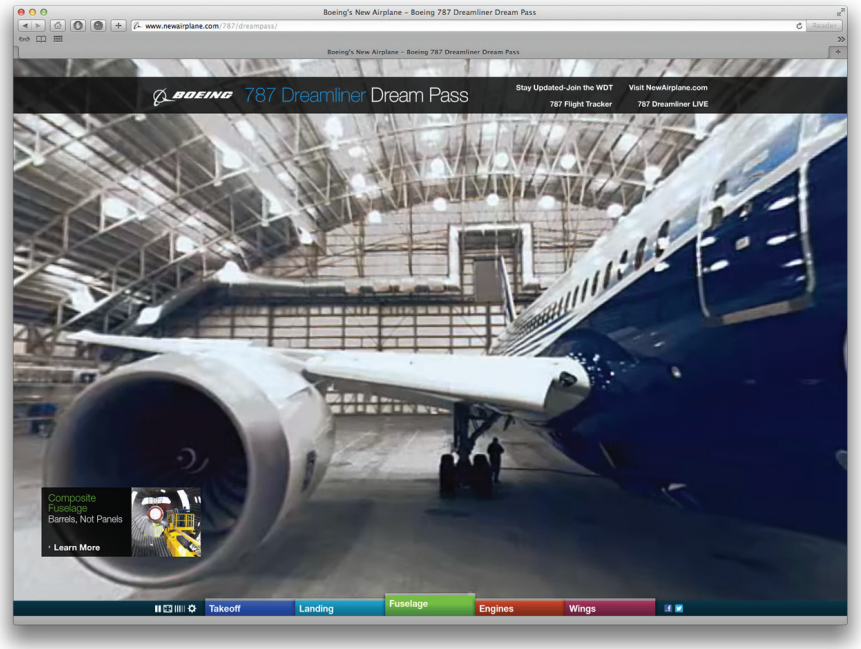
Our work for Boeing has generated impressive results, including substantial earned media in outlets such as The Wall Street Journal *and* USA Today*; hundreds of thousands of online visits, including coveted international traffic from China, India and Japan; and significant social media integration. That, in turn, has fueled the global success of the 787 Dreamliner: 58 customers from six continents have placed orders valued at more than $175 billion, making it the most successful launch of a commercial airplane in aviation history.*

Boeing has rewarded us by doubling its business with the agency in the past year.

In addition, R&R Partners and Boeing have been awarded the "Best Airline Site" award from the Internet Advertising Awards every year it has been entered in the contest. Surveys of the websites have shown consistent increases in brand awareness and recommendation scores among visitors. The sites also served as factual and easy-to-access sources of information during the 2013 Dreamliner battery issue.

Boeing is in an unprecedented position. Not only has the company designed and built the 787, but it has emerged from the recession to secure a record number of orders in the past year, across the spectrum of airplanes it manufactures. Boeing is revolutionizing flight by being an extraordinarily innovative company in all facets of its operations—including digital communications.





newairplane.com

Website

2. THE BOEING 777X GALLERY EXPERIENCE
RAISING THE AVIATION BAR ONLINE

THE ISSUE

As part of our long-standing Web development relationship with Boeing Commercial Aviation, the R&R Partners Engagement Team was tasked with a unique branding challenge: Create a direct and sophisticated appeal to the world's most elite airlines and their customers for a commercial aircraft that does not yet exist. Scheduled to be rolled off the assembly line in 2020, the Boeing 777X promises to be a monument to modern aviation, with major improvements in fuel efficiency and the highest emphasis on customer comfort. It will be the largest and most-efficient twin-engine jet in the world, with 12 percent lower fuel consumption and 10 percent lower operating costs than its competition. But creating just the right kind of visualization for a bellwether plane that doesn't yet exist would have its challenges.

THE HOW

When a global brand like Boeing sets a new bar within its own industry with the 777X, its launch must set a new standard as well, which in this case meant highlighting the place where art and design meet science and technology. We took this formula to its summit by creating a virtual art gallery that would showcase the 777X through individual pieces of art, directly related to the concept and development of the aircraft. This Web experience allowed airline fleet managers to "walk" through this three-dimensional art gallery, providing them with first-person tours in a beautiful and dramatic setting where the 777X is deconstructed and each technological advancement is celebrated.

THE WORK

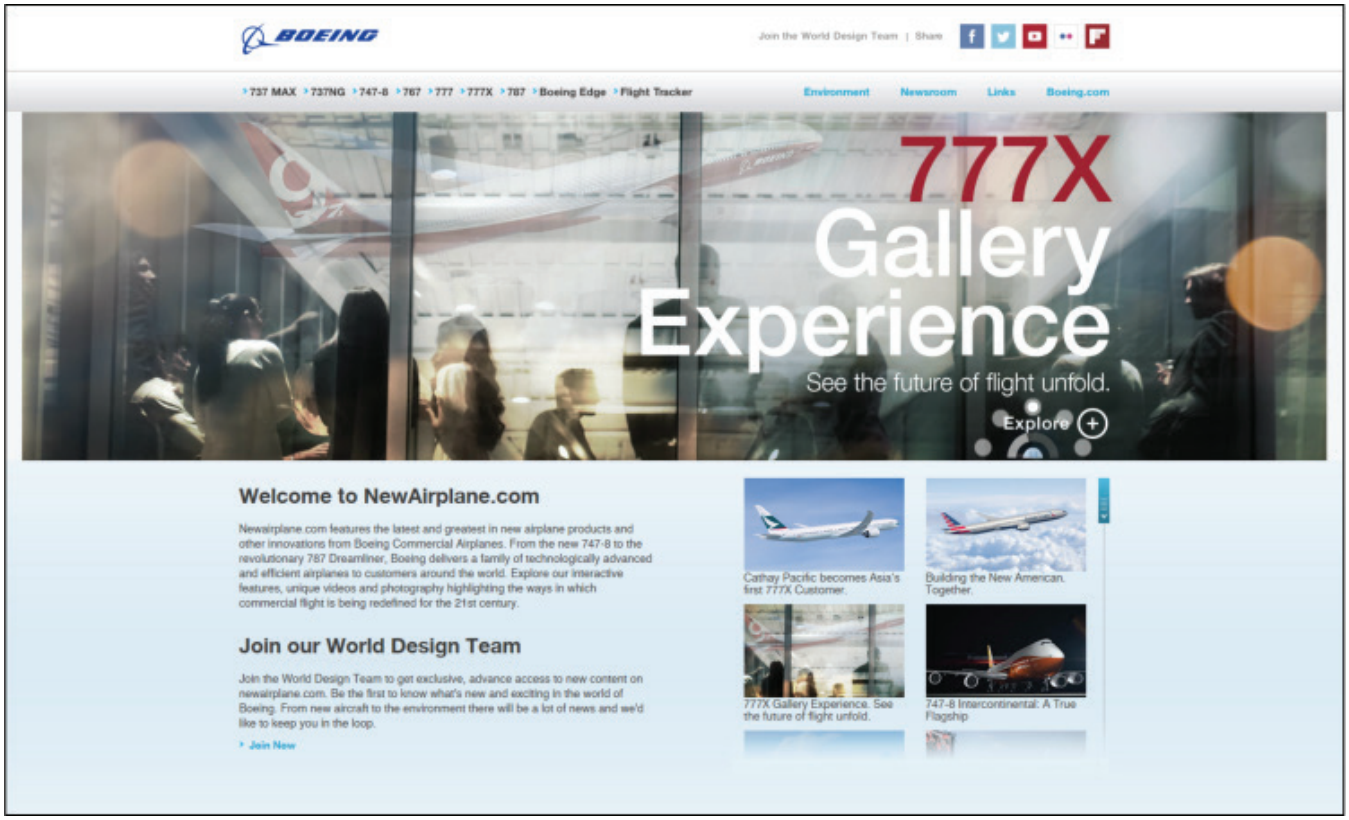
To create the visuals, we secured the Seattle Art Museum's Olympic Sculpture Park Pavilion and designed the concept, fabrication, installation, video shoot and tear down of nine artistic installations within a tight 40-hour window.

Content within the 777X virtual art gallery ranges from abstract to representational and links out to further details on the passenger experience, the performance and the capability of the future aircraft. The sequence was then turned into a first-person interactive experience that allows users to virtually move forward and backward through the space, as well as to click on and interact with the displays.

If you're inclined, experience it for yourself at http://www.newairplane.com/777x/gallery-experience/

THE RESULTS

The 777X gallery was engineered to create buzz within the industry and elite travelers for the largest and most efficient twin-engine jetliner in the world, and that's exactly what it did. The website launched on the opening day of the Dubai Airshow with 176,443 unique page views and within two days, had generated a record launch: 259 orders and commitments worth almost $100 billion. The success metrics continue to roll in with over a half million unique visitors and millions of page views to date… and counting.



newairplane.com/777x/gallery-experience/

Website

3. LAS VEGAS CONVENTION AND VISITORS AUTHORITY – VISITLASVEGAS.COM

THE ISSUE

Although consumers don't book travel and rooms directly on VisitLasVegas.com (which redirects to LasVegas.com), the website's goal is unambiguous: increase hotel referrals and bookings. These realities demanded an exhaustive review of two types of websites: online travel agencies (transactional) and convention and visitors' bureau websites (non-transactional).

THE HOW

This review revealed numerous similar tactics, some we ultimately adopted and some we rejected. However, the biggest strategic insight we uncovered flowed from our keen understanding of the destination's target markets.

Our thorough primary research had revealed two primary visitor groups that needed to be on our radar screen: diehard Vegas fans who love it and know it, which we dubbed "Cores," and skeptical travelers who needed convincing and information before booking a trip to Vegas, which we labeled "Persuades." The latter became our new target.

Our research revealed that the more information "Persuades" have, and the more inside information "Cores" share with them on how to "do Vegas," the more likely "Persuades" are to visit.

THE WORK

Tactically, this insight pointed to two imperatives for our digital strategy: Inform and engage. To achieve the former, we created the most exhaustive, unbiased Las Vegas website possible. In addition to comprehensive information, we created novel ways to consume it, including planning tools and specific, suggested itineraries targeted to the prospective visitors' individual interests. To engage, we created an appealing and entertaining Facebook site that enabled "Cores" to interact with "Persuades" in an authentic social media channel unburdened by the potential turn-off of "marketing."

We also developed a campaign which chronicled the life of an unfortunately named man, Las Vegasdotcom. Everywhere our hapless hero went, neighbors and friends tried to get his recommendations for Las Vegas restaurant reservations, deals on hotels and show tickets—obviously confusing the man with the website. The campaign was supported in an integrated fashion, relying heavily on TV and online video, online display and opportunistic print insertions.

To support our strategy, a variety of tactics were executed spanning the purchase funnel—increasing awareness through video, while driving qualified leads to the site through SEM. Some of our notable

executions involved takeovers on Yahoo's! Login, Travel and OMG! pages, a booking widget integration on USA Today*'s Experience Las Vegas site and a retargeted sequential pre-roll buy where put-upon Las would ask the viewer to "Stop Following Me." Additionally, a series of print advertorials mimicking* Us Weekly*'s "Stars—They're Just Like Us" were created showing Las Vegasdotcom in everyday situations.*

RESULTS

Since the campaign's launch in January, LasVegas.com has seen significant growth in site traffic (+40%) as well as units sold compared to the soft-launch months of November and December.

Hotel reservations and hotel listing page views and referrals also increased significantly, in comparison to the prelaunch year:

- ***Hotel Listing Page Visits: +253% year over year***
- ***Hotel Listings Page Views: +296% year over year***
- ***Hotel Referrals: +318% year over year***

Direct response media partners are continuously monitored and are optimized to drive the most efficient conversions. Through detailed return on media investment analysis, we have demonstrated that through our efforts from January to May, the return was 55%, or $1.55 of revenue generated for every $1.00 spent.

In addition:

R&R has driven a dramatic increase in social engagement on Las Vegas' Facebook page, which is now nearing 1 million "likes."

Everyone knows that What Happens Here, Stays Here is synonymous with Las Vegas. So we needed a set of rules to ensure our visitors' moments stay here. Our media engagement team devised a social engagement campaign called "Know the Code" which established a set of guidelines for responsible social media sharing, while still preserving the spirit of WHHSH. The goal: Uses of the campaign hashtag, signed oaths and referrals to VisitLasVegas.com. The opportunity to enforce our code came in late summer of 2013.

In August, Prince Harry had a much-ballyhooed visit to Las Vegas, thanks to a leaked photo that spread across the world within mere hours. Within 24 hours of the news explosion, we showed our solidarity with Harry, who obviously was the victim of code-breakers. Our Facebook post launched the campaign, a full-page ad in USA Today ***followed, and the rest took off like a rocket.***

Within 24 hours of our launch, we delivered 2.2 million Facebook post impressions and 2.9 million Twitter impressions. A global PR blitz ensued with TV, print and online news outlets worldwide picking up the story. From celebrity gossip coverage on Access Hollywood to Squawk Box on CNBC, the conversation centered on Prince Harry and the Las Vegas Code. From there, our fans and the international media joined the cause, taking the campaign to places that can't be promised—and generating over $23 million in earned media value.

Web Banner

visitlasvegas.com

Website

3.1.1.4 Three (3) Case Studies describing an integrated media purchase.

It's important to note that R&R/B&P's media team is the largest media purchaser in the state of Nevada, and one of the top 10 independent media purchasers in the US, with capitalized billings of approximately $350 million annually. This buying clout coupled with strong rep relationships will be fully maximized for NCOT to gain the best placements, rates, promotional elements, and added-value.

Using our proprietary media planning process (E=MC2), our blend of creative & strategic media with focus on results is demonstrated in the following case studies for Treasure Island, LVCVA, and Western Digital, all of whom we manage their media planning & buying disciplines for.

As we move into 2015 as NCOT's media partner, we want to infuse new thinking into the media plans. In working closely with NCOT staff, we want to further expand upon the TNS eXelate Data Segment targeting, where we can digitally identify consumers planning travel to Nevada across any state, and then target them. With this data, new media plan elements like National Direct Response Television, advanced targeting via ad networks, and geo-targeted mobile, just to name a few, will make our NCOT's media plans more efficient and successful moving forward.

1. TREASURE ISLAND

EXPLORATION

Before Las Vegas' recent recovery, Treasure Island was faced with a challenged budget, yet still needed to reach tourists on a national basis and demonstrate a strict ROI. TI also had recently broken off as a single property, and no longer had the MGM Resorts International 'machine' behind them. In an effort to increase reservations and discretionary spending at the Treasure Island, TI wanted to include television into their marketing efforts. Tasked with targeting potential tourists across the United States, we developed a campaign strategy revolving around promotion of rates & availability and on-property events. To accomplish the mission, we knew we needed to reach potential guests who were looking for entertainment options or a great deal. Radio and print reached locals and tourists looking for entertainment options with major headliners, while National Direct Response Television offered special deals on hotel stays.

The core strategy: Coming to Vegas? Get a great deal on your stay. Already in Vegas? Check out Gilley's bar or shows featuring Bill Engvall, Bill Cosby, Whoopi Goldberg or Carlos Mencia.

MAPPING

To put our strategy into action, we focused national efforts on Direct Response TV to keep the hotel full. The entertainment supplement plan highlighted activities at Treasure Island to locals and tourists already in Las Vegas.

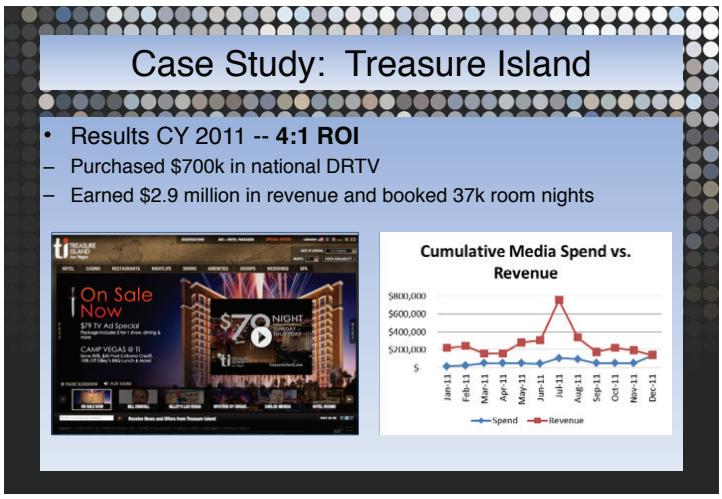
We used a direct response tracking system and unique toll-free phone numbers for maximum efficiency. In order to keep the campaign running, it would have to make a significant impact in room bookings. With an average monthly budget of $25,000, a 3-month test was set in place to run each month for approximately three weeks with one makegood (clearance) week at the end of each month. Station recommendations focused across select national cable networks for a low cost-per-lead, and were optimized weekly based on calls generated. Networks included Headline News, Investigation Discovery, Lifetime Movie Network, National Geographic, Planet Green, Science Channel, Travel Channel and several others. Through weekly monitoring some channels have been added and removed in order to maintain an average cost-per-lead of approximately $40. The test proved so successful, DRTV budgets have doubled and DRTV is now the core of Treasure Island's out-of-market messaging.

A mix of traffic radio, spot radio and print promote the upcoming shows, giving clean air messaging for each entertainer around their regularly scheduled performances. On-air promotional giveaways keep radio DJs actively promoting Treasure Island and the shows, while the tourist-friendly publications and alt weeklies keep the messaging in editorial environments where readers are actively planning their entertainment options.

RESULTS & ROI

After the initial three month test of the campaign, we extended the direct response television campaign. In 2010, the DRTV campaign generated 37,065 room bookings and generated more than $3.69 million in revenue, while returning close to 700% ROI. This number has increased year-over-year while shows regularly sell out and Gilley's bar is a mainstay of action on the Las Vegas Strip.

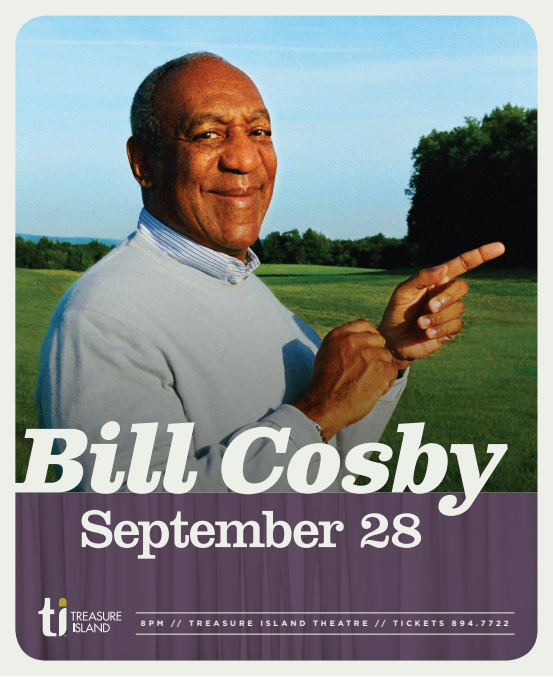
With clear ROI shown, DRTV has become the successful backbone of Treasure Island's marketing efforts, while the companion plan for entertainment keeps hotel guests on property while providing future guests the perfect reason to come inside and consider the property for their next trip.



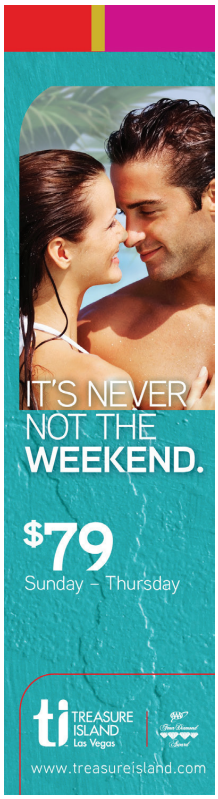
IV.
When meeting a wench, wait at least 10 minutes before requesting that she surrender her booty.
Get the rest of the rules at pillagethestrip.com 866.288.7806
TREASURE ISLAND
Las Vegas

VII.
Shivering of timbers shall occur between the hours of 10 p.m. and 10 a.m.
Get the rest of the rules at pillagethestrip.com 866.288.7806
TREASURE ISLAND
Las Vegas

Bill Engvall
June 22
TREASURE ISLAND
8PM // TREASURE ISLAND THEATRE // TICKETS 894.7722


Bill Cosby
September 28
TREASURE ISLAND
8PM // TREASURE ISLAND THEATRE // TICKETS 894.7722

Print Ads



Web Banners

:60 Direct Response TV

2. LVCVA – "VEGAS SEASON"

EXPLORATION

Any destination can put their claim on summer, but only Las Vegas can deliver "Vegas Season." To create urgency and increase visitation during slower summer months, R&R Partners developed "Vegas Season" to bring summer in Las Vegas to life.

We sought out first-to-market opportunities, and built upon our Upfront and Digital Newfront with media that educated consumers about various summer offerings and engaged with them via custom content and Vegas' social channels.

MAPPING

Notable programs included a rich media catbox across GDN complimenting a 32-page newspaper insert, custom content distribution with Defy, Say Media and Thrillist, promoted hashtag and sponsorship of Yahoo!'s Travel Magazine launch. In true Vegas fashion, activations with Wayne Newton and 100 carolers flooded the streets of Chicago, WGN-TV studio and Wrigley Field, spreading Vegas Season cheer. Coupled with an aggressive social campaign, the country was engaged.

RESULTS & ROI

Since the May launch, Las Vegas has seen record visitation in 2014, up 4.2% YTD. Vegas is set to surpass forty million visitors this year—the most visitors in history. Media results include:

- ***Vegas Season pre-roll video successful completion rates around 80%Custom content with the Yahoo!***
- ***Travel Magazine saw over 336k article views and nearly 2,000 shares***
- ***Through the Chicago activation, we garnered more than $10MM value for Vegas***
- ***Visits to LasVegas.com were up over 31% in Chicago for the 15-day span of the spot market campaign***
- ***Ongoing Facebook and Twitter campaigns have shown tremendous engagement rates from 5% – 11%, far exceeding the 1% travel industry benchmark***

Twitter promoted trends also saw impressive results:

- ***46.2MM total impressions (vs. 40MM benchmark)***
- ***7.59% engagement rate (vs. 2% benchmark)***
- ***218k trend tweet engagements (vs. 24k benchmark)***
- ***3,300+ uses of #VegasSeason on 6/20 alone***
- ***Direct response CPAs were 40% below goal***

summer is
#VEGASSEASON
MGM
Vegas

#VEGASSEASON
Vegas

#VEGASSEASON
Vegas

#VEGASSEASON
Vegas

CHICAGO CUBS
SUMMER IS
#VEGASSEASON
CELEBRATING 100 YEARS
#VEGASSEASON
Vegas

3. WESTERN DIGITAL – "ABSOLUTELY"

EXPLORATION

It all starts with a little thing we call R&R's Hurricane™, a process that establishes a solid foundation for the brand, based on the company's core attributes. At the center of the WD Hurricane: Certainty. Western Digital's products have a less than 1 percent total failure rate, which is why hundreds of millions of consumers and technology brands, including IBM, HP and Apple, trust its products implicitly. Whether it's years of sensitive financial data or photos from last summer's vacation, consumers demand that their data is safely stored and accessible. They are willing to lose nothing. The certainty built into every aspect of WD's design and engineering ensures that they won't. It's the foundation upon which R&R and WD are building the brand.

R&R also implemented the industry's first-ever behavioral segmentation study and gained invaluable behavioral insights within this fast-moving consumer category. The results have helped focus messaging and media selection, and served as a signpost for WD's new product development.

While consumer behavior shifts, producing lots and lots of digital stuff, WD must become known as the only sure way to keep your "stuff" safe.

MAPPING

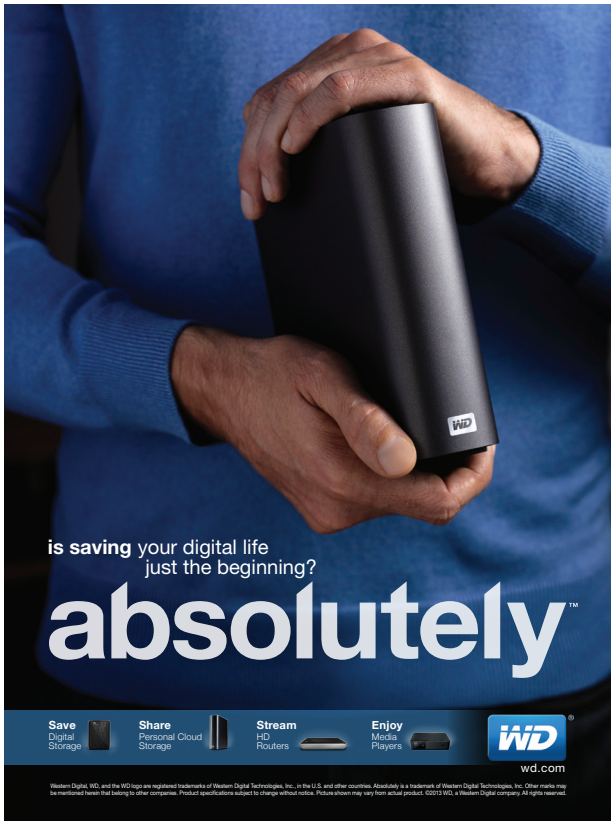
R&R went into the brand ideation phase and crafted a number of big-picture positions for the brand. After taking those positions to focus groups, it was determined that one word did the trick—"Absolutely." Research revealed that no other word better conveyed, quickly and relevantly, the core idea of certainty. Consumers and employees alike found it authentic, credible and motivating.

Building from the research, R&R launched "WD Absolutely" at CES. Add to that the first brand television campaign, the use of content creators as brand ambassadors on the Web, alignment of packaging, POP, and internal communications supporting the brand. Domestic success led to the international branding of WD Absolutely.

RESULTS

The resulting campaign rolled out in March 2013 in TV, print digital and out of home.

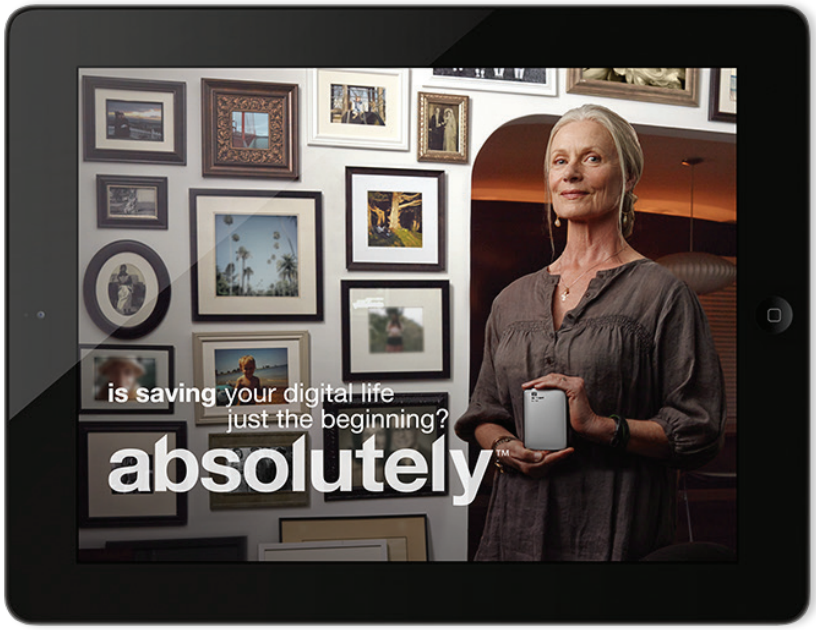
After two months, unit sales had increased 16 percent year over year. Shelf space has increased at key retailers and the campaign has received strong, positive word of mouth on YouTube and in tech and marketing blogs. Absolutely is resonating in a category where it is often very difficult to be heard. Western Digital is now a brand with more than just great products. It's now a brand with an emotional connection to its consumers. And that's where the proverbial rubber will continue to hit the proverbial road.



Print Ad

Out of Home

is saving your digital life
just the beginning?
absolutely™


is saving your digital life
just the beginning?
absolutely™

3.1.2 STRATEGIC APPROACH

3.1.2.1 Contracted vendor(s) must provide a detailed strategic approach to accomplishing the program as provided in Section 3.1 Scope of Work and Deliverables.

Understanding the spirit of the state. The grand spectacles Nevada offers. And the nuances that make us "A World Within. A State Apart." It's essential that NCOT's partner is Nevada-smart through and through.

"Don't Fence Me In," was an impressive campaign. Beautiful television. Outstanding partnership with Nevada band, The Killers. When B&P hopped onboard for the 2014 Spring/Summer leg of the campaign, we did so with full enthusiasm. And we produced results.

Now, moving forward, we must leverage that success and increase our momentum to show even greater results.

So, what does the future look like?

In order to get a picture, NCOT and B&P must work together to gather all information. We must be intelligent. We need to define and articulate solutions. We must focus. And we need to craft the smartest plans to get there. We need to be driven.

Our VELOCITY process has been developed for conceiving, designing and implementing communication strategies that will help us get to where we need to go. It is a way of thinking and working that is inclusive, collaborative, scalable and continuous.

It involves virtually every agency discipline: strategy; research & planning; creative; media; digital & engagement. And at the center, your account team. VELOCITY will not function without a knowledgeable and proactive team leader to direct efforts, facilitate collaboration and provide essential communication and liaison with members of the NCOT marketing team. Your account supervisor is the hub around which all the specialists will revolve.

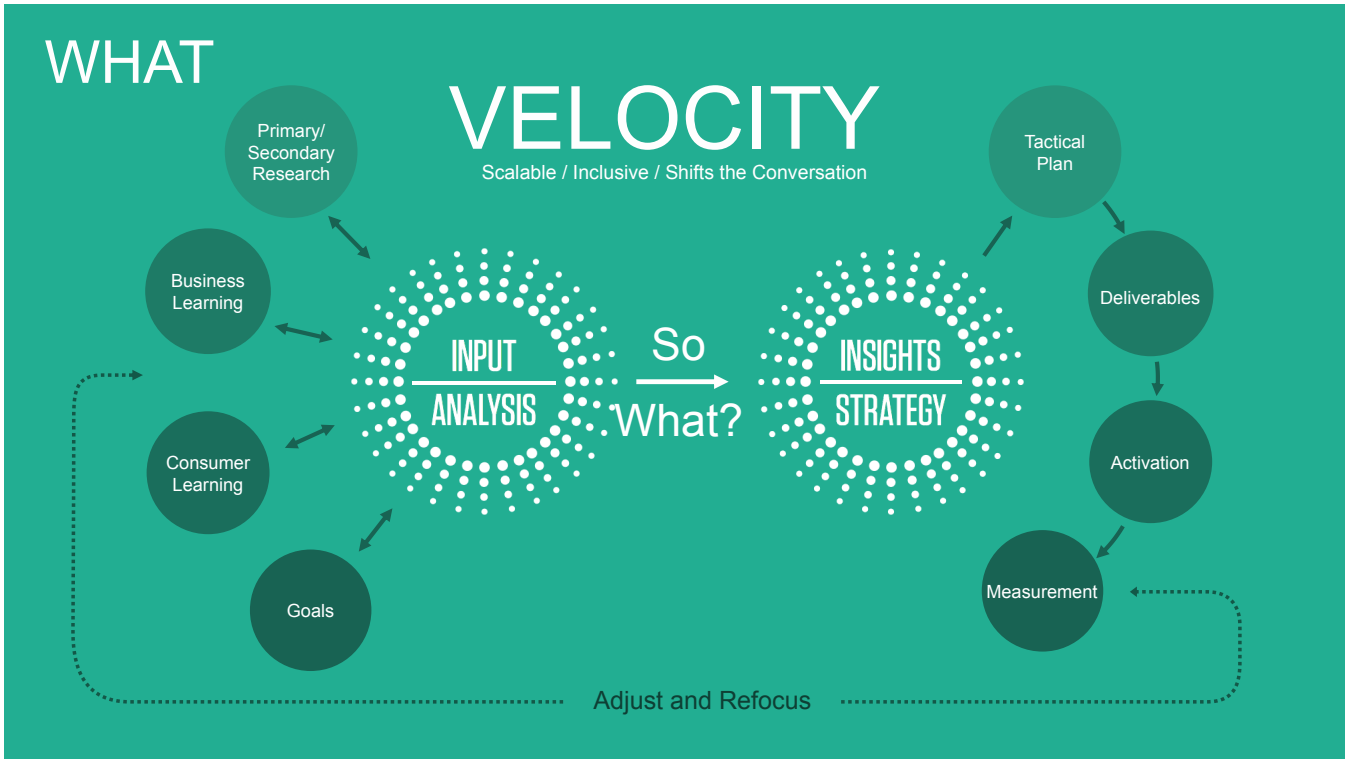
It begins with questions. What is the true nature of the business problem or opportunity? What truths and features exist within your product or service? What is the nature of the market? Who are your competitors, and is your offering superior? Who are your customers? What do they believe, desire, fear or value? How do those beliefs, fears, values and desires match up with what your product offers?

Being Nevadans and working with NCOT previously, we have some great answers to these questions. And we look forward to sitting down with NCOT stakeholders to explore further.

VELOCITY includes data-based analytics that will allow us to determine how we are doing, what we should adjust and how we can be more effective.

Is it complicated? Intimidating? Take comfort in the fact that VELOCITY is rooted in common sense.

It is common sense that tells us that in order to find the right answers, we need to ask the right questions. It is common sense that tells us the market is a dynamic, continually changing place and any campaigns we have implemented for NCOT must be able to change at the same time. It is common sense that tells us that insights will define strategy and strategy, in turn, will define tactics.



Through decades of working with state, county and city entities, we are well versed in keeping stakeholders in the loop on an ongoing basis. This includes elected officials, industry influencers and statewide partners.

The day-to-day progression of the campaign will be tracked—and tracked thoroughly. Reports. Summaries. Dashboards. Analysis. Updates. Budget reconciliation. All the things that, to some, may not seem overly glamorous, but are essential in monitoring activities, measuring results and making future plans.

Our creative team, public relations team, digital and social team, media team and account team will take on an explorer's spirit—the very spirit that makes Nevada, Nevada.

When devising strategy or mining for the perfect press angle or creating digital content we will be vibrant, colorful, maverick, weird and wonderfully exuberant. And most importantly, we won't be shocking for the sake of being shocking. We won't be edgy for the sake of being edgy. Ideas will be born of strategy. We will be in-tune with the refined frequency of our targeted Millennials and Gen-Y audiences. We will drive conversations—which means both listening and learning, while speaking with a voice that will cut through the noise and be heard.

And all of this will be done with an eye on the numbers, always striving for better and better results.

WE'RE THE COLORS
OF THE WESTERN SKY.

NEVĂDA A WORLD WITHIN. A STATE APART.

4. COMPANY BACKGROUND AND REFERENCES

4.1 Vendor Information

4.1.1 Company Profile

Question	Response
Company name:	R&R/CRR Holdings, LLC dba B&P Advertising
Ownership (sole proprietor, partnership, etc.):	LLC - Partnership
State of incorporation:	Nevada
Date of incorporation:	January 1, 2001
# of years in business:	13
List of top officers:	Charles J. Johnston Robert A. Catalano Rodney M. Reber
Location of company headquarters:	900 South Pavilion Center Drive, Suite 170 Las Vegas, Nevada 89144
Location(s) of the company offices:	900 South Pavilion Center Drive, Suite 170 Las Vegas, Nevada 89144
Location(s) of the office that will provide the services described in this RFP:	900 South Pavilion Center Drive, Suite 170 Las Vegas, Nevada 89144
Number of employees locally with the expertise to support the requirements identified in this RFP:	212
Number of employees nationally with the expertise to support the requirements in this RFP:	212
Location(s) from which employees will be assigned for this project:	900 South Pavilion Center Drive, Suite 170 Las Vegas, Nevada 89144

4.1.3

Question	Response
Nevada Business License Number:	NV20061353085
Legal Entity Name:	R&R/CRR Holdings, LLC

Is "Legal Entity Name" the same name as vendor is doing business as?

Yes		No	X

If "No", provide explanation.

R&R/CRR Holdings, LLC does business as B&P Advertising.

4.1.5 Has the vendor ever been engaged under contract by any State of Nevada agency?

Yes	X	No	

If "Yes", complete the following table for each State agency for whom the work was performed. Table can be duplicated for each contract being identified.

Question	Response
Name of State agency:	Nevada Commission on Tourism
State agency contact name:	Claudia Vecchio
Dates when services were performed:	2014
Type of duties performed:	Advertising, Media
Total dollar value of the contract:	$1.2 million

Question	Response
Name of State agency:	Nevada State College
State agency contact name:	Spencer Stewart
Dates when services were performed:	2010 – Present
Type of duties performed:	Advertising, Media, Public Relations
Total dollar value of the contract:	On-going

Question	Response
Name of State agency:	University of Nevada, Las Vegas
State agency contact name:	LaNelda Rolley
Dates when services were performed:	2004 – Present
Type of duties performed:	Advertising, Media, Public Relations
Total dollar value of the contract:	On-going

Question	Response
Name of State agency:	Nevada Agency for Nuclear Projects
State agency contact name:	Robert Halstead
Dates when services were performed:	2003 – 2010
Type of duties performed:	Advertising, Public Relations
Total dollar value of the contract:	n/a

4.1.6 Are you now or have you been within the last two (2) years an employee of the State of Nevada, or any of its agencies, departments, or divisions?

Yes		No	X

4.1.7 Disclosure of any significant prior or ongoing contract failures, contract breaches, civil or criminal litigation in which the vendor has been alleged to be liable or held liable in a matter involving a contract with the State of Nevada or any other governmental entity. Any pending claim or litigation occurring within the past six (6) years which may adversely affect the vendor's ability to perform or fulfill its obligations if a contract is awarded as a result of this RFP must also be disclosed.

Does any of the above apply to your company?

Yes		No	X

4.1.8 Vendors must review the insurance requirements specified in Attachment E, Insurance Schedule for RFP 2081. Does your organization currently have or will your organization be able to provide the insurance requirements as specified in Attachment E.

Yes	X	No	

4.1.9 Company background/history and why vendor is qualified to provide the services described in this RFP. Limit response to no more than five (5) pages.

We don't need to exaggerate. We don't need to fudge numbers. B&P and R&R combined is the largest marketing entity in the state. By far. That means by hiring us, NCOT will have an incredible arsenal of professionals at its disposal.

B&P and R&R are operationally solid, financially stable and firmly established. We are here to stay.

We have a reputation within the state—and beyond—for sound, transparent billing practices. We have unshakable preferred relationships with both vendors and media outlets. And so many of our employees stay with us for the majority of their careers (an anomaly in the advertising industry), because we believe in rewarding them and allowing them to grow professionally as the company grows.

Next, as a Nevada-based agency, the prosperity of our state is of utmost importance to the principals of the company. It's where we were raised and educated. It's where we work. It's where we raise our families. Our principals are deeply ingrained in the workings of the state. From private business to charitable organizations to political issues. We believe in Nevada. And we want to bring success to NCOT.

R&R was founded in 1974 and currently has more than 400 employees in eight offices across the country. In 2006, R&R recognized the value in the type of company and the client roster B&P was building, so the companies merged to form a truly unique partnership. With Nevada offices in both Las Vegas and Reno, our team will be able to provide NCOT with the best of all worlds: Accurate, nimble and effective service combined with an extremely deep bench of talent and a comprehensive array of all the services NCOT requires.

During the 2014 Spring/Summer campaign, NCOT experienced a taste of what it's like to work with us. We jumped in and hit the ground running. We created worked based on a successful campaign. We planned and placed media that made all new inroads to our target audiences. And we did it all on-time and in-budget. Based on our merits, we were then awarded the 2014 Fall/Winter campaign which we are currently implementing. We expect continued success with this campaign.

But that's just the beginning of what we offer.

We thrive in complex, fast-moving business climates. We launch products. We create buzz. We extend brand reach. We build value. And we deliver results.

All of this, we believe, is of value to NCOT. And we think we're custom-made to continue working for you.

4.1.10 Length of time vendor has been providing services described in this RFP to the public and/or private sector. Please provide a brief description.

B&P has been providing the services as described in this RFP since its inception in 2001. R&R Partners has been providing these services since 1974.

4.2 SUBCONTRACTOR INFORMATION

4.2.1 Does this proposal include the use of subcontractors?

Yes		No	X

4.3 BUSINESS REFERENCES

4.3.1 Vendors should provide a minimum of three (3) for current clients and a minimum of three (3) for former clients business references from similar projects performed for private, state and/or large local government clients within the last six (6) years. References should be for clients with the tourism or consumer brand arenas.

4.3.2 Vendors must provide the following information for every business reference provided by the vendor and/or subcontractor:

The "Company Name" must be the name of the proposing vendor or the vendor's proposed subcontractor.

R&R/CRR Holdings, LLC dba B&P Advertising would like to use all of our previously submitted Current Client and Former Client references from RFP #2081 (listed below).

Current Clients:

Treasure Island: Michelle Knoll

University of Nevada, Las Vegas – Department of Educational Outreach: LaNelda Rolley

Las Vegas Convention and Visitors Authority: Cathy Tull

NV Energy: Tony Sanchez

Former Clients:

MGM Resorts International – Bellagio/Aria: Bill McBeath

MGM Resorts International – New York, New York: Trevor Scherrer

MGM Resorts International – Mirage: Scott Sibella

If you have any questions, you can contact Chuck Johnston at 702-967-2222

Reference #:	1 – Current client reference		
Company Name:	R&R/CRR Holdings, LLC dba B&P Advertising		
Identify role company will have for this RFP project (Check appropriate role below):			
X	***VENDOR***		***SUBCONTRACTOR***
Project Name:	Treasure Island Hotel & Casino		
Primary Contact Information			
Name:	Michelle Knoll		
Street Address:	3300 Las Vegas Boulevard South		
City, State, Zip:	Las Vegas, NV 89109		
Phone, including area code:	702-894-7111		
Facsimile, including area code:	702-894-7680		
Email address:	mknoll@treasureisland.com		
Alternate Contact Information			
Name:	Don Voss		
Street Address:	3300 Las Vegas Boulevard South		
City, State, Zip:	Las Vegas, NV 89109		
Phone, including area code:	702-894-7711		
Facsimile, including area code:	702-894-7680		
Email address:	drvoss@treasureisland.com		

Project Information	
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	Agency of Record Traditional Creative Marketing – Collateral, Broadcast (TV, Radio), Print, Outdoor, Electronic/Social Planning Buying & Design as well as all Media Planning & Buying.
Original Project/Contract Start Date:	January 1, 2001
Original Project/Contract End Date:	On-going
Original Project/Contract Value:	$40,000/month retainer + Media Commissions
Final Project/Contract Date:	On-going
Was project/contract completed in time originally allotted, and if not, why not?	Yes, still on-going
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	Yes, still on-going

Reference #:	2 – Current client reference		
Company Name:	R&R/CRR Holdings, LLC dba B&P Advertising		
Identify role company will have for this RFP project (Check appropriate role below):			
X	***VENDOR***		***SUBCONTRACTOR***
Project Name:	University of Nevada, Las Vegas – Dept. of Educational Outreach		

Primary Contact Information	
Name:	LaNelda Rolley
Street Address:	4505 South Maryland Parkway
City, State, Zip:	Las Vegas, NV 89154-2040
Phone, including area code:	702-895-5168
Facsimile, including area code:	702-895-5166
Email address:	lanelda.rolley@unlv.edu
Alternate Contact Information	
Name:	
Street Address:	
City, State, Zip:	
Phone, including area code:	
Facsimile, including area code:	
Email address:	

Project Information	
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	Media Research, Planning, Recommendations, Placement and Recap Analysis for all online placement (Facebook, On-Line Banners), Broadcast (TV, Radio) and Print for UNLV Educational Outreach Branding, UNLV Summer Term, UNLV On-Line Education and UNLV OLLI Program.
Original Project/Contract Start Date:	March 1, 2010
Original Project/Contract End Date:	October 1, 2014
Original Project/Contract Value:	$2.5 Million
Final Project/Contract Date:	October 1, 2014
Was project/contract completed in time originally allotted, and if not, why not?	Yes, still on-going
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	Yes, still on-going

Reference #:	3 – Current client reference		
Company Name:	R&R/CRR Holdings, LLC dba B&P Advertising		
Identify role company will have for this RFP project (Check appropriate role below):			
X	***VENDOR***		***SUBCONTRACTOR***
Project Name:	Las Vegas Convention and Visitors Authority		

Primary Contact Information	
Name:	Cathy Tull
Street Address:	3150 Paradise Road
City, State, Zip:	Las Vegas, NV 89109
Phone, including area code:	702-892-0711
Facsimile, including area code:	702-892-7515
Email address:	ctull@lvcva.com
Alternate Contact Information	
Name:	Caroline Coyle
Street Address:	3150 Paradise Road
City, State, Zip:	Las Vegas, NV 89109
Phone, including area code:	702-892-7429
Facsimile, including area code:	702-892-7515
Email address:	ccoyle@lvcva.com

Project Information	
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	Agency of Record for Las Vegas Convention and Visitors Authority to provide: Consumer Marketing (domestic & international), Business and Convention Marketing, Extended Destination Marketing, Strategic Planning, Account Service, Media, Research, Public Relations, Digital and Direct Marketing, Social Media, Sponsorships, Partnerships, Promotions and Events Marketing, Additional Support and Outreach.
Original Project/Contract Start Date:	January 1, 1980
Original Project/Contract End Date:	Open
Original Project/Contract Value:	$92 Million
Final Project/Contract Date:	On-going
Was project/contract completed in time originally allotted, and if not, why not?	Yes, still on-going
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	Yes, still on-going

Reference #:	4 – Current client reference		
Company Name:	R&R/CRR Holdings, LLC dba B&P Advertising		
Identify role company will have for this RFP project (Check appropriate role below):			
X	***VENDOR***		***SUBCONTRACTOR***
Project Name:	NV Energy		
Primary Contact Information			
Name:	Tony Sanchez		
Street Address:	6226 West Sahara Avenue, M/S #3		
City, State, Zip:	Las Vegas, NV 89146		
Phone, including area code:	702-402-5680		
Facsimile, including area code:	702-402-5689		
Email address:	tsanchez@nvenergy.com		
Alternate Contact Information			
Name:	Andrea Smith		
Street Address:	6226 West Sahara Avenue, M/S #3		
City, State, Zip:	Las Vegas, NV 89146		
Phone, including area code:	702-402-5843		
Facsimile, including area code:	702-402-5092		
Email address:	asmith@nvenergy.com		

Project Information	
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	Strategic Consulting, Public Relations, Creative Campaign Development & Production and Media Planning & Buying.
Original Project/Contract Start Date:	November 1, 1997
Original Project/Contract End Date:	On-going
Original Project/Contract Value:	Open
Final Project/Contract Date:	On-going
Was project/contract completed in time originally allotted, and if not, why not?	Yes, still on-going
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	Yes, still on-going

Reference #:	1 – Former client business reference		
Company Name:	R&R/CRR Holdings, LLC dba B&P Advertising		
Identify role company will have for this RFP project (Check appropriate role below):			
X	***VENDOR***		***SUBCONTRACTOR***
Project Name:	MGM Resorts International – Bellagio/Aria		
Primary Contact Information			
Name:	Bill McBeath		
Street Address:	2212 Paiute Meadows		
City, State, Zip:	Las Vegas, NV 89134		
Phone, including area code:	702-204-1004		
Facsimile, including area code:			
Email address:	bmcbeath@xpertexpo.com		
Alternate Contact Information			
Name:			
Street Address:			
City, State, Zip:			
Phone, including area code:			
Facsimile, including area code:			
Email address:			

Project Information	
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	Agency of Record Traditional Creative Marketing – Branding, Collateral/Direct Mail, Print, Outdoor, Photo Shoots, eBlast Design, Casino Marketing Specialty Gift Box
Original Project/Contract Start Date:	January 1, 2005
Original Project/Contract End Date:	Open
Original Project/Contract Value:	$33,333.33/month Retainer
Final Project/Contract Date:	On-going
Was project/contract completed in time originally allotted, and if not, why not?	Yes, still on-going
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	Yes, still on-going

Reference #:	2 – Former client business reference		
Company Name:	R&R/CRR Holdings, LLC dba B&P Advertising		
Identify role company will have for this RFP project (Check appropriate role below):			
X	***VENDOR***		***SUBCONTRACTOR***
Project Name:	MGM Resorts International – New York, New York		
Primary Contact Information			
Name:	Trevor Scherrer		
Street Address:	3400 Las Vegas Boulevard South		
City, State, Zip:	Las Vegas, NV 89109		
Phone, including area code:	702-791-7117		
Facsimile, including area code:			
Email address:	tscherrer@mirage.com		
Alternate Contact Information			
Name:	Assistant to Trevor Scherrer – Jessica		
Street Address:	3400 Las Vegas Boulevard South		
City, State, Zip:	Las Vegas, NV 89109		
Phone, including area code:	702-791-7330		
Facsimile, including area code:			
Email address:			

Project Information	
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	Agency of Record Traditional Creative Marketing – Collateral/Direct Mail, Print, Outdoor
Original Project/Contract Start Date:	July 1, 2005
Original Project/Contract End Date:	Open
Original Project/Contract Value:	$40,000/month Retainer
Final Project/Contract Date:	September 31, 2007
Was project/contract completed in time originally allotted, and if not, why not?	Yes.
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	Yes.

Reference #:	3 – Former client business reference		
Company Name:	R&R/CRR Holdings, LLC dba B&P Advertising		
Identify role company will have for this RFP project (Check appropriate role below):			
X	***VENDOR***		***SUBCONTRACTOR***
Project Name:	MGM Resorts International – Mirage		
Primary Contact Information			
Name:	Scott Sibella		
Street Address:	3799 Las Vegas Boulevard South		
City, State, Zip:	Las Vegas, NV 89109		
Phone, including area code:	702-891-7077		
Facsimile, including area code:	702-669-4265		
Email address:			
Alternate Contact Information			
Name:	Assistant to Scott Sibella – Cindy Moore		
Street Address:	3799 Las Vegas Boulevard South		
City, State, Zip:	Las Vegas, NV 89109		
Phone, including area code:	702-891-7078		
Facsimile, including area code:	702-669-4265		
Email address:	cmoore@lv.mgmgrand.com		

Project Information	
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	Agency of Record Traditional Creative Marketing – Branding, Collateral/Direct Mail, Radio/TV, Print, Logo Development, Photo shoots, Outdoor, Web eBlast, Web Banners
Original Project/Contract Start Date:	January 1, 2005
Original Project/Contract End Date:	Open
Original Project/Contract Value:	$45,000/month Retainer
Final Project/Contract Date:	May 31, 2012
Was project/contract completed in time originally allotted, and if not, why not?	Yes.
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	Yes.

WE ARE DIVERSE
LIKE THE LAND ITSELF.

NEVĂDA A WORLD WITHIN. A STATE APART.

Tab VIII

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Charles Johnston***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***President/Principal***		
# of Years in Classification:	***13.5***	**# of Years with Firm:**	***13.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Chuck has run B&P Advertising since its inception in 2001. During that time, he has worked to bring together the top marketing talent in the state and help grow B&P into one of the largest full-service agencies in Nevada. He's worked with Nevada's top private companies as well as public officials to develop communications strategies that have had a strong impact on their targeted audiences. Chuck is focused on client results and is hands-on in making sure B&P's clients reach their goals.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Since starting his advertising career in 1986, Chuck has been involved in gaming and tourism accounts. His experience includes account management work for the Nevada Commission on Tourism, Rio Hotel & Casino, Las Vegas Hilton and The Desert Inn Resort & Casino. As an agency Principal, he has overseen comprehensive communication plans for Golden Nugget and Golden Nugget Laughlin, Freemont Street Experience, Treasure Island, Mirage, Bellagio, Cache Creek Casino Resort, Spirit Mountain Casino, Caesars Palace, New York New York, City Center and Aria. Chuck previously worked in marketing for the Howard Hughes Corporation's Summerlin Division and as a Campaign Aide for Governor Richard Bryan.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Nevada, Reno • B.A. in Journalism, 1985
Ed W. Clark High School, Las Vegas, NV • 1980

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

N/A

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Billy Vassilliadis***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Chief Executive Officer/Principal***		
# of Years in Classification:	***35***	**# of Years with Firm:**	***31***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Billy has been swaying opinions, shaping public policy and persuading the hard-to-persuade in industries as varied as travel, energy, utilities, health care and transportation for more than 30 years. He operates from a simple yet powerful philosophy – "Build the brand, protect the brand" – a mindset that sprang from his roots as a sought-after political adviser on senatorial and presidential campaigns. It comes down to an unwavering, clear-eyed commitment to finding, telling and operating from a brand's core truth and standing ready with deep resources to protect it in case of a crisis.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

His work for the Las Vegas Convention and Visitors Authority is a prime example. He has guided the destination through decades of economic ebbs and flows, produced the iconic "What happens here, stays here®" campaign and received the coveted *Brandweek* "Grand Marketer of the Year" award over such major brands as McDonald's, Apple and Hershey's (and the only agency guy ever to win). Yet he still believes that the best work for this brand is yet to come. Never resting on past success is a big theme.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Nevada, Las Vegas • B.A. in Public Administration
University of Nevada, Las Vegas • MBA

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

He has received the coveted *Brandweek* "Grand Marketer of the Year" award, and he has been profiled on the front page of *The New York Times* and his views on marketing and political issues have appeared in *The Wall Street Journal, USA Today, The New Yorker, Roll Call, The Hill, The NewsHour with Jim Lehrer, Good Morning America, Dateline NBC, Prime Time Live, CNBC, Nightline* and MSNBC. Consulted by presidents, business leaders and fellow marketers alike, Billy is, simply, the man to see.

Billy is a recipient of the Clark County Public Education Foundation Hero Award and has run the ad campaigns for all county school bond issues since 1988, and the Vassiliadis Family Scholarship is awarded high school graduates in Clark County who are interested in pursuing degrees in communications, public relations or advertising. He has lent his time and expertise to causes such as The Andre Agassi Education Foundation; Legal Aid Center of Southern Nevada; Opportunity Village; Catholic Charities of Southern Nevada; March of Dimes Birth Defects Foundation; National Kidney Foundation of Nevada.

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Mary Ann Mele***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***President/Chief Brand Officer/Principal***		
# of Years in Classification:	***34***	**# of Years with Firm:**	***30***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Mary Ann specializes in helping brands reenergize and build value. With quick, incisive thinking, she identifies with clients who face the absolute need to get it right. A collaborator by nature, her great passion lies in building powerful, integrated agency teams and working with them to create communications solutions that fuel a client's business growth and success.

One of the agency's primary architects, she believes deeply in R&R's "Create the brand, Build the brand, Protect the brand" culture and brings together the brightest, hardest-working talent in the country (and beyond) to tackle every client's crisis/opportunity challenge with this simple, holistic approach. From the moment campaign planning begins, clients have access to expertise in advertising, public relations, digital marketing and development, government affairs, media planning and buying, and primary/secondary research to make brands more profitable in the marketplace and protect those same brands on Wall Street or in the halls of state legislatures. Creating, building and protecting brands..something Mary Ann has been doing for decades.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

For more than 30 years, she has championed R&R Partners' growth in the travel, tourism and gaming markets. She brings this stewardship of the agency's talent to every client, including award-winning work for Norwegian Cruise Line, Las Vegas Convention and Visitors Authority, MGM Resorts International and many others.

A leading practitioner in brand management, Mary Ann developed a strategy to reposition Luxor Las Vegas as a hotel versus gaming experience, reversing a downward spiral in hotel revenue and generating the second largest revenue stream to the then-Mandalay Resort Group's growing portfolio. An example of this diminutive dynamo's out-of-the-box thinking was a persuasive campaign designed to broaden the visitor base and freshen the image of Las Vegas' legendary Flamingo. It employed the first-ever guerrilla marketing in key feeder markets, successfully shifting customer perception of the classic pink property while out-pacing revenue expectations.

Mary Ann previously was director of public relations for Caesars Palace in Las Vegas. As key communications strategist for this international brand, she promoted the kind of world-class events that are Caesars' trademark.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

The University of Akron, Akron, OH • B.A. in Mass Communication/Media Studies,

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

Mary Ann has donated her time and expertise to a wide range of non-profit organizations including Hero School, Three Square, Opportunity Village, Catholic Charities of Southern Nevada, the Public Education Foundation and Girl Scouts.

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Robert Catalano***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Executive Creative Director/Principal***		
# of Years in Classification:	***13.5***	**# of Years with Firm:**	***13.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

A past winner of *Las Vegas Business Press'* "Top 40 Under 40" award, Rob has been an influential creative force in Southern Nevada for more than 20 years. A degree in journalism from the University of Nevada, Reno gave him the tools to become a writer, and his ability to lead, provide strategic solutions and produce award-winning creative vaulted him to the position of creative director in some of Las Vegas' largest ad agencies.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Raised and educated in Nevada, Rob has experienced myriad aspects of our state's unique lifestyle. He's parked cars at Binion's Horseshoe. He's set up concert stages at Lawlor Events Center. And he's created resort, casino and special event advertising up and down the Las Vegas Strip, in downtown Las Vegas and in Laughlin for more than 25 years.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Nevada, Reno • B.A. in Journalism with an emphasis on Advertising, 1990
Boulder City High School • 1986

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

Voted "World's Best Uncle" by my niece and nephew for four years running.
Came in fourth in the 2010 B&P Wing Eating Contest.

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Rodney M. Reber***		**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Director of Account Services/Principal***			
# of Years in Classification:	***13.5***	**# of Years with Firm:**		***13.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

1990 – 1995: DRGM Advertising; Junior Account Executive
1995 – 2001: DRGM Advertising; Senior Account Executive
2001 – Present: B&P Advertising; Director of Account Services/Principal

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

1995 – 1998 DRGM Advertising, Senior Account Executive
- MGM Grand Resort & Casino: Grand opening and sustaining account management; Brand marketing national and in-market; Meeting/Convention; F&B; Special events; Casino & Slot Marketing.

1998 – 2001 DRGM Advertising, Senior Account Executive
- Monte Carlo Resort & Casino: Brand Marketing regional & in-market; Meeting/Convention; F&B; Special Events; Casino & Slot Marketing.

2001 – 2005 B&P Advertising, Director of Account Services/Principal
- Golden Nugget Hotel & Casino: Brand Marketing regional & in-market; Meeting/Convention; F&B; Special Events; Casino & Slot Marketing

2001 – 2005 B&P Advertising, Director of Account Services/Principal
- Golden Nugget Laughlin: Brand Marketing Drive & in-market; F&B; Special Events; Casino & Slot Marketing

2001 – Present B&P Advertising, Director of Account Services/Principal
- Treasure Island Hotel & Casino: Brand Marketing regional & in-market; Meeting/Convention; F&B; Special Events; Casino & Slot Marketing

2004 – 2010 B&P Advertising, Director of Account Services/Principal
- Mirage Hotel & Casino: Brand Marketing regional & in-market; Meeting/Convention; F&B, Special Events; Casino & Slot Marketing

2006 – Present B&P Advertising, Director of Account Services/Principal
- Bellagio: Brand Marketing national, international & in-market; Meeting/Convention; F&B; Special Events; Casino & Slot Marketing

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Nevada, Las Vegas • Marketing
University of Nevada, Reno • Marketing

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

N/A

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Jessica Isaacson***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Senior Account Executive***		
# of Years in Classification:	***5***	**# of Years with Firm:**	***5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

2005 – 2006: MGM Resorts International; Account Coordinator
2006 – 2007: MGM Resorts International; Account Supervisor
2007 – 2009: RDG Advertising; Account Executive
2009 – Present: B&P Advertising; Senior Account Executive

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

2005 – 2006
- MGM Resorts International, Account Coordinator
  - MGM Resorts International Corporate Account: Corporate Brand Marketing regional & in-market; Loyalty Marketing, Corporate Diversity, Leisure Sales, Meeting & Conventions, Casino & Slot Marketing.

2006 – 2007
- MGM Resorts International, Account Supervisor
  - CityCenter Las Vegas: Project Development and Naming, Brand Marketing regional & in-market.

2007 – 2009
- RDG Advertising, Account Executive
  - MGM Grand Hotel & Casino: Brand Marketing regional & in-market; Meeting/Convention; F&B; Entertainment; Special Events; Casino & Slot Marketing

2009 – 2011
- B&P Advertising, Senior Account Executive
  - The Mirage Hotel & Casino: Brand Marketing regional & in-market; Meeting/Convention; F&B; Entertainment; Special Events; Casino & Slot Marketing

2009 – Present
- B&P Advertising, Senior Account Executive
  - Bellagio & Treasure Island Hotel & Casino: Brand Marketing regional & in-market; Meeting/Convention; F&B; Entertainment; Special Events; Casino & Slot Marketing

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Iowa, Iowa City, IA: BA in Communication Studies

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Randy Snow***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Chief Strategic Officer***		
# of Years in Classification:	***5***	**# of Years with Firm:**	***21***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Have worked in Nevada-based ad agencies as a writer, creative director, executive creative director and Chief Strategic Officer for nearly 35 years.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Worked as a Writer/Creative Director on the NCOT account for DRGM 1984-1988. Tourism based accounts I have touched as CD/ECD in the last 30 years include Del Webb's Sahara Reno, Sahara Tahoe, Harvey's Resort Hotel/Casino, Caesars Palace and multiple Circus-Circus and MGM properties. I have also served at R&R for the last 21 years as CD, ECD and CSO for the Las Vegas Convention and Visitors Authority.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Nevada, Reno • B.A. in Journalism (advertising focus) with High Distinction, 1976

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

Received the Las Vegas Ad Federation's Silver Medal in 2004. Have been part of teams that have won Addy's on a local, regional and national basis, One Show Awards, CA Advertising Annual, Silver Effie, Cannes Bronze Lion. Have also served as a judge for the CA Advertising Annual. Played an integral part in the conception and execution of a tourism campaign for Las Vegas whose tagline ("What happens here, stays here®") currently resides on Madison Avenue's Walk of Fame.

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Rob Colbrook***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Senior Account Executive***		
# of Years in Classification:	***10***	**# of Years with Firm:**	***12***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Having started his professional career as an intern at a prominent advertising agency while attending UNLV, Rob has worked in the advertising field as an Account Executive/Senior Account Executive for the past 16 years. Having worked at two other advertising agencies in Las Vegas, Rob has worked on a broad array of clients from tourism and gaming to education, transportation and healthcare.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Rob has been the day-to-day contact for all advertising and marketing projects for the following tourism related clients:
2002 – 2006, Fremont Street Experience, Las Vegas, NV, Account Executive
2004 – 2014, Cache Creek Casino Resort, Sacramento, California, Senior Account Executive
2004 – 2014, Las Vegas Monorail, Las Vegas, NV, Senior Account Executive
2005 – 2008, Bellagio, Las Vegas, NV, Senior Account Executive
2008 – 2012, Mirage Resort & Casino, Las Vegas, NV, Senior Account Executive
2014 – Present, the Nevada Commission Tourism, Carson City, Nevada, Senior Account Executive

Projects for these clients include TV, print, radio, direct mail, social media, promotions, online advertising and collateral.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Nevada, Las Vegas • B.A. in Communications with a minor in Marketing, 1997
Cardinal Newman Catholic High School, Santa Rosa, CA • 1993

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

N/A

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Todd Gillins***		**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***VP Research***			
# of Years in Classification:	***22***	**# of Years with Firm:**		***22***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Experience in all forms of primary (quantitative and qualitative) and secondary research methodologies including the design, development, execution and reporting of research projects for over 22 years with clients in the following industries: travel and tourism, healthcare, utilities, transportation, theme parks, gaming, political issues and education.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

1992 to present – R&R Partners
Client: Las Vegas Convention and Visitors Authority, Las Vegas, NV
Title: Research Manager, Director of Research and VP Research
Projects: national consumer tracking studies, creative/concept testing, advertising awareness/effectiveness studies, segmentation/microsegmentation studies, brand planning, international research (quantitative and qualitative), meeting planner/executive decision maker studies, travel agent studies, consumer focus groups, generational research, media usage and behaviors study, online communities, special event studies, convention satisfaction studies

1992 to 2005 – R&R Partners
Client: Nevada Commission on Tourism
Title: Research Manager, Director of Research
Projects: tracking studies, creative/concept testing, advertising awareness/effectiveness studies, brand planning, special event studies

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

Brigham Young University, Provo, UT • B.A. Communications, December 1991

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

Gold David Ogilvy Award, Advertising Research Foundation, 2014
Silver David Ogilvy Award, Advertising Research Foundation, 2007

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Amanda Laken***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Assistant Research Manager***		
# of Years in Classification:	***3***	**# of Years with Firm:**	***3***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Experience in primary and secondary research methodologies including managing research budgets and timelines, and assisting in the creation of project outlines and materials, questionnaires, findings and reports contribute significantly in developing spot-on strategies, solutions and brand messaging for clients. Key industries include tourism, utility, gaming and education.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

2011 to present – R&R Partners
Client: Las Vegas Convention and Visitors Authority
Title: Research Assistant, Assistant Research Manager

Projects: national consumer tracking studies, creative/concept testing, advertising awareness/effectiveness studies, segmentation/microsegmentation studies, brand planning, international research (qualitative and quantitative), meeting planner/executive decision maker studies, consumer focus groups, generational research, media usage and behaviors studies, online communities, economic impact studies, customer satisfaction studies

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Nevada, Las Vegas, Las Vegas • B.A. and M.A. in Media and Journalism Studies, 2006, 2009

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

Gold David Ogilvy Award, Advertising Research Foundation, 2014

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Mike Lawrence***		**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Creative Director***			
# of Years in Classification:	***18***	**# of Years with Firm:**		***13***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

2001 – 2014 B&P Advertising
Creative Director
Provide creative development, project management and brand development for B&P's clients. Experienced in all advertising media.

1980 – 2001 The Merica Agency
Art Director/Creative Director
Provide creative development, project management and art direction on advertising campaigns for a wide variety of clients.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

I have 30 plus years of advertising/tourism experience here in Nevada. I have provided graphic design, art direction, creative development and brand development for a large number of casino/resorts, including: Bellagio, The Mirage, Treasure Island, New York New York, The Desert Inn and Freemont Street Experience, to name a few.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

Northern Arizona University, Flagstaff, Arizona • B.A., 1979 – Graduated with Honors

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

I have won numerous Addy Awards, AIGA Awards and various media/printing awards in the past 30 years.

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Tim Gayhart***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Production Manager***		
# of Years in Classification:	***11***	**# of Years with Firm:**	***11***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- 2003 - Current
  - B&P Advertising – Production Manager
- 1998 – 2003
  - Digital Ink Design: Graphic Design/Services – Chief of Operations/Partner
- 1981 – 1998
  - Holmes & Narver/Raytheon/Bechtel, USDOE/NTS – Graphic Artist/Dept. Manager
- 1976 – 1981
  - USAF, Nellis AFB – Weapons/Graphics/Photography

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

From 1998 to the present, while operating as COO/Partner of Digital Ink Design and Production Manager of B&P Advertising I've provided graphic arts services logistics, planning and procurement including but not limited to: printing, media, new media, displays and signage to many on and off strip casino properties and to transportation companies such as the Las Vegas Monorail. Project example; serviced the Laughlin Tourism Commission where we designed, produced and distributed approximately 1.5 million tourism tabloids 4 times a year spotlighting Laughlin's river front entertainment.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

High School Diploma.

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

n/a

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Shannon Sarver***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Senior Copywriter/Broadcast Producer***		
# of Years in Classification:	***5***	**# of Years with Firm:**	***9***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Shannon began her career in 1994 at DRGM in Las Vegas, first as Associate Producer then as Copywriter, moving to Senior Copywriter. There, she worked on NCOT as well as various tourism, healthcare and real estate clients. She joined B&P in 2005, sharpening her strategic thinking and broadening her writing experience to all media for all clients: print and broadcast, direct and out-of-home, web and digital.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

- DRGM (1994 – 2005), Shannon worked as Producer or Writer on MGM Grand, Showboat, New Frontier, and, from pre-opening on, all aspects of Mandalay Bay (including the Convention Center, THEHotel, Shark Reef, food and beverage, entertainment, and the inception and launch of One Club). She also worked on NCOT, where she came up with the breve addition over Nevăda and the team developed the "Wide Open" tag and campaign.

- B&P (2005 – present), Shannon has written and produced campaigns for Cache Creek Casino Resort (Sacramento, CA), Mirage, Bellagio, Treasure Island, Spirit Mountain Casino (Oregon), and now, NCOT's Spring/Summer digital campaign.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Nevada, Las Vegas • B.A. in Communications with an emphasis in Advertising, 1996
Bishop Gorman High School, Las Vegas • 1987

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

N/A

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Christopher Handl***		**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Interactive Designer***			
# of Years in Classification:	***<.5***	**# of Years with Firm:**		***<.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

June 2014 – Current
Interactive Designer
Flash programming, web design (websites, web banners, eblasts and landing pages), design high-quality video graphics.

January 2011 – June 2014
Director of Design
Manage day-to-day operations of the design department. Oversaw & define department workflows, allocate projects, manage deadlines, provide design direction, oversaw development of in-house microsite, build and maintain relationships (external & internal), collaborate with multiple departments to enhance overall customer experience, and develop corporate brand collateral.

November 2008 – January 2011
Multimedia Designer
Created interactive flash presentations and collaborated with multiple departments to enhance product offerings.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Chris has years of experience in multimedia design, creating highly effective and compelling digital campaigns. He has designed websites, marketing collateral for both print and web materials as well as managed the development of websites with developers from around the world. Chris has worked on a board array of clients from around the world in the gaming, hospitality, food and beverage, and entertainment industries, as well as in retail and automotive sales.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

The Art Institute of Colorado, Denver • B.A. in Graphic Design, 2007

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

n/a

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Fletcher Whitwell***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Senior Vice President of Media and Measurement***		
# of Years in Classification:	***17***	**# of Years with Firm:**	***7***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Fletcher is the chief architect of R&R Partners' diversely talented teams in media, digital media and measurement, which extend across the company's eight offices. In this role, he oversees the creation of smart, effective media plans, including sponsorships and promotional partnerships that optimize client expenditures and produce measurable ROI. His online and offline media specialists solve business challenges with integrated plans that reach across the spectrum of communications outlets. From breakthrough content integrations and unique partnerships that pump millions of dollars into clients' promotional budgets, to keeping messages relevant and immediate through strategic new media, social marketing and online extensions, Fletcher's team engages with and motivates audiences into action.

Before joining R&R, Fletcher served as associate media director at Starcom in Chicago, where he worked on financial services and insurance accounts including Allstate, Morgan Stanley, WellPoint and Discover, along with well-known brands such as Miller, Kellogg, Sara Lee, Showtime, Heinz, Nintendo and Walgreens. He also negotiated multiple cross-market unwired deals for Canon, Miller and Hallmark, securing extensive added-value opportunities including customized vignettes on *The Today Show*, *Extreme Home Makeover* and *FOX NFL*.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Fletcher has a deep knowledge of the tourism industry, including overseeing integrated partnerships for the Las Vegas Convention and Visitors Authority and all of R&R's clients, with such top brands as *Sports Illustrated, Jimmy Kimmel Live*, ESPN, E!, Scripps Networks, *Bon Appétit*, Google and CBS radio.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Mississippi, Oxford, Mississippi • B.A. in Journalism and Business, 1997
Inducted into the University's Hall of Fame

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

His work in sectors as diverse as travel, technology, transportation, utilities, law enforcement and nonprofit has been widely recognized, earning R&R and our clients the most prestigious national media awards – *Adweek* Buzz, MediaPost Creative Media, *Mediaweek* Plan of the Year, Internet Advertising Awards, *Digiday* Sammy Awards, *Travel Weekly* Magellan Awards, and *OMMA* Integrated Online Award.

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Chris Evans***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Group Media Director***		
# of Years in Classification:	***5***	**# of Years with Firm:**	***1.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

In the light-speed world of media planning, buying and analytics, where new trends and platforms are an almost weekly occurrence, it is critical to have smart, insightful leadership at the helm of your media strategy. This is why Chris leads two of R&R Partners largest clients, the Las Vegas Convention and Visitors Authority and MGM Resorts International, managing a team of 30 buyers and planners across traditional and digital media for these multimillion-dollar brands.

He also shepherds the media teams that handle clients in our Nevada, Utah, Colorado and Washington, D.C., offices, which include NV Energy, SNWA, UMC, Nevada Commission on Tourism, Nevada State Bank, UNLV, FDA Anti-Tobacco and InterMountain Healthcare.

Prior to joining R&R, he served as SVP/media director for True Media, where he oversaw a staff of 35, including media planners and buyers, social and digital specialists, and management team members across multiple Midwest offices. In this role, he helped grow the agency from 20 people and $15MM in billings to 65 people and $50MM in billings over four years, managing and growing such accounts as Monsanto, State of Missouri, Hospital Corporation of America, University of Missouri and Jefferson City Tourism.

Previously, he was with Starcom MediaVest Group in Detroit, where he developed strategies for General Motors brands including Cadillac, Hummer and Pontiac, and GM Goodwrench, and successfully launched multiple new products such as the Cadillac CTS, Pontiac Vibe and G8. A particularly proud moment was the implementation of a full-scale integration for GM with NCAA Basketball, writing the Pontiac brand into the league's official video games; creating a stage in Times Square, showcasing the Pontiac brand with emerging bands on its ascent to stardom; and on *Jimmy Kimmel*, taking over the set, renaming it "The Pontiac Garage" and spotlighting the Pontiac Solstice.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

B&P: NCOT Spring/Summer Campaign 2014, Las Vegas, Group Media Director
R&R Partners: LVCVA 2013 - 2015, Las Vegas, Group Media Director
R&R Partners: MGM Resorts, 2014, 2015, Las Vegas, Group Media Director
True Media: Jefferson City Tourism, 2009 – 2011, Columbia Missouri, SVP Media Director

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Detroit Mercy/Oakland Community College, Detroit, MI • B.A. in Graphic design with a concentration in advertising, 2001

Special training from the Arbitron PPM Passport Program; Starcom University Certification and Diversity Training; and served as a University of Missouri adjunct professor teaching media buying.

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

Starcom University Media Planning/Buying Training, Starcom, 2003
Starcom Diversity Training, Starcom, 2007
Arbitron PPM Certification, Arbitron, 2010

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***TC Michael Torres***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Associate Media Director***		
# of Years in Classification:	***1***	**# of Years with Firm:**	***13***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Oversees planning, buying, reporting, negotiations, and digital optimizations for numerous complex clients. TC has worked in the Media & Measurement department for 7 years, prior to that his experience was on Las Vegas tourism and Caesars Entertainment as an account executive.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Las Vegas Tourism (LVCVA): 4 years, R&R Partners - Account Executive (2 years), Media Planner (2 years).

- TC's experience was on the consumer brand side of the business, coinciding with the successful launch of "What Happens Here Stays Here". Planned and purchased all forms of media during the planning and execution process.
- Through media planning, I also worked on meetings & convention business, as well as paid media targeted to travel agents.

Wynn/Encore Las Vegas: 2 years, R&R Partners - Sr. Media Planner/Buyer

- We planned the launch campaign, as well as the recruitment campaign for the opening of Encore hotel.
- The recruitment campaign results exceeded expectations and the plan won *Mediaweek's* "Media Plan of the Year" in the under $1 million category.

Treasure Island Hotel & Casino: current, R&R Partners - Associate Media Director

- Oversees planning, buying and reporting for all elements of their paid media.

Nevada Commission on Tourism: current, R&R Partners - Associate Media Director

- Oversees planning, buying, measurement and reporting for all campaign elements

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Nevada, Las Vegas • B.A. in Business Management, 2005

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

2010 *MediaWeek's* "Media Plan of the Year" in the under $1 million category

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Bobby Ritzi***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Sr. Media Planner/Buyer***		
# of Years in Classification:	***.5***	**# of Years with Firm:**	***1.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Ritzi is a senior team member across a diverse group of accounts, including: casinos, utilities and the Nevada Commission on Tourism. He is also the lead television buyer for R&R/B&P accounts in Las Vegas. In 2013, he worked on the luxury brands of MGM Resorts International: ARIA, Bellagio, Crystals and Vdara.

Before joining R&R, Ritzi was at Fahlgren Mortine in Columbus, Ohio, where he worked on McDonald's, The City of Gatlinburg CVB, Panama City Beach CVB and The West Virginia Lottery.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

April 2014–Present, B&P, Las Vegas, Nevada, Sr. Media Planner/Buyer, Media Planning/Buying duties (incl. spot market print/radio/television/ooh/online) for SLS Las Vegas and The Nevada Commission on Tourism

August 2013–Present, B&P, Las Vegas, Nevada, (Sr.) Media Planner/Buyer, Media Planning/Buying duties (incl. national television/print, spot market print/radio/ooh/online) for Treasure Island Hotel & Casino

December 2012–October 2013, R&R Partners, Las Vegas, Nevada, Media Planner/Buyer, Media Planning/Buying duties (incl. national print/ooh, spot market print/radio/television/ooh) for ARIA, Bellagio, Crystals and Vdara

October 2011–November 2012, Fahlgren Mortine, Columbus, Ohio, Media Planner/Buyer, Media Planning/Buying duties (incl. spot market print/radio/television/ooh/online) for City of Gatlinburg CVB and Panama City Beach CVB

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

Wittenberg University, Springfield, Ohio • B.A. in Management, 2010

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

N/A

PROPOSED STAFF RESUME FOR RFP 2084
A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***x***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***George McCabe***		**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Director of Public Relations***			
# of Years in Classification:	***20***	**# of Years with Firm:**		***11***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE
Information should include a brief summary of the proposed individual's professional experience.

A native Nevadan, George McCabe was a Donald W. Reynolds scholar at the University of Nevada, Reno before graduating with honors and a degree in journalism in 1987.

He began his journalism career in 1984, working as a news and sports reporter for the Las Vegas Sun newspaper while still attending college. He left the Sun in 1990 to work for the larger Las Vegas Review-Journal newspaper, where he was a feature writer and the creator and author of a Sunday column called "Only in Vegas."

George left journalism for a public relations career in 1994, when he joined a Las Vegas ad and PR firm then called Merica, Burch & Dickerson where worked as a PR executive and represented some of the state's leading businesses and individuals, from Nevada's top home builders and gaming companies to breweries and pro sports teams.

In 1998, he joined two partners in co-founding and then directing a successful Las Vegas-based public relations firm then known as SRPR.

He left SRPR in 2002 to become the director of sales and marketing for Opportunity Village, "Las Vegas' favorite charity," where he helped the nonprofit create, market and expand successful businesses and fundraisers, including a document destruction business and its annual Magical Forest fundraising event.

He joined B&P in 2003, first as a PR executive and then becoming the firm's director of public relations a year later. At B&P, he directs and implements public relations campaigns for top public and private clients throughout Nevada. Current clients the Nevada Association of REALTORS and the Greater Las Vegas Association of REALTORS, in addition to overseeing work for all agency PR clients. From 2003 to 2010, he also led B&P's PR work on behalf of the state of Nevada in combatting the nuclear waste dump planned for Yucca Mountain.

When he's not working for the agency's clients, he lends his time and talents to good causes. Examples include his past work directing the Help Hope Home public awareness campaign to help the homeless in Southern Nevada; serving on the Nevada advisory board for The Adoption Exchange; and supporting Opportunity Village, where he served for years on the local charity's board of directors.

RELEVANT TOURISM INDUSTRY EXPERIENCE
Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

George has 20 years of experience creating and implementing public relations campaigns for a wide range of clients in and beyond Nevada, including several in the travel and tourism industries.

While serving as the public relations director for StarrPR in Las Vegas from 1998 to 2002, he directed all public relations efforts in Nevada for Travelscape.com and Expedia, including directing PR campaigns related to Expedia's acquisition and integration of Las Vegas-based Travelscape.com starting in 1999.

While serving as the public relations director at B&P in Las Vegas, George managed local and implemented many regional and national PR initiatives for the following B&P clients:

- Golden Nugget hotel-casinos in downtown Las Vegas and Laughlin (2004-05)
- MGM MIRAGE corporate community relations and diversity throughout Nevada (2005)
- Vegas Grand Prix auto race on the streets of downtown Las Vegas (2007)
- Aliante Station hotel-casino in North Las Vegas (2008)

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Nevada, Reno • Reno, Nevada, 1987
Graduated with honors and a degree in journalism

Eldorado High School • Las Vegas, Nevada, 1983
Graduated with high honors

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

While attending the University of Nevada, Reno, he was awarded the Donald W. Reynolds scholarship (a two-year, full-ride scholarship funded by the Reynolds Foundation) in 1985 recognizing the school's top journalism student.

As a journalist for the Las Vegas Sun and Las Vegas Review-Journal from 1984 to 1994, George earned numerous journalism and writing awards, highlighted by being part of an investigative journalism team that was nominated in 1990 for a Pulitzer Prize.

George's business and community service accomplishments prompted In Business Las Vegas to list him in the 2001, 2002 and 2006 editions of its "Who's Who in Southern Nevada Business" publications.

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Tom Dietz***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Account Director, Public Relations***		
# of Years in Classification:	***8***	**# of Years with Firm:**	***2***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

I have more than eight years of media relations, marketing and management experience. I am currently employed as the Director of Public Relations at R&R Partners, the agency of record for the Las Vegas Convention and Visitors Authority (LVCVA). It is my responsibility to oversee all domestic and international public relations initiatives on behalf of Las Vegas; all the while providing strategy and insight for the destination, and supervising a team of four direct reports.

Additionally, I was the Public Relations and Marketing Manager for Tao Group, one of the most successful hospitality, restaurant and nightlife operators in the country. During my tenure it was my responsibility to proactively research, identify, negotiate and execute new partnership and sponsorship opportunities to enhance overall media and marketing strategies. I also directed all special events, celebrity hosted red carpets and artist relations for Tao Group.

Furthermore, while working towards my Masters degree in Communication and Leadership at Gonzaga University, I was employed as a Senior Account Executive at Kirvin Doak Communications, one of the largest travel and hospitality public relations firm in Las Vegas. As a Senior Account Executive at Kirvin Doak I oversaw the media relations for the grand opening celebration of MGM Resorts International, CityCenter, the AAA-five diamond, $8.5 billion, mixed-use luxury property on the Strip. In doing so, I facilitated more than 250 million broadcast impressions and secured placements with *CNN, CNN International, CBS' The Early Show, NBC Nightly News with Brian Williams, Entertainment Tonight* and *CBS Evening News with Katie Couric* just to name a few.

Throughout my career I have managed multiple lifestyle, entertainment, travel, sports and destination brands. Because of my background, I have been able to spearhead and promote unique food and beverage, nightlife, entertainment, retail, spa, beauty, wellness, sports and diversity offerings to all relevant domestic and international media. To this day I continue to employ valuable first-hand knowledge of the many facets of PR and marketing including, but not limited to planning, writing, AP style, editing, pitching, event planning, employee communications, media relations and more.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

R&R Partners–Las Vegas, NV
Public Relations Account Director, July 2012–Current

- Manage the domestic and international public relations strategies for the Las Vegas Convention and Visitors Authority (LVCVA)
- Supervise a team of four direct reports (account coordinator, assistant account executive, account executive, and account supervisor)

- Help arrange city-wide press conferences, handle all aspects of event/ sponsorship accreditation, and produce various press materials for destination events
- Oversee all non-gaming product verticals for the LVCVA which include, but are not limited to: sports, culinary, entertainment, fashion, beauty, retail, spa, wellness and diversity
- Promote Las Vegas as a world-class travel destination for more than 40 million visitors annually
- Facilitate media availabilities for all LVCVA executives and prepare talking points summarizing key issues
- Preside over the 16 LVCVA-sponsored domestic and international FAM trips with more than 150 visiting journalists
- Direct the work of three international PR agencies (Aerial Communications–Canada, AdNova–Mexico and Hills Balfour–UK)
- Collaborate with all of the in-house and agency resort partner public relations teams

Tao Group–Las Vegas, NV
Public Relations & Marketing Manager, April 2010–June 2012

- Oversaw the public relations and marketing initiatives for all Tao Group Las Vegas and international properties (TAO Restaurant, TAO Nightclub, TAO Beach, LAVO Restaurant, LAVO Nightclub, Marquee Nightclub, Marquee Dayclub and Marquee The Star Sydney)
- Directed special events, celebrity hosted red carpets, artist relations, strategic planning, execution and general day-to-day PR activities
- Hosted regional, national and international FAM tours for visiting media
- Conducted media training for all executives and resident DJs, and coordinate all one-on-one interviews
- Managed two PR agencies dedicated to pitching all Tao Group Las Vegas properties
- Proactively pitched stories to relevant journalists, and developed new and interesting interview topics
- Researched, identified, and executed new sponsorship opportunities to cross-promote key brands
- Worked with partners, agencies and vendors to manage and approve the development of contracts, press materials and creative collateral
- Liaised with internal graphics department on the creation, production and implementation of all creative materials for promotional campaigns (printed materials, signage, radio, TV, and outdoor advertising), while ensuring company-wide brand standards
- Approved all press, marketing, advertising materials produced by company partners and agencies
- Supervised all photo shoots and video shoots for image library

Kirvin Doak Communications–Las Vegas, Nevada
Account Executive/Senior Account Executive, January 2008 – April 2010

- Oversaw the public relations initiatives for MGM Resorts portfolio of 10 Las Vegas resort properties including CityCenter and Mandarin Oriental Las Vegas, MGM Grand Nightlife (Studio 54, Tabu Ultra Lounge, WET REPUBLIC Dayclub), Disney's The Lion King at Mandalay Bay, Bette Midler's The Showgirl Must Go On, Cique du Soleil's BELIEVE, and Cirque du Soleil's Viva Elvis
- Managed all broadcast relations for CityCenter, the five-diamond, $8.5 billion-dollar, mix-use luxury resort on the Las Vegas Strip
- Generated more than 250 million media impressions during the Dec. 2009 grand opening of CityCenter
- Utilize social media outlets such as Facebook, Twitter, etc. for a multi-channel approach to reach a wider audience and directly communicate with consumers
- Created daily news brief to track media coverage for clients, clip news articles and generate media impressions/ analytics monthly report
- Proactively pitched clients to local, regional, national and international media organizations (print, television, radio and Web) with innovative news, lifestyle, business, luxury and travel story ideas

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

Gonzaga University, Spokane, Washington • Master of Arts in Communication and Leadership Studies, 2010

University of Denver, Denver, Colorado • B.A. in Communications, 2006
Major: Communications Management – Public Relations; Minor: Political Science
Study Abroad, John Cabot University, Rome Italy, September 2004 – December 2004

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	**X**	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Lenora Kaplan***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Public Relations Executive***		
# of Years in Classification:	**32**	**# of Years with Firm:**	**8 months**

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

With more than 30 years of experience in all aspects of marketing communications, Lenora Kaplan has represented large corporations and small businesses throughout the U.S. in a diverse range of industries.

As an award-winning publicist, Kaplan has coordinated the opening of retail stores and convention centers, aided large corporations in their sponsorship of educational and anti-drug campaigns, designed marketing programs for the introduction of new products and services, advised business owners and celebrities on how to use the media to build up or improve their image, and spearheaded one of the country's largest events ever, the Statue of Liberty Centennial Celebration.

Kaplan is a professional speaker and media trainer and a former member of the National Speakers Association. Kaplan created the media relations course at UNLV's Educational Outreach Program and taught the course for six years.

Companies she has served through agencies in New York, Chicago and Las Vegas include PepsiCo, KFC, Cunard Cruise Lines, Stolichnaya vodka, Murjani International and Planet Hollywood Hotel and Casino, to name a few.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Pinnacle Entertainment*, 2004-2005, SK+G, Las Vegas, NV, Director of Public Relations*

For the opening of L'Auberge du Lac, Pinnacle's new resort and casino being built in Lake Charles, LA., the firm was hired to create and implement a public relations strategy and plan to market the resort/casino to the Houston and Beaumont, TX audiences, in addition to gamers throughout the Southeast and across the country. The plan consisted of media outreach to print and broadcast media in these markets, in addition to a heavy concentration on a large Vietnamese audience in Texas and meeting planners throughout the country.

The firm was asked to handle all crisis communications efforts for their Southeast properties during Hurricane Rita.

Planet Hollywood Resort & Casino, ***2005-2006, SK+G, Las Vegas, NV, Director of Public Relations***
Hired by Robert Earl after he bought the Aladdin Hotel & Casino, the firm was hired to make the transition from the Aladdin to Planet Hollywood and market the new resort to a national and international clientele. Media outreach included travel trade, meeting planners and general consumers.

MontBleu Resort Casino and Spa*, 2005-2006, SK+G, Las Vegas, NV, Director of Public Relations*
Hired by Columbia Sussex after they bought Caesars Tahoe, the firm was hired to rebrand the resort/casino to a younger and hipper audience. Although outreach was local, regional and national, we were asked to heavily concentrate in the San Francisco/Sacramento area.

Cunard Cruise Lines, ***1986-1988, Dorf & Stanton, New York, NY, Account Supervisor***
Cunard's QE2 began a retrofit in 1986 and set sail as a reintroduction in 1987. The firm was hired to handle all national media for the relaunch, including planning all events on its reentry to New York City. While live coverage with "Good Morning America" and other national media outlets were planned, the ship took on water just over half way to New York City. As Reuters and other wire services found about the flooding, the firm's crisis communications plan took hold and all events were canceled with less than eight hours notice. Some of these events were recounted in a New York Woman magazine story, as a reporter had followed Lenora Kaplan for a year as part of a profile on Women in Public Relations. In addition to the reintroduction of the QE2, the firm handled national public relations for six of their other ships, including travel trade, FAM trips and other media events throughout the world.

United States Ski Association*, 1986-1987, Dorf & Stanton, NY, Account Supervisor*
Working for USSA, a longtime client of the agency's, Lenora assisted the team with the creation and implementation of National Ski Day, a program geared to entice non-skiers to the sport. Participating ski resorts throughout the U.S. offered free lessons, lift tickets and other services as part of this annual event. Media outreach was national and included travel trade, in addition to consumer publications and outlets.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

New York University, New York, NY • B.F.A. ,1981

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

Pinnacle Award, PRSA Las Vegas Valley	2008
Pinnacle Award, PRSA Las Vegas Valley	2005
Golden Trumpet Award, Publicity Club of Chicago	1991
Silver Anvil Award, PRSA National	1989
Gold Quill Award, IABC National	1989
Big Apple Award, PRSA New York City	1989
President's Private Sector Initiative Award, Office of Private Sector Initiatives	1989
President's Volunteer Service Award. Corporation for National & Community Service	1985

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Adrienne Prather-Marcos***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Public Relations Account Executive***		
# of Years in Classification:	***3***	**# of Years with Firm:**	***3***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Adrienne is responsible for key components of the Las Vegas Convention & Visitors Authority account as it pertains to Public Relations. She oversees the strategy, planning and execution of the LVCVA's extended destinations of Laughlin and Mesquite. Since she took over this responsibility PR coverage has increased by 35%. Adrienne is also responsible for several important product verticals, including Wedding and Culinary. Adrienne successfully secured coverage from Brides, Bridal Guide, The Knot, Destination I Do & Honeymoons and Vogue during a recent Wedding FAM. During this year's Vegas Uncork'd event, Adrienne organized the filming of 8 culinary vignettes with Travel Channel. Adrienne has a rolodex full of media contacts at local, regional and national levels in TV, print and online outlets. Her 10 years of TV producing experience make her a valuable asset to the LVCVA PR team. During the launch of "Vegas Season" she secured a morning show takeover with Vegas ambassador, Wayne Brady on WGN Morning News and WBBM. This resulted in more than 15 minutes of coverage with a publicity value of $7M. Adrienne often oversees production shoots for major projects, organizes SMTs and Multi-Media News Releases. Adrienne also oversees the LVCVA's UK PR team in London. This includes all day-to-day operations, project management and execution of activations. Other strong skill sets include, organization skills, ability to multi-task, works well under presser & tight deadlines, team player, self-motivated and exceptional interpersonal skills.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Adrienne was hired at R&R Partners in Dec. 2011 to be an Assistant Account Executive. In Nov. 2013 she was promoted to an Account Executive on the LVCVA PR team. She is currently on track to be promoted to Senior Account Executive on the PR team within the next six months. Prior to working at R&R Partners, Adrienne was a TV News Producer or 10 years in top-tier spot markets, including Phoenix & Las Vegas.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

Southern Illinois University, Carbondale, IL • B.A. in Radio/TV Minor in Communications/PR, 2004

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

Two "All-In Awards" for agency recognition of going above & beyond for work on the LVCVA account. Jan/2014 & Feb/2014

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Juliet V. Casey***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Public Relations Account Executive***		
# of Years in Classification:	***9***	**# of Years with Firm:**	***1***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Juliet V. Casey is a public relations account executive with B&P Public Relations. She has been producing award-winning work for nearly 20 years in journalism and in public relations, including 13 years in Southern Nevada. She served as public information officer for the City of North Las Vegas for eight years. She also worked as a newspaper reporter for major publications, including the Las Vegas Review-Journal, Albuquerque Journal, San Bernardino Sun and The Tennessean.

Casey is experienced in corporate communications, government affairs and crisis communications.

She is a University of New Mexico alumna with a proven track record of successful public relations campaigns through traditional media relations, public outreach and integrated marketing strategies.

Specialties: Corporate Communications, Crisis Communications, Public Information and Media Relations (bilingual), Integrating Marketing and Event Planning, Writing for speeches, specialty publications, internet content and technical documents.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

As the public information officer for the City of North Las Vegas, Nevada, Juliet V. Casey aggressively promoted Craig Ranch Regional Park locally and regionally from 2012 to 2013 for a successful grand opening in the fall of 2013. The 170-acre park was designed as the crown jewel of the city's park system, rivaling some the best parks in the country. In addition to state-of-the-art playground equipment, the park features a world-class, four-bowl skate park designed for both skating and biking.

In advance of the grand opening, Casey marketed the park to target tourist groups, starting with people who are skate and bike enthusiasts. Focusing on Southern California and niche markets, Casey provided national skate and bike publications and websites with content, photos and video of the park. The links were shared on social media. By opening day, buzz for the park had spread such that hundreds of skate and bike enthusiasts lined the street before dawn, waiting for the gates to open. Unofficial polling on opening day suggested a small percent had traveled across state lines to join friends to check out the park and the new skate facility.

Other target demographics included:

- Children and families from across Southern Nevada
- Gardening enthusiasts who would be interested in using the 64-plot community garden
- Fitness and healthy lifestyle enthusiasts
- Senior citizens

- Companies who would want to host special events at the park
- Community groups who would want to host special events at the park
- Couples considering Las Vegas for a destination wedding

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

Case Western Reserve University, Cleveland, OH • Journalism Fellowship with an emphasis on aging in America, 2004

University of New Mexico, Albuquerque, NM • B.A. in Journalism Major with minor in American Studies, 1998, graduated Magna Cum Laude

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

- Award of Excellence for Best Recurring Special Event – State of the City Address – for city of more than 123,000 population – City-County Communications and Marketing Association in 2013
- EMA Award for Best Corporate Video for City of North Las Vegas – Electronic Media Awards in conjunction with Nevada Broadcasters Association in 2011
- Award of Excellence for Total Integrated Marketing Campaign – International Association of Business Communicators, Las Vegas in 2011
- Award of Excellence for Digital Media Campaign – International Association of Business Communicators, Las Vegas in 2011
- IABC, Las Vegas, Award of Excellence for TV spot – International Association of Business Communicators, Las Vegas in 2011
- Excellence Award for Annual Report – City-County Communications and Marketing Association in 2006
- Certificate of Recognition for "accurate, timely, informative and helpful tax information to assist taxpayers in understanding their rights and responsibilities under the law." – U.S. Department of Treasury – IRS in 2003
- First place New Mexico Press Women's Communication Contest in 2002
- Second place for best story on deadline, Society for Professional Journalists Inland Pro Chapter Awards in 1999
- Third place for best legal affairs story, Society for Professional Journalists Inland Pro Chapter Awards in 1999

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Jeremy Thompson***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Public Affairs Social Media Specialist***		
# of Years in Classification:	***1***	**# of Years with Firm:**	***8***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Joined R&R Partners from Stacrom Worldwide in Chicago. As a media specialist in Chicago, Jeremy planned and placed media for multiple national accounts winning awards and increasing sales. Originally coming to R&R as a media specialist, Jeremy established and grew the social media team at R&R Partners.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Since 2006, Jeremy worked with multiple Las Vegas casino resorts including Excalibur (2006– 2007, media planner), Wynn (2008–2010 associate media director), MGM Resorts International (2010– 2011 media director), and Treasure Island (2011–2013 media director) as well working on Nevada Resort Association's 75th anniversary (2007–2008, media supervisor) and (LVCVA in roles as both a media director (2011–2013) and social media director (2013–2014).

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

Purdue University, West Lafayette, IN • B.A. in Advertising and Public Relations, 1998
Purdue University, West Lafayette, IN • M.A. in Public Affairs and Issue Management, 2001
West Lafayette, Indiana

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

- 2004 OAAA National Media Plan of the Year (Altoids Strips)
- 2008 National Silver EFFIE (SNWA water conservation)
- multiple Addy's (Altoids, various others)
- 2008 Agency Super Star recipient (R&R Partners award given by agency principals)
- 2009 Mediaweek Media Plan of the Year (Wynn Resorts– under $1MM)
- 2009 Esquire Magazine 45 under 45
- 2011 OMMA Integrated Media Travel Award (LVCVA–Know the Code)
- 2011 iMedia Integrated Media Agency of the Year Finalist
- 2011 Creative Media Awards Radio Finalist
- 2011 Travel Weekly Magellan Awards LVCVA (Gold, How to Vegas; Silver, How to Vegas)
- 2012 Creative Media Awards Social Media Finalist (LVCVA–How to Vegas)
- 2012 Internet Advertising Competition Awards Outstanding Social Media Campaign (LVCVA–How to Vegas)
- 2012 Social Media Society Finalist (LVCVA–How to Vegas)
- 2012 Travel Weekly Magellan Awards Silver, social media campaign (LVCVA–Know the Code)

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Lisa Hill***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Social Media Director***		
# of Years in Classification:	***.5***	**# of Years with Firm:**	***1.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Navigating the social media universe requires a map and a compass and Lisa has both in her back pocket. Her day is all about drilling down into her clients' brand goals and studying to what degree they are reflected in the social space. She specializes in driving her clients' overall social strategies, humanizing the brand experience in ways that will fully engage existing and potential customers. She leads in R&R social offerings and works closely with the Western Digital and LVCVA teams at R&R as well as assists with business development strategy for the agency.

Prior to joining R&R, Lisa served as social supervisor at Crispin Porter + Bogusky, where she was responsible for the overarching strategic vision for Bing, Kraft Mac & Cheese, Triscuit Crackers and A1 Steak Sauce. In this role, she led brand audits that identified key business opportunities for these varied clients, developed monthly calendar and larger social media executions, and was the day-to-day consultant for all things social-related. Her high-profile work for Kraft included the Mac & Jinx program for Kraft, which drove significant lift in follower growth as "mac and cheese" became a trending topic. Prior to taking over the social space at the agency, she was media supervisor on the Domino's local, Best Buy and Groupon accounts.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Have begun working on LVCVA as of March 2014 – helping activate their latest #VegasSeason campaign bringing an offline experience to the online/social world successfully.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Colorado, Boulder, Colorado • B.A. in Journalism/Advertising with a minor in Business, 2005

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

N/A

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Matt Mason***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Vice President of Engagement***		
# of Years in Classification:	***2***	**# of Years with Firm:**	***4***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Matt Mason is responsible for the digital and social strategy across the entire spectrum of R&R Partners. Matt has over 15 years experience building brands online for clients like Target, Ford, Mazda and Boeing.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Matt has built digital strategy and properties for the Arizona Office of Tourism and Las Vegas Convention and Visitors Authority.

Arizona Office of Tourism
2005 – 2008
Sarkissian Mason contracted with Moses Anshell
Phoenix Arizona
Executive Creative Director
Redesign of ArizonaGuide.com

Las Vegas Convention and Visitors Authority
2011 – Present
R&R Partners
Phoenix Arizona
Vice President of Engagement
Redesign of LasVegas.com and other properties, Social strategy.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Idaho, Moscow, Idaho • B.A. in Advertising

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

N/A

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Ben Ursu***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Director of Digital Technology***		
# of Years in Classification:	***10***	**# of Years with Firm:**	***3.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Ben Ursu manages a wide variety of technical projects and operations. Some areas include: research and scope development, technical project management, developer team leadership and workflow, code development and review, deployment and maintenance. Ben has expert working knowledge in programming (ASP.Net C#/PHP), database development (MSSQL/MySQL), network architecture and is always keeping in touch with emerging technologies. Clients include LVCVA, Boeing, WD, Mazda, Nike, Ford, IMAX, CBC, ESPN, Proctor & Gamble, Chrysler, Sony, Nickelodeon, Rockford Fosgate, Arizona Tourism and Zappos.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

LVCVA, three years, with R&R
Arizona Tourism, two years, with Sarkissian Mason, Contracted to develop several web properties.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

Arizona State University, Phoenix, AZ • B.A. in Computer Information Systems, 1999

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

2001 Adobe Case Study – Blue Maze Entertainment
2003 ADDY Gold – Ford Racing
2004 Adobe Site of the Day – 2004 Mazda6 Derivatives
2004 ADDY Silver – Woods Litho
2005 ADDY Gold – Ford SVT Focus
2006 Webby – Mazda Zoom–Zoom Island
2009 Adobe Site of the Day – 2009 Mazda6
2011 Webby – Boeing's NewAirplane
2012 IAC Best Airline Website – Boeing's NewAirplane
2013 Communicator Awards Gold – Boeing 787 Dreamliner Dream Pass
2013 IAC Best Airline Website – Boeing 787 Dreamliner Dream Pass
2014 ADDY Bronze – Boeing 787 Dreamliner Flight Tracker
2014 Communicator Awards Gold – Boeing 787 Dreamliner Flight Tracker
2014 ADDY Gold – Boeing Design Your Own
2014 Communicator Awards Gold – Boeing Design Your Own
2014 IAC Best Airline Website – Boeing Design Your Own

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Emily Jones***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Digital Project Manager***		
# of Years in Classification:	***1***	**# of Years with Firm:**	***7***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE
Information should include a brief summary of the proposed individual's professional experience.

Emily Jones has been with R&R Partners for seven years and has spent the majority of her time in Account Management. She has recently moved onto the Digital Project Management team where she has manages digital/website projects for the Las Vegas Convention and Visitors Authority.

RELEVANT TOURISM INDUSTRY EXPERIENCE
Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Emily Jones has spent the majority of her professional career at R&R Partners working on behalf of the Las Vegas Convention and Visitors Authority.

EDUCATION
Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Oregon, Eugene, OR • B.A. in Spanish, 2005

AWARDS (Won by the individual)
Information required should include: Award, organization giving the award and date received.

Emily Jones was a recent recipient of the Superstar Award at R&R Partners.

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Thomas Madrid***		**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Lead Web Developer***			
# of Years in Classification:	***17***	**# of Years with Firm:**		***2***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Over 17 years of veteran experience in marketing media development and design, currently as a full-stack LAMP developer with emphasis on AWS configurations and deployments. Experience includes Flash design and development, Web design and development, Video production, post-production and Motion Design with special emphasis on merging creative materials with technology. Supported the needs of small and large businesses in a number of industries including Scientific, Defense, Human Resources, Product-level marketing, Internal and External Communications and Internet Media from concepts to roll-out, and beyond with lots of attention to detail, customer requirements, metrics and tracking, and response-driven product iterations (Agile Development).

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Two years on LVCVA, Norwegian Cruise Line, website/digital campaign development and support

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Phoenix, Online campus • B.S. in Marketing, 2005
College of Southern Nevada, Nevada • General Studies, 1998

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

N/A

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Justin Gilbert***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Marketing Analytics Director***		
# of Years in Classification:	***1.5***	**# of Years with Firm:**	***1.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Justin Gilbert joined R&R Partners in February of 2013 after working for more than a decade on political campaigns. Before joining R&R Justin primarily leveraged skills in data and statistical analysis to plan and optimize the campaign he worked on, including targeting voters, establishing path's to victory and vote goals. He most recently worked as the Coordinated Campaign Director for the 2012 Nevada Democratic Campaign. Prior to 2012 he worked as Senior Strategist on Senator Reid's 2010 Re-Election campaign.

At R&R Justin serves as Marketing Analytics Director and brings the same skills honed over years of political campaigns to support the agencies diverse roster of clients. Supervising a growing team within the Media and Measurement Department, Justin engages throughout every phase of a marketing effort: data discovery, planning, execution and post effort analysis of results.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Since arriving at R&R Partners in February of 2013 Justin has worked extensively on the Las Vegas Convention and Visitors Authority, including assisting with recent zero based planning efforts. Additionally he serves as lead for analytics on the new LasVegas.com working with cross agency teams to optimize both engagement and e-commerce efforts. Most recently he worked with the media team at R&R to develop opportunity cost models that weighed the various potential of over thirty U.S. markets to a relative cost to advertise to broaden the LVCVA's media footprint.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Nevada, Las Vegas • B.A. in Political Science, 2004

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

United States Senate – Certificate of Commendation – April, 2004
Awarded in recognition of outstanding service to the Democratic Party.

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Shawn Lein***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Director of User Experience***		
# of Years in Classification:	***1.5***	**# of Years with Firm:**	***3.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Shawn has been in the web design field since before there was a web design field. He has logged close to 18 years of experience in interaction design, user experience design, information architecture, visual interface design, and management and direction of design teams.

Shawn started with R&R Partners in early 2011. As Director of User Experience he designs and produces content architectures and taxonomies, user flows, interactive wireframes, and navigation designs. He ensures a proper user-centered design process on interactive projects by gathering user stories, performing card sorting exercises, developing prototypes and performing usability testing.

Previously, Shawn also taught user-centered design as an adjunct instructor at The Art Institute of Las Vegas, worked as a senior UX and web designer for a Fortune 500 medical/health web application company in Las Vegas, and marketing and Internet service firms in New Jersey and North Carolina serving national and international clients.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

2011-12, R&R Partners, Las Vegas, NV, Digital Studio Manager
Lead animator and UX consultant for Las Vegas Convention & Visitors Authority (LVCVA) digital assets including web site components, web banners and emails.

2012-14, R&R Partners, Las Vegas, NV, Director of UX
Lead UX Designer for LVCVA digital campaigns including web site/microsite/campaign landing page design and optimization.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

Nielsen Norman Group Usability Week Training, Las Vegas, NV • 2012
Mobile User Experience 1 & 2; Visual Design for Mobile and Tablet; Managing User Experience Strategy

University of Nevada Las Vegas, Las Vegas, NV • Manager's Toolbox Certification, 2009

Trenton State College/The College of New Jersey, Ewing, NJ • BFA/Computer Graphics, 1996

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

- Faculty of the Month, February 2013, Art Institute of Las Vegas
- Employee of the Month, October 2012, R&R Partners

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Chad R. Well***		**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Digital Strategist***			
# of Years in Classification:	***1***	**# of Years with Firm:**		***1***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

I've spent the last 9+ years in digital strategy and marketing, helping to drive branding and direct response results for major hospitality brands. I've been responsible for managing paid digital campaigns, e-mail, and for crafting strategies for digital products, including websites and mobile apps. My skill set includes digital strategy, e-mail marketing, display advertising, SEO/SEM, online media testing and optimization, digital campaign management, and web analytics.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

August 2013 – Present
R&R Partners, Inc., Las Vegas, NV
Digital Strategist

Develop email strategy for flagship client, the Las Vegas Convention and Visitors Authority (LVCVA). Deliverables include strategies for email subscriber acquisition, subscriber contact cadence, and dynamic message content. Develop strategies for client web products, including website redesigns, landing pages, microsites, and mobile apps. Create the digital strategy for LVCVA's major campaigns; collaborate with Digital Media, Social, Creative, and User Experience teams to ensure digital components integrate seamlessly into the overall campaign strategy. Collaborate with Measurement team to evaluate campaign or product performance against KPIs established in the initial strategy and tracked in Adobe Analytics; recommend optimizations based on KPI data. Create the testing road map for client's main site, LasVegas.com; write strategy for individual A|B or multivariate tests to be executed with Adobe Target.

December 2006 – August 2013
Caesars Entertainment Corp., Las Vegas, NV
Senior Internet Marketing Specialist

Manage extensive display advertising program for ten Las Vegas resorts; test and optimize display creative and publisher mix; run six/seven-figure online media campaigns; team with agency of record to manage the Las Vegas market's paid search program; guide internal clients on growing mobile search program; internal client lead on market wide email marketing program.

March 2005 – December 2006
Hooters Casino Hotel, Las Vegas, NV
Internet Marketing Manager

Led outside agency in creation and launch of new Hooters Casino Hotel website; created e-mail marketing program; owned the digital media planning and buying function; wrote/edited online content.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

Northwestern University, Evanston, IL • B.A. in Economics, 1990

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

N/A

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Melissa Kalashian***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***SEO Specialist***		
# of Years in Classification:	***3***	**# of Years with Firm:**	***2***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Melissa is a stickler for words and phrases. In her role as SEO specialist, she's like a headmaster for improving organic search and confirming that SEO strategies are always on target. Her work in sectors as varied as health care, transportation and insurance as well as pro bono clients for the agency's R&R Partners Foundation have garnered millions of brand impressions. Her digital dexterity at collaborating with content providers, UX designers, strategists, developers and social media specialists ensures clients like Envision Healthcare, Utah Department of Health's Tobacco Prevention Program, Cadence and the Sustainable Water Project experience relevant and engaging website successes.

Prior to joining R&R Partners, Melissa was a partner in the Orange County, California, digital firm, Web Coast Design. For 10 years, she helped lead the organization, developing her digital marketing skills while managing a team of 30 senior designers and developers with national and international clients in fields as diverse as law, education, travel, automotive and media.

Although people in the digital world speak a language all-their-own, Melissa is also happy to talk about her favorite foreign films and causes like St. Jude's Hospital for Children.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

N/A

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Massachusetts Lowell – Magna Cum Laude
Bachelors of Science Information Technology
One University Avenue
Lowell, MA. 01854

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

Alpha Sigma Lambda Honor Society – May 2012

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Lauren Walker***		**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Corporate Director of Engagement***			
# of Years in Classification:	***1+***	**# of Years with Firm:**		***3.5+***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Digital continues to be a vibrant and growing discipline in R&R's considerable portfolio of integrated marketing tools, and as oversight of our engagement team under Matt Mason, Lauren makes sure that social and digital projects are strategic, innovative and completed on budget, on time and to ours and our client's exacting standards. She has worked on some of the agency's biggest accounts, including the Las Vegas Convention and Visitors Authority, Boeing and Western Union.

Lauren has experience with project management, digital strategy, social media, user experience, SEO/SEM, display advertising, Adobe Creative Suite, and development including HTML and PHP. Since joining the agency in January 2011, her dedication and top-flight skills have landed her three promotions.

Lauren came to R&R from the Hard Rock Hotel, where she worked as Internet marketing manager and oversaw all online initiatives, including websites, search, email, display, social and other online avenues, along with agency selection and contract negotiations. Before joining HRH, she worked as the online campaign manager, junior Web designer and production artist for Las Vegas advertising agency SK+G.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Corporate Director of Engagement, May 2013 – Present, R&R Partners
Las Vegas, NV
Primary client: Las Vegas Convention and Visitors Authority

Director of Digital Project Management, September 2012 – April 2013, R&R Partners
Digital Project Supervisor, January 2011 – October 2012, R&R Partners
Las Vegas, NV
Primary client: Las Vegas Convention and Visitors Authority
Major projects: LasVegas.com and VegasMeansBusiness.com redesigns, various campaign microsites
Duties: Scoping, defining, managing, and leading the implementation of digital projects from kick-off to launch based on business requirements defined by the stakeholder. Understanding digital reporting and analytics, business challenges and working with an integrated team to come up with innovative and interactive solutions to achieve measurable results. Mentoring team of Digital Project Managers and Coordinators.

Internet Marketing Manager, October 2008 – January 2011, Hard Rock Hotel
Las Vegas, NV
Major projects: HardRockHotel.com redesign, launching and maintaining social media channels and SMS program, creating and deploying email campaigns, overseeing SEO and SEM

Duties: Project managing all online initiatives including websites, search, email, display, social and other miscellaneous online avenues for the property as a whole. This included agency selection and contract negotiation. These online channels and agencies were then used to shape and evolve the company's online presence and persona through strategic and creative campaigns.

Online Campaign Manager, January 2008 – September 2008, SK+G
Las Vegas, NV
Primary clients: Palms Casino Resort, Planet Hollywood Resort & Casino, Pinnacle Entertainment
Major projects: Creating and managing SEM campaigns for Palms and Planet Hollywood, trafficking banners for Pinnacle Entertainment, reporting for all clients
Duties: Maintaining and optimizing all online search campaigns. Setting up search campaigns from start to finish. Setting up campaigns through third party ad server. Launching and monitoring banner campaigns and landing page activity and troubleshooting problems. Creating and trafficking redirect URLs to vendors. Issuing insertion orders. Utilizing analytic reporting to provide clients with detailed summaries and recommendations for their campaigns. Communicating with clients on a regular bases.

Junior Web Designer, January 2007 – January 2008, SK+G
Las Vegas, NV
Primary clients: MGM Grand Hotel & Casino, Palms Casino Resort, Planet Hollywood Resort & Casino, Pinnacle Entertainment, Snoqualmie Casino
Major projects: MGM nightlife banners and eblasts, PlanetHollywooodResort.com redesign
Duties: Creating online assets such as websites, banners, eblasts, and site reskins for multiple clients. Responsible for designing these assets, preparing them for the web, storyboarding, and basic programming. Reformatting print collateral for web usage while adhering to brand standards. Working with the interactive team to see a project to completion including following art direction and adhering to web standards.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

Northern Arizona University, Flagstaff, AZ • B.A. in Advertising, Minor: Psychology, 2006
Graduated Magna Cum Laude with Liberal Studies Honors

University of Phoenix, Online Campus • Master in Business Administration, 2010

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

N/A

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***R&R/CRR Holdings, LLC dba B&P Advertising***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	***N/A***

The following information requested pertains to the individual being proposed for this project.

Name:	***Lindsey Stull***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Assistant Account Executive, Public Relations***		
# of Years in Classification:	***9 months***	**# of Years with Firm:**	***3 yrs 7 months***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Lindsey Stull has a very diverse background in public relations. She has worked on everything from health care and education to special events and tourism. These include but are not limited to Truckee Meadows Community College (TMCC), Grand Sierra Resort, Terry Lee Wells Nevada Discovery Museum, National Championship Air Races, Hot August Nights, Las Vegas Convention and Visitors Authority (LVCVA) and more. Lindsey is experienced in the world of media relations, event planning and crisis communications. She was a part of the public relations team that handled national crisis communications for the National Championship Air Races following the 2011 event after a plane crashed and killed 11 people.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Lindsey started at R&R Partners shortly after she graduated from The University of Nevada Reno in 2010 and has been with the company ever since. She began her career in the R&R Partners Reno office. During her two years in the Reno office, Lindsey worked on many of the city's special events that attract millions of visitors to northern Nevada each year. These special events include Hot August Nights and National Championship Air Races. In 2012, Lindsey began work with Grand Sierra Resort. She assisted the property in the promotion of its $25 million renovation, events, entertainment, dining options and more. Lindsey is a Las Vegas native and returned to the destination in March 2013 to work on the LVCVA public relations team. She has been promoting the Entertainment Capital of the World for 1 year and 5 months. She was promoted to Assistant Account Executive, Public Relations in December 2013. During her time on the account, she has assisted on multiple international projects and planned more than 10 media familiarization tours.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Nevada, Reno • B.A. Journalism and Public Relations and a Minor in Speech Communications Studies, 2010

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

Received 2011 Award of Excellence Silver Spike from Sierra Nevada Chapter of the Public Relations Society of America for work with the Terry Lee Wells Nevada Discovery Museum.

Received R&R Partners All-In Award in May 2014.

WE ARE MOUNTAINS OF SNOW
AND VALLEYS OF FIRE.

NEVĂDA A WORLD WITHIN. A STATE APART.

Tab IX

9.2.3.9 Other Informational Material

N/A

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b&p ADVERTISING MEDIA PUBLIC RELATIONS