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The truth is, you're only as good as your support. At Real Vegas Magazine, we are profoundly grateful for our loyal readers and the incredible Las Vegas community that continues to inspire everything we do.

This special issue is dedicated to honoring the 2025 Most Magnificent Men of Las Vegas—a group of remarkable individuals who embody integrity, leadership, and the true spirit of what it means to be Real. Their dedication to their craft, their families, and their community reflects the very essence of what makes Las Vegas such a special place to live, work, and thrive. What an amazing time to be aligned!

Every feature within these pages represents a collective effort born from passion, hard work, and heart. From our advertisers and photographers to our writers and creative team, every contribution helps us tell the stories that matter most—those rooted in authenticity, perseverance, and the vibrant history and future of our city.

We extend our sincerest thanks to everyone who makes each issue of Real Vegas Magazine possible. Your continued support allows us to celebrate the people who make this community extraordinary.

We welcome you to share your stories, ideas, and editorial submissions with us at info@realvegasmagazine.com, and to stay connected by following [@RealVegasMagazine](https://www.instagram.com/RealVegasMagazine) on social media or visiting realvegasmagazine.com. Join us at one of our upcoming Real Vegas community events—we'd love to see you there.

From our family to yours, thank you for keeping it Real, Las Vegas. We hope you enjoy reading this issue as much as we enjoyed creating it.

OUR REAL VEGAS TRIBE

Candice Wiener

Madison Wiener

Eden Black

Alisha Shaffer

Michael Rogers

Chef Vic Vegas

Henry Black

Thomas Harvey

Kim Yee

Max Mosinz

Swetta Kathuria

Jonathan Scott

Melissa Redford

Jerry Metellus

Patrick Rivera

Christian Purdie

Rachel Horton

Dallas Horton

Brian Ross Burnham

Michael Kaleikini

Jennifer Bradley

Oscar Goodman

Tyra Bell

Jennifer Vaughan

Lindsay Feldman

Alexis Kouser

Andrew Kenga

Roy "Big County"

Nelson

Ricci Lopez

Phillip Cox

Meyer Lansky II

Patricia Lee

Gerard Ramalho

Rachel Smith

Christopher Madsen

Dana Costantino

Ella Gagiano

Sinni Singh

Jennifer Busse-Nieves

Jessica Ongman

Siloh Moses

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VEGAS NONSTOP

By Jonathan Scott and Melissa Redford

GHOSTS, GOBLINS AND GRIDIRONS

As the leaves fall off the cactus and we go from pool parties to haunted houses and football season here are a few of our suggestions to enhance your Las Vegas lifestyles.

The long-awaited UNIVERSAL HORROR UNLEASHED adjacent to AREA 15 is open and ready to scare the pants off you. Parking is free for a change and its easy access to the attraction. There are two restaurants as soon as you walk in. There's a "grab and go" quick bite counter in the main big room resplendent with flying witches, monsters and a wedding couple that you think are mannequins until they lunge out at you. There's a lot of lunging going on throughout the attraction. The Premiere Restaurant is a sit-down casual restaurant projecting a few of our favorite horror movies on a big screen. The "Jack Show", a live evil clown 20-minute theatrical show with acrobatics, hula hooping and jack-foolery in front of the restaurant to enhance your dining experience. There is also a "Megan" exhibit where the robotic actress gyrates in her photo area and circulates through the restaurant for photo ops. There are plenty of "atmosphere characters" at every turn but it was time to make the rounds through the four exhibits.

SCARECROW: THE REAPING

Bloodthirsty scarecrows are bent on revenge in this 1930's farmland taken over by horrifying inhabitants. The lines moved quickly and we suggest you bring a light jacket or sweater. Some of the wind effects from the dust storm will blow really cold air at you through the tall corn stalks. Part of the scary farm ambience. Scarecrows jump out at you at every turn, every door and every window. Hold hands. You will be scared!

UNIVERSAL MONSTERS

We loved The Hall of Movie Monsters set in Dracula's shadowy castle. Entering the exhibit Universal does a really great job capturing the movie busts of Frankenstein and his bride, The Creature from the Black Lagoon, the Mummy, Gil Man, and most legendary monsters of all time. Our favorite was the homage to Bela Lugosi who lunged out at us with his cape spread and his fangs showing. We wished the Count a Good Evening.

BLUMHOUSE'S THE EXORCIST: BELIEVER

We descended into demonic possession from room to room from the hospital to the girls' homes witnessing the actual exorcism surrounded by supernatural chaos. Spoiler alert: The bed doesn't levitate or rock and there's no head spinning or projectile vomiting. Dammit.



"THE TEXAS CHAINSAW MASSACRE" haunted house, placing them in the footsteps of the victims as they face horrifying iconic scenes and characters. Guests will come face-to-face with Leatherface and every member of his deranged family and their victims, as the terrifying sound of chainsaws haunts them at every turn.

HALLOWEEN FAVORITES AND OTHER DELIGHTS

PALMS CASINO RESORT invites you to party at the Ghost Bar for spooky drink specials and one of the best views of Las Vegas. Wednesday night is ladies' night and mention we sent you for comps and drink specials. Join the Players Club for a chance to win a Maybach and for invitations to special dinners at Scotch 80 fine dining. Cigar smokers are welcome on the patio and at the Unknown Circle Bar.

THE COMPOSERS ROOM "Haunted Brunch" on Fridays, Saturdays and Sundays presents a horror themed experience with live entertainment, all you can eat, and bottomless mimosas for only \$18 bucks! Also, special Bloody Mary's, themed cocktails and costumes are encouraged. Open to all ages with parental discretion advised for younger viewers. For some of the best local Las Vegas we strongly suggest catching Kelly Clinton-Holmes Variety Show on Thursdays, the amazing Stephanie Calvert-Marion and her hubby Chris Marion in "the Hang" on Monday nights, Songwriter Keith Thompson's Piano Party and Rock and Roll Church on Sunday nights. The Composers Room is located at the Historic Commercial Center with free parking and if you really want to get scared walk into the famous Green Door across the parking lot. IFYKYK

THE MAGICIANS ROOM opens October 25th at the Linq Promenade with a great line up of magicians including Farrell Dillon, The Conjurers, David Goldrake and "Late Night Magic" with our friends Doug "Lefty" Leferovich, Bizzaro, Hollie England and The Shocker!

THE SAND DOLLAR BLUES CLUB on Spring Mountain and Polaris



once again transforms into Nightmare on Spring Mountain with specialty drinks, live music, themed costume nights, themed glassware and cocktails based on song titles like the Soul Sacrifice twist on a classic mule served in a sugar skull mug and a Poison Apple martini served in an Absinthe rinsed black martini

glass. Open from 4pm to 4am The Sand Dollar has the best authentic blues in Las Vegas and is a favorite after hours hang for local musicians and cool cats. PS Try the pizza!

THE GOLDEN TIKI on Spring Mountain if you're in the mood for shrunken heads and exotic cocktails. The Golden Tiki is a must see stop whether you're local or a tourist. The cocktail menu is one of the best in Las Vegas with an eclectic lineup of talent every night of the week. Thee Swank Bastards perform on Monday nights and an adults only Wednesday night features Cora Vette performing spicy songs. This is the point of our night on the town where we suggest ride share.

FETISH & FANTASY is now known as Sin City Halloween Ball Weekend celebrating Halloween and Day of the Dead and returning to the Virgin Hotel. Oct. 31 and Nov. 1st. 2 Live Crew performs on Halloween. The costumes, the music and the vibes are risqué and you might see your next-door neighbor on a leash with a ball and gag but, hey, we're still in Vegas, baby!

JAZZ VEGAS ORCHESTRA performs big band hits with horns, strings and the best vocalists in Las Vegas. You can catch this collective of the best musicians in town at Notoriety the first Wednesday of every month with special performances at The Smith Center with rotating vocalists and board members Clint Holmes and Linda Woodson. A must-see show where you can support traditional jazz in our community.

BOB MARLEY HOPE ROAD immersive entertainment is here with the rhythm of Jamaica, live music, storytelling in this non-seated performance moving from room to room including Trench Town streets and a Jamaican Dancehall. New groups start every hour. One Love!

MAE DALY'S FINE STEAKS & WHISKEYS is our secret go to place for mouthwatering entrees, a friendly knowledgeable bartender and live jazz music on Thursday nights. With complimentary valet located across the street from The Strat make a reservation before everyone finds out about Mae Daly's. Make sure and tell Richard the owner and Tommy the bartender that we sent you.

ARE YOU READY FOR SOME FOOTBALL? Will the Raiders under new head Coach Pete Carroll win more than last season's four games? Maybe if owner Mark Davis gets a new hair style, huh?

STEINERS – A NEVADA STYLE PUB with three locations is our favorite neighborhood sports bar with great food, over 70 domestic and imported beers, great promos and delicious lamb chops along with a full menu and video poker. Steiners- A Nevada Style Pub plans regular group parties to all Las Vegas sports games for its players. 24/7 the kitchen never folds serving breakfast, lunch, dinner and late-night fare.

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Tune In Saturdays 1am after Saturday Night Live (SNL) on NBC Ch.3 Las Vegas to our half hour comedy talk show with original music, interviews and a round of Truth or Brown Sugar (BS) that is informative but mostly just for laughs. As always, keep it Real Vegas!

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HELLFIRE & HYDROTHERAPY

THE HIGH-OCTANE LIFE OF JIM SHUE



From Nitro to Neon, One Man's Drive Fuels Las Vegas and Beyond

By Candice Wiener



When you meet Jim Shue, you don't just meet a businessman — you meet a builder, a racer, and a living legend of grit and horsepower. He's the owner of Creative Spa Design, one of Southern Nevada's premier custom spa companies, and the proud owner of Hellfire, one of the most famous funny cars in drag racing history.

It's a story that began far from the bright lights of Las Vegas.

From Missouri to the Mojave

Born in Missouri, Jim moved to Las Vegas when he was just three years old. His father, a culinary leader who headed major hotel kitchens in the late 1950s and early '60s, brought the family west after serving in the military. Vegas was still small back then — a desert town built on ambition.

and opportunity — and it shaped the foundation for Jim's lifelong hustle.

As a teenager, he was already working. At 14, he started in the grocery business, stocking shelves and loading boxes, learning early that success is built on long hours and unrelenting effort.

Later, Jim joined the Las Vegas Sun, working under the famed Greenspun family. As a circulation manager and one of the city's best promoters, he had a knack for drawing new subscribers and building relationships across town — a talent that would serve him in every career that followed.

But the ink-stained hands of the newspaper world weren't enough to contain his need for speed.

The Drag Strip Dream

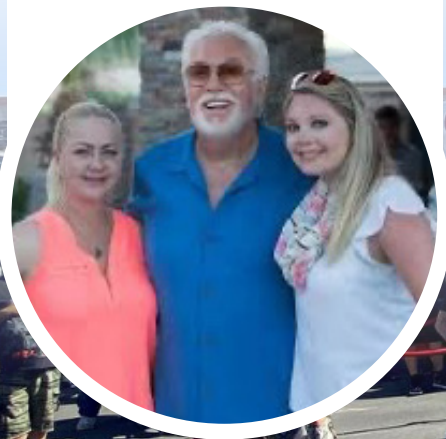
In the late 1960s, Jim followed a dif-

ferent calling — the roar of engines and the rush of nitro. He became a professional drag racer, campaigning his now-legendary 1969 Corvette Funny Car known as Hellfire. For a year and a half, he chased the dream — no big sponsors, no deep pockets, just pure determination. But with a wife, a child, and mounting bills, he eventually sold the Hellfire and returned to the newspaper business.

"I loved it, but I had to feed my family," Jim says, matter-of-factly.

Decades later, in 2019, he got a call that changed everything. Someone had spotted a Hellfire Corvette Funny Car at an auction in New Orleans. The car hadn't sold — but the name on the chassis stopped Jim cold: Jim Shue's Hellfire.

He made the trip. There it was — the car he'd once poured his soul into.



Jim called his longtime mechanic and friend, Steve Montrelli, and set out to bring Hellfire back to life. Their mission: to make it the loudest, most crackling car on the planet. Together with other gearheads and crew, they completely restored the car in Jim's own garage.

The restoration was more than nostalgia — it was resurrection. The car's original driver had passed away in 2016, but his spirit lives on every time Jim fires it up for a crowd.

Cacklefests, Crowds, and Nitro Glory

Today, Jim and fellow racer Rusty Delling (who lives in Utah) keep Hellfire and its twin on display at car shows around the country. They're fixtures at Cacklefests, where they ignite both cars in synchronized, thunderous spectacle — drawing massive crowds, signing autographs, and selling merchandise.

At events like Vegas Auto Fest and Hot August Nights in Reno, Hellfire is always the star. "We light it up, and you can feel it in your chest," Jim laughs. "That's what people come for."

Running on \$35-a-gallon nitro and burning through 55 gallons of it at a time, the car is raw, unapologetic power. Jim works twelve-hour days for a week straight at these events, giving out posters, chatting with fans, and living every second of the adrenaline he fell in love with half a century ago.



"The car itself has records that still can't be beat," he says proudly. "We rebuilt everything ourselves — right here in my home garage." I've been fortunate to have seen Hellfire fired up many times at some of Jim's infamous birthday parties where he always puts on a show for hundreds of his closest family and friends while lavishly celebrating the day of his birth. It simply never gets old!

Reinventing Success

But speed wasn't Jim's only passion. When he finally hung up his racing gloves, he found himself — once again — looking for a new challenge.

He'd spent over 13 years in the newspaper industry, building circulation for the Las Vegas Sun, and even worked in Colorado Springs before returning home. Burned out but not broken, he knew it was time to create something of his own.

That's when Creative Spa Design was born. Partnering with Michael Mack and Larry Friedman, Jim opened his first store on Maryland Parkway. From day one, he built it from scratch — designing, promoting, and installing high-end spas that were ahead of their time.

"I designed my own molds, changed designs for six months straight if I had to," he says. "Everything we did was deeper, stronger, and more comfortable than anything else out there."

While competitors sold cookie-cutter tubs, Jim was revolutionizing the industry with semi-inground hot tubs and travertine tile decks that looked like works of art. His displays at home shows were massive, drawing crowds the way his race cars once did.

"I was aggressive," he admits. "I worked my ass off. But that's what it takes."

The Legacy of Craft and Commitment

Creative Spa Design quickly became a name synonymous with luxury and qual-

ity. Jim designed his own products, engineered his own molds, and spent decades perfecting details most competitors never even noticed.

His granddaughter, Christina, who is also my sister-in-law, now runs operations in Reno and Sparks using the same formula he built from the ground up. "I gave her the blueprint," Jim says proudly. "She's keeping the legacy alive." He proclaims she will inherit everything he continues to build, which makes my heart happy for her and her loved ones.

Jim's loyal crew has been with him for decades. His general manager, Paul, has worked alongside him for 21 years. His crew chief, Emanuel, has been there at least 15. Together, they've seen the company through every evolution of the spa industry — from early prototypes to today's high-tech hydrotherapy systems.

At one point, Jim ran three stores across Nevada. Today, he's content with one thriving location, preferring quality over quantity. "It's a great business," he says. "I'm proud of what we built."

The Drive That Never Fades

Whether it's the Hellfire roaring under the Nevada sun or a custom spa bubbling under the desert stars, Jim Shue's life has always been powered by motion — and by a determination that doesn't quit.

"I've been lucky," he says, smiling. "I've had fast cars, great people, and a career I built with my own two hands."

From drag strips to dream backyards, Jim Shue remains one of those rare few who can say they truly lived life in the fast lane — and brought the heat with them every step of the way.





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From the Publisher's Desk

The Unshakable Force of Women Who Lead with Both

Power & Grace

This issue is dedicated to the 2025 Most Magnificent Men of Las Vegas. Learning more about these incredible sacred males and their masculinity is always inspiring, so I wanted the focal point of this issue to be something most men love deeply and cannot—or don't want to—live without: the divine feminine. And prayerfully, hopefully, you only have eyes for one. Because if yours is amazing, supportive and healed—with only positive intentions for you and your life—that's truly all you need.

There's a powerful combination in female entrepreneurship and leadership in today's world—a formidable pairing of two equally important roles that modern women face in relationships, family, careers and throughout every aspect of personal life.

Power: possession of control, authority or influence over others.

Grace: unmerited divine assistance given to humans for their regeneration or sanctification.

Together, these qualities create a formula of purity and enlightenment that offers divine assistance in all aspects of a woman's journey.

When I think of power and grace, I see a ballerina. Though she moves effortlessly and is adorned with femininity, most don't see the power it took to endure the pain, practice and persistence behind the curtain—preparing for her debut or her encore.

Power and grace encapsulate a female force to be reckoned with. In my past experiences, many male role models have taken advantage of women like me—passionate, empathetic, trusting and kind—mistaking those qualities for weakness. But make no mistake: a woman who embodies both power and grace will always rise, no matter what obstacles are thrown in her way.

Being a real woman of power and grace takes far more than most recognize—not just today, where pressures can feel insurmountable, but across generations. My belief and upbringing remind me that God doesn't change. While societal expectations evolve, some truths remain the same. Strong women must navigate layered expectations as leaders, mothers, partners and visionaries.

“Don't mistake my kindness for weakness. I am kind to everyone, but when someone is unkind to me, weak is not what you are going to remember about me.”

—AL CAPONE

I used to proudly proclaim, “I am not a feminist.” I still believe that. While I cherish feminine qualities and attributes, I also see the paradox: today, women are often expected to bring home the bacon, fry it up, serve it with love and clean the kitchen afterward. Where's the romance in that? Where's the balance of masculinity?

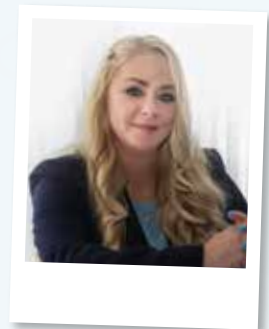
Being a fearless female—past, present or future—has never been easy. But with power, grace, grit and dignity, strong women can and do rise. Living with integrity, principle and honesty ensures that the grace of God shows up in whatever we do.

Some days we may think we're the captain of the ship, but ultimately, faith reminds us of who is truly in control. And for that, we as women are forever empowered, grateful and inspired.

Take a chance on a strong woman who lives her life full of power and grace. You'll be amazed by what you discover.



Las Vegas Raiders Owner, Mark Davis, with
Publisher & CEO of Real Vegas,
Candice Wiener

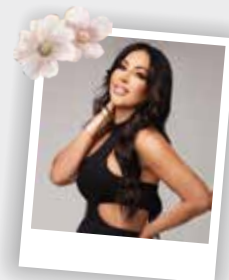


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By Lissette Waugh
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THE TOP COLOGNES EVERY MAN SHOULD OWN

There's an unspoken confidence in a man who smells unforgettable. A distinctive scent can linger in memory long after he's gone, but with shelves stacked high, how do you pinpoint the right fragrance? Here's your guide, complete with the three fastest-rising colognes making waves in 2025.

Trending in 2025: The Top Three Must-Consider Fragrances

- 1 Tom Ford Bois Pacifique**
Celebrated as a serene, woody-spicy scent with cardamom, iris, incense, and warm amber and cedar grounding the composition. Ideal for men seeking quiet boldness.
- 2 Dior Sauvage Elixir**
A more intense spin on the beloved classic: aromatic aroma with cinnamon, nutmeg, grapefruit, and deep amber and patchouli undertones. A commanding evening choice.
- 3 Bleu de Chanel Parfum**
A timeless balance of fresh and refined: bright bergamot with sandalwood, cedar, and musky amber for versatile day-to-night wear. Continues to be the best.

Which are you? Match Your Scent to Your Persona

The Confident Professional: Bleu de Chanel Parfum, clean yet powerful, perfect for the boardroom to the bar.

The Nighttime Statement Maker: Dior Sauvage Elixir, rich and intense, sure to turn heads.

The Calm Sophisticate: Tom Ford Bois Pacifique, subtle and nature-tuned, effortlessly elegant.

Test It, Don't Guess It

Always sample on skin. Spray on a pulse point, wait 30 minutes, then revisit. Limit to 2–3 scents per session to preserve your nose's sensitivity.

Apply Like a Pro

One or two spritzes, no wrist rubbing. Focus on pulse points like wrists, neck, and chest. For more extended wear, apply post-showers to warm, moisturized skin.

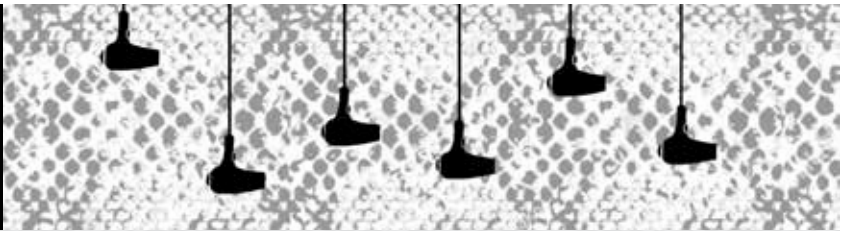
Rotate Seasonally

Spring/Summer: Lean into lighter picks such as Bleu de Chanel Parfum.

Fall/Winter & Evenings: Let Dior Sauvage Elixir or Tom Ford Bois Pacifique bring the depth.

L's Parting Words

Choosing the right fragrance is an art, and a conversation starter without saying a word. With an awareness of fragrance notes, your personal style, and the hottest scents on the scene, you're well-equipped to make a signature mark. Whether it's the commanding Sauvage Elixir, the elegant Bleu de Chanel, or the tranquil Bois Pacifique, find the scent that amplifies your presence—and wear that memory well.



Welcome to **GLAM HOUSE**

Located in the heart of Downtown Summerlin, Glam House is your go-to destination for flawless blowouts, fresh cuts, and full glam vibes.

We're a locally owned, stylist-run salon built on nearly a decade of hands-on industry experience—because here, hair and beauty are more than business, it's our craft.

From affordable blowout memberships to our unique men's cut memberships, we make luxury hair and grooming accessible. Need more? We also offer full-service color, cuts, and makeup using only the best: Color Wow, Amika, and AG Hair Care.

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Blow Out PACKAGES			
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Investment in \$60	Investment in \$80	Investment in \$100	Investment in \$120
Includes shampoo, conditioner, and styling product.	Includes shampoo, conditioner, and styling product.	Includes shampoo, conditioner, and styling product.	Includes shampoo, conditioner, and styling product.
6 BLOWOUTS	7 BLOWOUTS	8 BLOWOUTS	
Investment in \$140	Investment in \$160	Investment in \$180	
Includes shampoo, conditioner, and styling product.	Includes shampoo, conditioner, and styling product.	Includes shampoo, conditioner, and styling product.	



Blow Out MEMBERSHIPS			
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Investment in \$140	Investment in \$160	Investment in \$180	
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REAL EATS

BY CHEF VIC

Sometimes It's Good to Be Caught in the Middle

Whether you're in middle management, feeling like you're floating in the middle, or even a middle sibling, sometimes being "in the middle" can be a winning situation. In this case, being the middle child means being caught between four incredible restaurants — not a bad place to be. Let me explain.

Let's talk about **Middle Child**, a new upscale Las Vegas eatery. It's the latest addition from Infantry Group LLC and Nectally Mendoza, owners of four of the city's most successful restaurants. There's the well-known Herbs and Rye, beloved by locals and visitors alike, the top-tier Cleaver, the go-to for fine wine and elevated dining, and Mornig News, which is a cool breakfast lunch spot close to Herbs & Rye.

As I pulled up to Middle Child, located on Paradise Road not far from Cleaver, the setting looked promising. The area is ideal — centrally located for locals, yet accessible for tourists and conventioners. Whenever another legendary restaurant and bar opens in this part of town, it adds to the energy of the Las Vegas dining scene.

I met Real Vegas Magazine owner and editor-in-chief **Candice Wiener** in the rare, convenient parking lot — a true bonus in this area. The beautiful exterior heightened our excitement as we entered, where we were warmly greeted by **Chef Michael Vitangeli**, corporate executive chef overseeing all culinary operations.

Inside, the restaurant was buzzing as the staff prepared for dinner service. Chef Michael sat us at a private table and took time to catch up. A true Vegas veteran and





longtime friend of Candice, Chef shared highlights of his impressive career before we began our next-level dining experience.

He began his culinary journey at **Osteria del Circo**, an ideal launchpad for a career of excellence. He later joined the celebrated team at **Lago**, where he not only refined the menu but also applied his financial acumen to boost revenue. Chef Michael also brought his skills to **Scarpetta**, known for hiring only the best talent. His resume includes time at Michelin-starred **Le Cirque**, where he worked with Chef David Werley, a pioneer who has helped shape the modern culinary landscape. These are just a few of the pristine establishments where Chef Michael has made his mark.

Now, on to our experience. Chef asked if we wanted him to "just roll on it." Of course, we agreed. And when you let a seasoned chef go freestyle, you know you're in for something unforgettable.

Our lead server, William, and back waiter, Deven, guided us through the evening, beginning with cocktails. Candice chose the **Spritzer**, cool and refreshing, while I ordered the **Millionaire**, a perfectly balanced drink that set the tone for the meal.

We started with bread — light, flaky, crusty, and impossible to resist. Next came the **Bone Marrow Bacon Jam** on grilled sourdough, rich and decadent. Chef followed with **Salmon Crudo**, **Kumiai Oyster Shooters**, a Fennel Market Salad, and a flavorful, creative **Burrata** dish.

Then came the pasta. Chef Michael served two of the best pasta dishes we've had all year: the **Lamb Bolognese Tagliatelle** and the **Duck Gemelli**. Both were smooth, hearty, and earthy, requiring restraint not to devour every bite. For entrées, Chef recommended the **Spanish Chicken Milanese** — Parmesan-breaded chicken topped with

prosciutto, manchego, arugula, baked cherry tomatoes, and lemon jus. He also presented his slow-roasted, tender cut of **Prime Rib**, paired with raw and creamy horseradish and classic au jus. A side of asparagus and potatoes rounded out the course. This prime rib, offered as a happy hour special, is worth seeking out even at full price. It delivers a classic Vegas experience that's rare to find these days.

For dessert, we enjoyed rich espresso and the **Blueberry Compote Cheesecake**. Made in-house, it was the perfect finish to one of the best meals we've had all year.

From the convenient parking to the inviting exterior and interior, the attentive service, and Chef Michael's extraordinary hospitality, **Middle Child** delivered an experience we'll never forget.

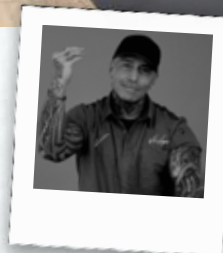
Whether for brunch, lunch, or dinner, visit **Middle Child**, centrally located at 3900 Paradise Road, Suite N, Las Vegas, NV 89169.

A big shout-out to Nicholas & Company food distributors, being in the game in SLC for over 80 years then setting up shop in Vegas in 2014. Working side-by-side with this determined company for over a decade creating solutions for food and beverage establishments, not only have I learned the structure and build of a large company, but most of all to continue building a legacy that I feel will continue forever. "Philotimo"

Thank you, RVM family, for following along as we highlight and feature these incredible experiences. I'll see you next edition for *Real Eats with Chef Vic*.



Talk and Chew Cleaver
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Still Reigning:

FRANK MARINO

Celebrates 40 Years
as the Queen of the Las Vegas Strip



In a city built on neon dreams and never-ending nights, only a handful of performers have truly become part of the Vegas skyline. Frank Marino isn't just one of them—he is Las Vegas. This fall, the legendary diva celebrates an astonishing 40 years of headlining on the Strip, a milestone that solidifies his reign as Las Vegas' longest-running headliner and forever earns him the crown as "The Queen of the Las Vegas Strip."

"It's such an honor to still be performing to packed houses night after night, nearly four decades later," Marino says with the humility of someone who's earned every rhinestone.

Marino is the star and host of "Divas, Drag and Drinks," a high-octane, laugh-out-loud, sequin-soaked spectacle currently dazzling audiences inside the intimate 24 Oxford Showroom at Virgin Hotels Las Vegas. The show is a sparkling tribute to pop culture's fiercest female superstars—featuring uncanny impersonations of icons like Cher, Celine Dion, Beyoncé, Donna Summer, and new additions Lizzo and Pink, brought to life by a fierce and fabulous cast of celebrity female impersonators. Oh, and Britney Spears herself has been known to drop in for a surprise appearance. And then, of course, there's Frank.

Dressed to the nines in custom Bob Mackie gowns and Manolo Blahnik stilettos, Marino commands the stage like a seasoned pro—equal parts stand-up comic, fashion icon, and glamorous host. As Joan Rivers, his signature persona, Marino sets the tone with biting humor, quick wit, and that unmistakable campy charm. Between each performance, he reappears in a new jaw-dropping look, delivering zingers and punchlines with the polish only four decades of experience can bring.

But behind the glitter is grit.

Growing up in Brooklyn, a young Frank Marino always knew he was meant for stardom—he just didn't know it would involve false eyelashes, towering wigs, and thousands of rhinestones. "The ladder of success was even harder to climb in high heels," he jokes, with a wink.

From his breakout 25-year residency at the Riviera's iconic "An Evening at La Cage," to his own production "Divas Las Vegas," to stints in "Legends in Concert," Marino has not only stood the test of time—he's sparkled through it. Along the way, he picked up every accolade imaginable:

- A day in his honor (February 1st: Frank Marino Day)
- A street named after him (Frank Marino Drive)
- Two stars on the Las Vegas Walk of Fame
- And even the Keys to the City and the Strip
- And most recently Clark County changed the Welcome to Las Vegas sign to ruby red in honor of Marino's 40-year anniversary. This is the first time an individual has received this honor. His larger-than-life personality has transcended

the stage. He's a bestselling author (His Majesty the Queen, *Drag to Riches*), a film actor (*Miss Congeniality 2*), a columnist, a newscaster, and a proudly self-proclaimed "male actress." Wherever there's a platform, Marino has found a way to own it—heels first.

At a time when drag culture is more mainstream than ever, Marino continues to be a pioneer who paved the way long before the world was ready. His success isn't just longevity—it's legacy. So what's next for the diva who's done it all?

"Retirement isn't in my vocabulary," Marino says. "As long as there's a spotlight and a pair of heels waiting, I'll be there."

Las Vegas has always been a city of reinvention, but some stars never fade. Frank Marino doesn't just perform in Vegas. He is Vegas.

Frank Marino's Divas, Drag and Drinks has been extended through 2026 inside the 24 Oxford Showroom at the Virgin Hotel so get your tickets now at [Virginhotelslv.com](https://virginhotelslv.com).



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The Bookie Killer *Strikes Again*



By Candice Wiener

Las Vegas was built on big risks, bigger wins, and the undeniable thrill of the gamble. But in a trillion-dollar sports betting industry that stretches far beyond the neon glow of the Strip, one man has made it his mission not just to play the game—but to dominate it. His name is Darin Notaro, but to the world of sports betting, he's better known as Steve Stevens—“The Bookie Killer.”

And if you think this is just another flashy Las Vegas persona, think again. Stevens doesn't take bets; he takes bookies down. As the founder of VIP Sports, the most recognized and respected sports consulting firm in the nation, Stevens has turned his unique brand of insider insight, razor-sharp instincts, and unapologetic confidence into a money-making empire.

Now, with a new series about to hit screens (following his breakout on CNBC's *Money Talks*) and a partnership with *Real Vegas Magazine* to launch *Real Vegas VIP Sports*, the stakes—and the opportunities—have never been higher.

From Las Vegas to the Nation: Betting Goes Mainstream
Once upon a time, sports betting was a vice tucked neatly into the fabric of Nevada. Las Vegas stood alone as the mecca for action on the big game, the fight of the century, or March Madness brackets that turned office pools into battlegrounds. But today, the landscape has changed.

With sports betting now legal in more than half the country, a trillion-dollar industry is exploding before our eyes. From New Jersey to Illinois to Arizona, fans no longer just

Real Vegas VIP Sports: Where

Legends Bet, and Winners Collect

cheer for their teams—they're invested, literally, in the outcome.

And yet, no matter how widespread the business becomes, the truth remains: Las Vegas is the OG of sports betting. It's the birthplace, the proving ground, the ultimate arena where legends like Steve Stevens thrive.

The Man Behind the Legend

Stevens isn't a bookie. In fact, he despises the very idea of being mistaken for one. Bookies take bets. Stevens takes their money.

What sets him apart? Insider knowledge, unparalleled connections, and a lifetime spent studying the intricacies of sports like a Wall Street savant studies markets. Stevens knows the players. He knows the coaches. He knows the injuries, the strategies, the locker-room gossip, and the numbers behind the numbers that can make or break a line.

“I don't sell picks,” Stevens says with his trademark bravado. “I sell information. Information wins. Period.”

It's this confidence—and results to match—that earned him the nickname “The Bookie Killer.” His clients don't gamble; they invest. And with Stevens' track record, those investments often pay better returns than the stock market itself.

Safer Than Wall Street

When you put money into Fortune 500 companies, do you know the CEO personally? Do you know what moves they'll make tomorrow, how the market will react, or whether geopolitical events will tank your portfolio overnight? Of course not.

But when you bet with Stevens and VIP Sports, you're guided by someone who lives, breathes, and thrives on inside knowledge of the sports world. He knows the athletes. He knows the dynamics. He knows how to read the game before it even begins.

**“I don't sell picks,
I sell information.
Information wins.
Period.”**

That's why Stevens insists that investing with him isn't gambling at all—it's a calculated strategy. A safer play than Wall Street. A smarter bet for those who crave both excitement and results.

The Entertainment Factor

Of course, part of Stevens' magnetism is his larger-than-life persona. His new series—building off the buzz of CNBC's Money Talks—promises to pull back the curtain on the intensity, the stakes, and the jaw-dropping wins that define his world. Viewers will get a front-row seat to the reality of what it means to not only survive but thrive in an industry that chews most people up and spits them out.

But this isn't just about TV fame. It's about credibility. Visibility. And showing the world that Stevens is more than a Las Vegas personality—he's a brand, a lifestyle, and, for his clients, a pipeline to serious profits.

Real Vegas Meets Real Action

That's why Real Vegas Magazine is proud to announce its collaboration with Stevens to launch Real Vegas VIP Sports.

This partnership isn't just about covering Stevens' story—it's about giving our readers exclusive access to the inside world of sports betting at its highest level. Together, we'll deliver content that excites, informs, and inspires, tapping into a demographic that's been hungry for authentic voices in this space, men and women who live for the action and respect the art of the hustle.

For our high-profile locals, this is more than just entertainment. It's an opportunity. A chance to be part of something real, rooted in the city that invented sports betting and perfected the art of the win.

The Vegas Edge

Let's be clear: you can place a bet in a dozen other states now, but nowhere in the world delivers the electricity of Las Vegas. Here, sports betting isn't a hobby—it's a culture. The

roar of the sportsbook during a Super Bowl. The collective gasp when a fighter hits the canvas at T-Mobile Arena. The energy that vibrates through the Strip during March Madness.

This is Stevens' home turf. This is where the magic happens. And this is why, no matter how widespread sports betting becomes, Las Vegas will always be the heart of the industry.

Betting on the Future

Sports betting is no longer a backroom hustle. It's mainstream, it's massive, and it's growing at a pace that dwarfs other entertainment markets. With projections pushing toward multi-trillions globally, the future of betting looks brighter—and more lucrative—than ever.

And Stevens is perfectly positioned to lead the charge. He's not just riding the wave; he's shaping it. For his clients, that means access to the kind of ROI most investors only dream about. For Real Vegas Magazine readers, it means front-row access to the stories, insights, and personalities that make this industry so irresistible.

Final Word: Bet on Vegas. Bet on Stevens.

Darin Notaro—aka Steve Stevens— isn't asking you to gamble. He's inviting you to invest. To take the insider knowledge he's cultivated and leverage it into returns that Wall Street can't promise. To embrace the thrill of being part of something larger than life.

As the "Bookie Killer" prepares to bring his world back to television screens and into the pages of Real Vegas Magazine, one truth rings clear: when you bet with Stevens, you don't just play the game—you beat it.

Welcome to Real Vegas VIP Sports. Where legends bet, winners collect, and the house never stands a chance.



A dark, atmospheric photograph of the New York Stock Exchange building facade. The image shows the classical architecture with tall columns and a pediment featuring a relief sculpture. The text "NEW YORK STOCK EXCHANGE" is visible on the frieze. An American flag is partially visible in the lower center. Overlaid on the image is the large, white, stylized text "SOS".

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Behind SOS Injury Lawyers: A Chance Encounter, a Vision for Change. Meet the trio – Michael Sanft, Kristian Kaskla, and Ryan Saldanha – whose unexpected collaboration during a trial led to the birth of SOS Injury. From their diverse legal backgrounds to their unwavering commitment to serving those in need, experience the remarkable journey of these attorneys and the unique approach they bring to personal injury and criminal defense law.

Kristian Kaskla and Ryan Saldanha, law school peers at UNLV, forged a lasting friendship and later collaborated for years at a prominent law firm. Early in their legal careers, they honed their skills at a major defense firm, gaining valuable insights into defense strategies. It was during this time that they realized their desire to change the game, shifting their focus towards advocating for individuals harmed, rather than aiding corporations in minimizing injury claims.



Kristian Kaskla,
Your Litigation
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Ryan Saldanha,
Your Litigation
Attorney



Michael Sanft, Your Trial Attorney

Michael Sanft has consistently championed the rights of those in need for over two decades. His personal dedication to being the top attorney he can be in both criminal and personal injury matters has resulted in outcomes in the best interest of his clients. With a remarkable record of well over 180 jury trials, Michael's reputation as an effective advocate, along with the respect of his adversaries, speak for itself. His peers often turn to him, even in urgent situations, to lead and litigate complex trials with confidence.

SOS Injury Lawyers, led by Michael, Kristian, and Ryan, has brought together a diverse and experienced group of professionals, creating an exceptionally distinctive law firm. Their resolute commitment lies in offering a personalized approach to every case and client. They firmly believe that client rapport and open communication are essential, ensuring that no one is left in the dark during such a difficult time.

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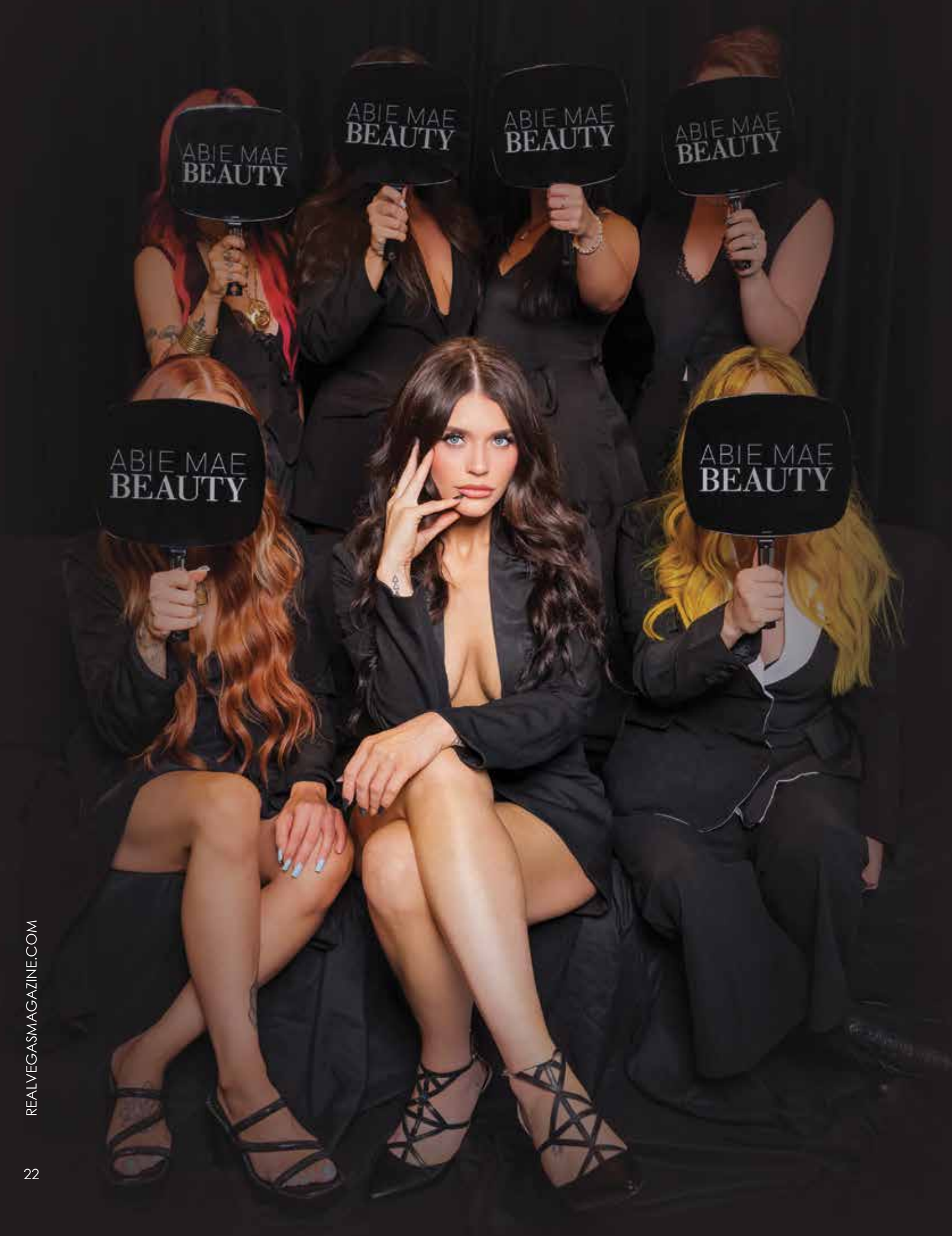
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The Story behind

ABIE MAE BEAUTY

*“Beauty wasn’t
handed to her; it
was fought for.”*

Written by: Nadine Hamdam

Rebuilding Life, Redefining Beauty:

Every so often, a story stops you in your tracks. Abie Mae's did that for me. As a writer and Hollywood producer, I'm drawn to passion, grit, and transformation, and Abie Mae embodies all three. Her journey from heartbreak to beauty empire is proof of what's possible when courage meets creativity.

When our interview began, Abie Mae took a breath, started to share her story, and tears quietly welled. Not from pain alone, but from pride. "I still can't believe how far we've come," she said, dabbing her eyes with a laugh. That moment says everything about the Las Vegas beauty entrepreneur and founder of Abie Mae Beauty.

Her heart revealed what words alone could not: beauty wasn't handed to her; it was fought for. Through the loss of more than 186 pounds and

the rebuilding of her world piece by piece, Abie Mae has transformed her life into something extraordinary, proving that courage can be its own kind of radiance.

I've watched her transformation firsthand, and I've seen how her business touches not only clients but everyone lucky enough to sit in her chair. Today, she's one of the city's most sought-after makeup artists in Las Vegas, expanding nationwide, and the visionary behind a company redefining beauty as connection, artistry, and heart.

Rising from Rock Bottom

Even my chest tightened as she revealed her story of tremendous struggle just before her son was born. Motherhood brought her immeasurable joy, but it also came with unexpected trials that left her carrying emotional pain, \$20,000 of debt, and a crumbled relationship. On her first Mother's Day, she made the courageous choice to leave. With her toddler in her arms, she stepped into a small apartment with nothing but determination to rebuild.

She worked grueling hours for agencies, often leaving before Jack was awake and returning long after he was asleep. "I felt guilty," she admits, "but I knew I was laying the foundation for a future where he would



never feel abandoned." Grounded in her belief that hard work aligned with the universe would provide, she pressed forward. That conviction carried her through nights when formula outweighed dinner, when exhaustion was constant, and when the dream of security felt far away.

Building Beauty

Through those long days, Abie Mae held onto a vision. She imagined creating not just a company, but a sanctuary where artistry and security could live side by side. She would sketch company names, play with logo ideas in her mind, and dream of a team of artists, many of them mothers like her, who could thrive while doing the work they loved. In those quiet moments, she would daydream her empire into being, seeing it like a movie playing out in her head, a future alive with creativity, beauty, and glamor, building a foundation strong enough to turn her vision into reality.

Part of that dream came from her own journey. Surrounded by beauty in her family, she had once felt invisible, using makeup as her shield. But those same tools she once used as armor became the foundation of a career built on helping other women feel seen, confident, and celebrated.

That dream became Abie Mae Beauty. What started with Abie Mae sourcing models, shooting her own photos, and creating a single lip gloss grew into a company that now represents some of Las Vegas's most talented artists.

Her leap into independence wasn't easy, but it was defining. She left the security of agency work, took risks on ad campaigns, and invested every spare dollar back into her dream. "Even if I was scared," she recalls, "I thought, if I jump, I'll land somewhere." She landed with a brand that today serves brides, celebrities, and corporate clients alike.

Abie Mae would never be shy in stating that she believes in manifesting, and that the universe brought her the right people at the right time. Along the way, her good friend Carlos, a successful business owner of House of Chingasos, helped her navigate the early challenges of building her company.

Hard work, a baby, a lot of ambition, friends, encouragement, tenacity, talent, and love would open a new world for Abie Mae.

Mobile Beauty Besties

If you're reading this article right now and going through hardships, know this: there is a beautiful light at the end of that dark tunnel. We've

"Some days you're not going to feel your best but putting on makeup can completely shift your mood and outlook. It's not about covering up; it's about showing up."

seen how Abie Mae Beauty embodies it, and unless you've already had the experience, it's hard to imagine what it feels like to step into her fabulous world. Allow us to take you there.

Brushes move in rhythm, palettes catch the light, music and laughter bounce between stations, an atmosphere so electric it feels like stepping backstage at Fashion Week. That energy is anchored in something deeper. "Women don't sit in our chairs just for eyeliner and curls," Abie Mae says. "They come for courage."

Her team, whom she lovingly calls Mobile Beauty Besties, are more than stylists. They're confidantes, cheerleaders, and partners in life's biggest moments, whether that's a divorce-day glow-up, a red-carpet premiere, or a wedding morning. Clients walk in as strangers and walk out family. And that bond doesn't end when the chair spins around. It carries into the days and weeks that follow, long after the vows are exchanged and the champagne is poured, Abie Mae wants the celebrations to continue.

The Lasting Effect

That ripple effect is exactly why her beauty company has become one of the most talked-about names in Las Vegas and beyond: word-of-mouth has spread that every appointment delivers not only world-class looks, but something indelible, and unforgettable. Clients leave with insider tips and techniques they can use long after, small tricks that elevate their everyday routines.

Many choose to take home Abie Mae's signature products, carrying with them the ability to extend the magic and turn the ordinary into something extraordinary.

"Some days you're not going to feel your best," Abie Mae admits, "but putting on makeup can completely shift your mood and outlook. It's not about covering up; it's about showing up."

Recognition and Reach

Then the call sheets started stacking up. What began in Las Vegas hotel rooms and house calls soon leapt to national marquee. Sports Illustrated, the Miss America pageant, and celebrity clients like Olympic champion Simone Biles. The city's biggest charity galas call on Abie Mae Beauty as well, where the team lends polish and heart to events benefiting charities such as St. Jude's Ranch for Children, headed by CEO Christina Vela.

For Abie Mae, every one of those moments is still a little surreal. She can't



step onto a red carpet or backstage without feeling grateful, remembering the nights she sacrificed sleep and peace of mind just to chip away at the debt, or the mornings she woke before dawn to clean brushes in a tiny apartment, chasing a dream no one else could see. Today's spotlight feels different because it's built on those sacrifices. The hunger, the grit, the sheer refusal to give up. And that's what makes the work shine brighter.

Under pressure, her crew stays unflappable, steady voices, quick hands, and looks built to hold under stage lights, flashbulbs, and HD cameras. That's where her personal motto comes alive: "The answer is always yes. What's the question? We'll figure it out."

A Team Built Like No Other

There's a palpable energy the moment Abie Mae Beauty arrives. Cases snap open, curling irons, brushes, and products are laid out to perfection, ready to create magnificent styles, colors line the tables like a painter's palette, and the room shifts into something alive with anticipation. What feels seamless to clients is actually a choreography Abie Mae and her team has perfected, every movement intentional, every detail accounted for, every guest made to feel like the only one who matters.

Abie Mae doesn't just build a team; she cultivates a family of creatives who share her values. Her philosophy is simple: "Every artist is home." Each member of the Beauty Besties carries her spirit, mentorship, and trusted to deliver the same level of care she would bring herself. That's why, no matter who takes the lead on a booking, clients walk away feeling radiant and genuinely cared for.

Along side her is Moriah, Abie Mae's right hand and Social Media Director. She handles coordination, keeps shoots running smoothly, and ensures the team's standards never waver, even in high-pressure environments. "I wouldn't want to do it without her" says Abie Mae.

Yet even with leadership in place, Abie Mae is clear: "Everyone in my circle represents a piece of me. Simultaneously, I respect their individual artistry."

The Power of Transformation

For most of her life, Abie Mae struggled with her weight. She knows what it feels like to live under that burden, physically, emotionally, and spiritually. But through discipline, grit, and a determination to rewrite her story, she shed over 186 pounds and achieved something she once thought impossible.

For Abie Mae, transformation meant achieving everything she once dreamed of raising her son Jack as a strong and present mother, shedding the pounds, building a business she could be proud of, and surrounding herself with a team that reflects her values. Each milestone fueled the next, creating a momentum that still drives everything she touches. "I feel fantastic. I feel like I could take over the world," she says. "Losing weight wasn't just physical, it was emotional. It taught me to remove the toxicity from my life, whether it was food, negative people, or doubt."

That clarity and resilience are now the heartbeat of Abie Mae Beauty. Her journey proves that no matter how heavy the burden, transformation is possible, and when it comes, it changes everything.

Which is why, standing in her strength today, Abie Mae isn't slowing

down. Her transformation wasn't the finish line, it was the beginning of a new chapter, one that now includes smart, intentional innovation.

Through her partnership with J.R. Smith, owner of Inner Circle Production, Abie Mae has implemented advanced automation systems and AI-driven communication tools that keep her brand responsive, modern, and deeply personal, even as demand grows. "It's a quiet evolution, but a powerful one, that ensures every client feels seen, supported, and cared for."

What's Next for ABIE MAE BEAUTY

At its core, Abie Mae Beauty is more than a beauty brand, it's the pinnacle of everything Abie Mae has built: a life rebuilt from ashes, a company rooted in heart, and a legacy defined by artistry, integrity, and transformation from the inside out.

Every lip gloss she's created, every mascara she's perfected, every eye-shadow in the Vibes collection she's hand-selected, they all reflect the same philosophy she lives by: quality, intention, and care. Makeup isn't just a product. It's a portal to confidence, and to the version of yourself you've always wanted to see in the mirror.

"When a woman looks in the mirror after my team finishes their work, she is often awestruck, elated at the transformation staring back at her," Abie says, pausing, overcome with emotion. The precision of a liner, the glow of flawless skin, the sweep of a brush across a cheekbone, together they create more than a look. They create a memory.

Her Beauty Besties know just how sacred that moment is. Because Abie Mae Beauty stands at the intersection of high-end glam and soulful purpose. It's where transformation is real...not just on the outside, but from within. A safe space. A mirror. A movement.

She's not done. Not even close.

From the glitz of Las Vegas to the lights of Hollywood, from red carpets to real life, Abie Mae is just getting started. With plans for Expansion into California, Miami, and Honolulu are already underway, each location chosen with the same intention she brings to every client, spaces where confidence, culture, and creativity collide.

And at the heart of it all is her belief in alignment over luck, healing over hustle, and the sacred power of showing up, for yourself, and for others.

It's a legacy she credits to her mother as well. A makeup artist who worked tirelessly to raise her four children, she taught Abie Mae the fundamentals of artistry, the discipline to keep learning, and the courage to believe in herself. "Without her, none of this would exist," Abie Mae says with passion. "I owe everything to her."

Follow @AbieMaeBeauty and book your Mobile Beauty Bestie experience today. Because beauty isn't just what you see...it's what you feel.



Photography: Michelle McAdams
Layout Design: J.R. Smith



Allow us to Reintroduce
Global Businessman
and Business Leader

Gary Wu



Gary Wu has emerged a Strategic Leader in numerous industries across the world from China to the US, a true Global Businessman. With a background in the competitive international automotive industry, multifaceted Gary has since emerged as the acclaimed Founder & CEO of TotalMax Homes LLC where he provides the best in full-service luxury accommodation and concierge services.

Individually, Gary recently received the 'Top 50 Business Leaders of Las Vegas' and was the recipient of the Global Outstanding Leadership Award (2024). He continues to be the Chairman of Shaanxi U.S.A Corporation SILVER PANDA (Fortune 452 of Fortune 500)

and Hangzhou SureAuto. In addition, he's been honored to have been Keynote Speaker and Guest Professor at leading universities such as Yale, Wharton, and Beijing University.

Gary has been quoted reflecting that, "My experiential learning journey has been defined by the value of stepping outside my comfort zone. I've realized that growth occurs when we push ourselves beyond familiar boundaries and embrace new experiences."



Born in Beijing, China, Gary relocated to the United States with his family while in junior high school. He graduated from Arizona State University, followed by EMBA from Rutgers University, Brunswick, finishing 1st in class.

However, he was determined to return to China as he realized the increasing opportunities in East Asia. In the decade between 1997-2007, Gary fulfilled that ambition, moving up the ranks to become the Volvo China CEO and Asian EVP.

His success in creating brand awareness and increasing brand ranking of Volvo commercial vehicles led him to emerge as an "intellectual and spiritual leader" of China's commercial vehicle sector and a pioneer pushing reform of China's logistics industry. During this time, Gary also established the 1st standard second-hand car company, SureAuto, with the Founder of CarMax. After returning to the United States, Gary turned his attention to his next challenge, Las Vegas, Nevada, and established TotalMax Homes LLC in 2011.

According to data, Las Vegas is no longer principally a Gambling City. It has transformed and the top Gross Domestic Product (GDP) is now "MICE", an acronym for 'Meetings, Incentive Conferences, Exhibitions.' It has continued to expand and evolve into an international corporate, family and resort destination.

TotalMax Homes provides the best Las Vegas Total Solution Packages for all clients. It introduced a series of exclusive 'Las Hawaii' mansions in Las Vegas, and has 'Super Luxury Beachy Mansions' in Newport Beach, CA under development. These mansions are a testament to Gary's vision of combining luxury accommodations with Total Solution in all full-service modules. Additional concierge services include a selection of menus for all meals with standard prices, cleaning, yoga, spa & beauty care, and entertainment modules such as ballet, violin solo modern, air silk show, dealers, bartenders, magic acts, singers, mermaids, DJs, etc. TotalMax Homes provides the ultimate in luxury accommodations and concierge services.

Today, Gary is recognized as a leading pioneer in the Short-Term Rental (STR), Medium-Term Rental (MTR), and Long-Term Rental (LTR) sectors, thanks to his innovative solutions. "We are committed to

ensuring that every facet of our clients' Vegas experiences is high quality and ultra-fine. Despite our high luxury and large capacity offers, we strive for and achieve the best experience for our targeted clients with regards to value and cost per person. Our targets have been set high and right, so that we continuously improve, achieve, and attain higher value offers for our clients in the present and the future, through our total solution value chain."

Gary combines industry knowledge, networking skills, and perseverance to achieve his entrepreneurial goals. Speaking about his passion, he says, "I'm driven by a desire to innovate and create strategies that give individuals and businesses a competitive edge in the market. I believe in the power of creativity, strategic thinking, and relentless determination to achieve success in the real estate market and entrepreneurship."

A proclaimed Thought Leader, Gary inspires youth across the world. Below are some of Gary's theories and achievements:

- A Scholar who integrates Eastern & Western culture and economic theory, and also understands how MNCs can succeed in China.
- Awarded 'China New Era Thinker,' 7th place, 2007.
- Theorized 'Big Baby' theory and philosophy system of Total Success theory.
- Theorized 'Opportunity is enemy'
- Theorized 'Truck is not a car, it's a machine for making money'.
- Theorized 'Only profitable customers can become satisfied customers $1+1=7$ '.
- Theorized 'When Channel is ready, the water will be there'.
- Theorized 'Logistics Value Equation,' well accepted in the logistics industry.
- Theorized 'Healthy Man theory' of developing China's logistics, praised in the logistics industry.

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All the jobs we do are important to us and our kitchen cabinet and prefab granite countertop for customers in Las Vegas, North Las Vegas and Henderson. Cabinets Now is much more than a Las Vegas kitchen cabinet company. We do laminate flooring, waterproof vinyl flooring, prefabricated granite countertops, sinks, faucets,



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We are also a Better Business Bureau company, and have always been the best choice for Customers who want professional quality and service. We have a nice showroom and big warehouse where customers can buy right now and pick up immediately, allowing customers to easily finish the job.

Visit us online, or better yet, come into our fantastic showroom and have a look around!





Please help us honor and recognize the 2025 Most Magnificent Men of Las Vegas! From CEO's, Philanthropists, Business Professionals, Business Owners to Corporate Executives, these men are a vital heartbeat in our local community and represent the REAL Men of Las Vegas! Be sure to read about them and their respective businesses and get to know ways you can help support them and their companies in our community!



Scan here to nominate

If there's someone you believe deserves to be on this list for next year, please go nominate them online:

[REALVEGASMAGAZINE.COM/NOMINATE](https://realvegasmagazine.com/nominate)



"The List"

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Ace Lakhani
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Adam Vander Heyden
AJ Gunasena
Alan Chang
Alexio Ramirez
Allen Zeller
Amit Ben Moshe
Anthony Cools
Antonio Nunez
"Big" Mike Moore
Bill Foley
Brad Mainor
Brad Snyder
Bradley Myers
Brandon Hawkinson
Brendan King
Brett Raymer
Brian Boyer
Brian Ross Burnham
Brice Crafton
Bruce Merrin
Byron Brooks
Chad Hirschi
Chad McCullough
Charles Young
Chef Dan Thompson
Chef John Church
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Chef Michael Vakneen
Chef Michael Vitangeli
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Chet Opheikens
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Chris Heavey
Chris Phillips aka Zowie Bowie
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Power. Precision. Justice.

Millions Recovered. Justice Delivered.

The Relentless Advocate for Southern Nevada



When life changes in an instant—a collision, a catastrophic fall, a reckless act of negligence—one name stands above the rest in the fight for justice: **Brian Boyer.**

A proud Las Vegas native, a resident of over 40 years, Boyer has devoted his career to protecting the people of his hometown. Since earning his license in 2011, he has become one of Nevada's most respected and tenacious personal injury attorneys—recovering **millions of dollars** for victims who needed more than representation. They needed a **champion**.

Results That Speak for Themselves

Boyer's record of success is both remarkable and consistent—built on unyielding preparation and an unwavering pursuit of justice.

- **\$4.65 million — Jury Verdict/Judgment**
- **\$1.5 million — Auto accident settlement**
- **\$1.25 — Slip-and-fall settlement**
- **\$1.1 million — Auto accident settlement**

From catastrophic motor vehicle collisions and wrongful death cases to life-altering premises liability claims, Boyer's strategic skill and courtroom command have earned him a reputation as one of Southern Nevada's most formidable advocates. His passion for motorsports (both cars and motorcycles) has led to him to handle auto accident cases with unmatched expertise, using his unique insights and creative strategies to his client's advantage in the courtroom.

Rooted in Las Vegas. Driven by Justice.

Born and raised in Las Vegas, Boyer's connection to the community runs deep. Witnessing the city's explosive growth—and the rise in accidents that came with it—fueled his mission to protect those harmed by negligence. His local insight, combined with his relentless drive, makes him not only a trusted legal ally but also a true Las Vegas Native fighting for his own.



The Man Behind the Mission

Beyond the courtroom, Boyer is as grounded as he is driven. A devoted family man, outdoor enthusiast, and retired professional musician. He spends most of his free time teaching his children the joys of boating, mountain biking, snowboarding, and motocross. His passion for service also extends to charitable causes throughout the valley, where he continues to strengthen the community that shaped him. He has sponsored numerous local student athletes that exhibited extraordinary academic accomplishments through his work with the KTNV Academic Athlete of the Month program.

Strength. Compassion. Commitment.

Every case is personal to Boyer. He doesn't see clients as numbers or files—but as people who deserve to be heard, respected, and protected. He has fought tirelessly to maintain his business as a sole practitioner, which he believes is the reason why his clients always feel important, because he handles every case personally. His philosophy is simple yet powerful: "Small firm values, big results!"

Contact Brian Boyer Injury Law

If you or a loved one have suffered due to someone else's negligence, turn to a name built on integrity, tenacity, and results.

Brian Boyer – Power. Precision. Justice.

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BUILT ON GRIT

**FROM JOB SITES
TO MILESTONES
A LEGACY BUILT
WITH HEART AND
HUSTLE.**

When you meet Chad Hirschi, you don't just meet a businessman. You meet a husband, father, builder, and leader who has carved out one of the fastest-growing subcontractor enterprises in the Southwest—all while staying grounded in family, faith, and good old-fashioned grit.

Chad and his wife, Crystal, began their journey with little more than work ethic, conviction, and the willingness to bet on themselves. In 2009, at the height of the recession—when most people were scaling back—Chad saw opportunity. He founded Hirschi Masonry with a vision to raise the standard in construction: not just to build walls, but to build trust, careers, and community.

The early days were anything but glamorous. Chad was on job sites before sunrise, putting in long hours with a small team that believed in him as much as he believed in them. Block by block, project by project, Hirschi Masonry grew into one of Nevada's most recognized masonry contractors. What began with a handful of employees has evolved into Hirschi Companies, a multi-division powerhouse serving Nevada, Arizona, and Utah.



Today, the Hirschi name represents much more than masonry. With divisions in masonry, iron, powder coating, trucking, fleet services and Brickhouse Customs, Hirschi Companies has become a one-stop solution for contractors and clients seeking excellence across multiple trades. Yet the foundation remains unchanged: integrity, hard work, and family values.

The Power of Partnership

A key ingredient in Hirschi's success is the partnership between Chad and Crystal. While Chad drove the vision and field operations, Crystal became the cultural heartbeat of the company. She helped shape Hirschi's identity not just as a workplace, but as a place where people could grow careers and families.

Together, they've built a company culture that mirrors their personal values: loyalty, resilience, and the belief that people matter most. Ask anyone at Hirschi, and they'll tell you the same thing: the Hirschis don't just talk about family—they live it. Employees are seen, celebrated, and given opportunities to rise, from laborers who become superintendents to assistants who grow into directors.

Under Chad's leadership, Hirschi Companies has become synonymous with quality across both residential and commercial construction. The team has built iconic rock walls, detailed stone veneer projects, and large-scale perimeter walls that define neighborhoods and landmarks throughout the region. Their work can be found in schools, public spaces, and signature projects that will stand for generations to come.

Building More Than Walls

For Chad and Crystal, the mission has never been limited to structures. It's about building opportunity. In recent years, Hirschi Companies has doubled down on workforce development, partnering with schools, trade associations, and nonprofits to open doors for the next generation of builders.

Through programs like the Pathways School of Masonry, internships, and hands-on community projects, the Hirschi team is helping young people discover rewarding, lifelong careers in the trades. It's a testament to Chad's belief that success means nothing unless you're lifting others along the way.

- That dedication to excellence hasn't gone unnoticed. Hirschi Companies has been recognized with numerous honors, including
- Best of Las Vegas (multiple years for masonry and iron/powder coating)
- Top Workplaces in Nevada and Arizona
- Subcontractor of the Year by the Nevada Contractors Association

These aren't just accolades—they're validation of a company that

consistently chooses to expect more of itself, its people, and its industry.

Authenticity at the Core

For all the growth and acclaim, Chad remains grounded and genuine. He's most comfortable in jeans and boots, more at home walking a job site or sitting with his crew than in a boardroom. He lights up when talking about hunting trips to Alaska, coaching youth, or celebrating his employees' milestones.

That authenticity resonates. In an industry built on trust, clients and team members alike know exactly who they're dealing with—a man who keeps his word and leads by example.

The Next Chapter

As Hirschi Companies expands its footprint across the Southwest—with growth in Arizona and Utah and the recent acquisition of Marnell Masonry, one of Las Vegas' most storied masonry firms—the Hirschi legacy continues to build momentum.

Chad is quick to credit his team and his wife for the company's continued success. "It's never been about just me," he often says. "It's about the people around us. We're only as strong as our team."

That philosophy—family first, integrity always—has taken Hirschi from a small startup to one of the region's most dynamic subcontractor enterprises.

A Las Vegas Legacy

At its core, Hirschi Companies is a story deeply rooted in Las Vegas—a city built by visionaries, dreamers, and doers. Chad takes immense pride in those roots, knowing that Hirschi's walls and structures now stand as part of the city's physical and cultural landscape.

From Summerlin to Henderson, from luxury custom homes to master-planned communities, Hirschi's craftsmanship is woven into the very fabric of the Vegas Valley. For Chad, it's more than business—it's legacy.

"I'm proud of where I come from and the people who helped build this city," Chad says. "Las Vegas has given us everything. This company is our way of giving back."

The Legacy Continues

At the end of the day, Chad Hirschi's story is about more than building walls—it's about building people, communities, and a lasting legacy rooted in faith, family, and hard work.

From the field to the boardroom, from the job site to the community, Chad's impact is everywhere. And as Hirschi Companies continues to grow, one thing remains certain: the grit, authenticity, and heart that started it all will always be the foundation that keeps Hirschi—and Las Vegas—standing strong.





Mark Henness



Marvin Lashever



Michael Skoy



Michael Susara



Michael Troiano



"Big" Mike Moore



Michael Zelina



Mike Haight



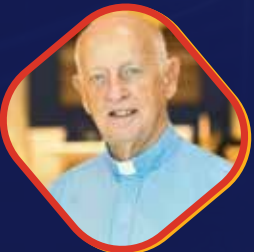
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Stephen Clough



Tyler Brady

BROKER / OWNER

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Troy Reiferson

AN HONOR WELL DESERVED

We congratulate **Dr. Richard Baynosa** on being named one of the *2025 Magnificent Men in Medicine*. His dedication, innovation, and leadership exemplify our values as he serves the Las Vegas community and transforms lives.



Richard Baynosa, MD, FACS
Professor, Complex Breast, Microsurgical and Robotic Reconstructive Surgery Fellowship Program Director, and Chair

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To schedule an appointment with Dr. Baynosa or any of the other magnificent physicians at UNLV Health, please visit unlvhealth.org.



TYLER BRADY: LAS VEGAS' MOST MAGNIFICENT MAN

*Family. Vision. Legacy. The Man Redefining
Luxury Living in the City That Raised Him.*

When Tyler Brady walks into a room, you don't just notice, you feel the presence of someone who's built his empire not on flash, but on foundation. As RealVegas Magazine's Most Magnificent Man in Las Vegas, Tyler represents the best of what this city stands for: grit, ambition, and heart. But beyond the title, he's a third-generation Las Vegas native, a devoted husband, a father to six, and the founder of one of the most trusted names in luxury real estate, Brady Luxury Homes.

For Tyler, Las Vegas isn't just where he lives - it's where his story began.

"This city raised me," he says. "It taught me about hustle, about resilience, about dreaming big, but also about staying grounded. That balance is everything to me."

From the Linen Room to the Limelight

Before launching his real estate career, Tyler cut his teeth in sales at his family's company, Brady Industries, with a strong focus on Brady Linen, one of the largest and most trusted commercial linen services in Las Vegas. Working inside a thriving, multi-generational business taught Tyler the importance of relationships, hard work, and consistency - values that continue to shape how he does business today.

But Tyler's entrepreneurial spirit didn't stop there. He also stepped into the entertainment world, managing and promoting local talent, including the now-nationally recognized rock band Adelita's Way. His early success in managing creatives and cultivating brand presence added another layer to his leadership style - a mix of strategic thinking and passion-driven hustle that continues to define his path.



Rooted in Family, Built on Integrity

Tyler's life and business are intertwined by one powerful thread: family. Together with his wife Jesenia, Tyler has created not only a beautiful life for their six children, but a business that reflects the values they live by every day: trust, connection, and legacy. It's this deep commitment to integrity and service that sets Brady Luxury Homes apart.

"We didn't just want to sell homes, we wanted to change what the home-buying experience felt like," Tyler explains. "For us, it's personal. Every client we work with becomes part of our extended family."

That vision has fueled the brokerage's rapid growth. Known for concierge-level service and an unshakable local knowledge, Brady Luxury Homes is the go-to firm for families and individuals looking to find not just a house, but a lifestyle rooted in quality, comfort, and community.

A New Era of Elegance and Sophistication

To Tyler, luxury isn't about price tags or square footage. It's about personalization. It's about helping people feel seen, heard, and supported in one of the biggest decisions of their lives. "Luxury is when a client walks into their new home and immediately feels like they belong," Tyler says. "It's when we've listened, understood, and delivered on more than just expectations. It's when we've delivered on emotion."

With a finger on the pulse of Las Vegas neighborhoods, from guard-gated golf communities to hidden desert retreats, Tyler and his team offer a rare blend of industry expertise and heartfelt hospitality. They know the top-rated schools, the best brunch spots, the date-night gems, and the hiking trails locals don't want you to know about because they live here, too.

More Than a Business – It's a Calling

While his achievements in real estate are impressive, what truly sets Tyler apart is his passion for building a legacy that goes far beyond transactions. "We built this for our family and for the families we serve," Tyler shares. "I want my kids to see what's possible when you lead with vision, but also when you stay true to your values."

That mindset extends to the community, where Tyler is actively involved in mentorship, charitable initiatives, and supporting small businesses throughout the valley. Whether he's closing a multimillion-dollar deal or cheering his kids on at their sports events, he shows up with the same energy, focus, and heart.

TYLER BRADY, REALTOR®

Owner | Broker | B.145708.LLC

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**BRADY LUXURY
HOMES**

MOST MAGNIFICENT MEN OF LAS VEGAS JOSÉ OROZCO



In Las Vegas, recognition comes from impact, and I measure mine by the lives I help uplift.

Being named one of the “Most Magnificent Men of Las Vegas” is an honor I accept not for myself, but for the communities I serve and the future we must build together. My mission is simple yet urgent: to unite our country by seeing the soul of every person, not the surface-level differences that divide us. I envision an America where even the most vulnerable have the chance not just to survive, but to thrive. When we lift those most in need, we create a stronger, more united, and more prosperous nation for all.

This vision fuels everything I do. Alongside my sister, Berenice Orozco, I co-founded Orozco Siblings orozcosiblings.org, a nonprofit dedicated to empowering immigrant communities. Our work is deeply personal; we came to the United States as children, I was six years old, not knowing a word of English, and we started from humble beginnings. We understand firsthand the struggles families face when navigating an unfamiliar system. Through mentorship, scholarships, and healing workshops, we create pathways not just to survive, but to dream, lead, and contribute meaningfully to society. The strength of those we serve inspires me every day and reminds me that when our most impacted communities rise, we all rise together as Americans. True leadership begins with service.

In addition to my nonprofit work, I co-founded Broches for a Cause LLC, brochesforacause.com a business where style meets purpose. Each brooch is designed to represent a struggle and the triumph of overcoming it. Through these pieces, we highlight the beauty in life’s challenges and remind the world that we are all in this together. Our goal is to transform struggle into art, break stereotypes and celebrate resilience as something beautiful. Part of the proceeds from every sale supports charitable organizations across Southern Nevada, turning fashion into accessible

philanthropy. Every purchase becomes an act of giving, a symbol of shared strength, and a reminder that when we uplift one another, we all shine brighter.

UNLV shaped my path, giving me the tools and confidence to launch Orozco Siblings. Leadership is more than personal success, it’s about service. Today, I give back as Co-Chair of the Lee Business School Board at UNLV, helping create opportunities for future leaders just as the university created opportunities for me.

Whether through nonprofit work, business, or education, my purpose remains the same: to create spaces where people see each other’s humanity first. When we uplift our most vulnerable, we all rise together.

Being named one of Las Vegas’s Most Magnificent Men is not just a personal milestone, it is a call to action. I invite you to join us in this movement founded on empathy, respect, and compassion. Together, we can bring America forward, united and leaving no one behind. When we stand for one another, we build stronger communities and a stronger nation, one where every soul is seen, valued, and given the chance to thrive.

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MAGNIFICENT MEN OF LAS VEGAS:

Ramon Canales

The Immigrant Visionary Who Furnished the American Dream



As featured in this special "Magnificent Men" issue, where we celebrate the unsung titans who embody the city's unbreakable spirit of innovation, resilience, and heart. In a town built on bold bets and dazzling reinventions, Ramon Canales stands as one of Las Vegas's Magnificent Men not for flashy fortunes won at the tables, but for crafting an empire from sheer determination, turning near-defeat into a legacy that comforts homes and inspires souls. Join us as we dive into his riveting journey, a tale that'll hook you from the first neon glow.

Imagine this: It's a sweltering Tuesday afternoon in Las Vegas, the kind where the Strip shimmers like a mirage. World heavyweight boxing champion Andy Ruiz Jr. pushes open the door of an unassuming showroom, no bodyguards in tow, no velvet ropes, just a guy looking to deck out his pad. He browses the aisles, fingers tracing over plush sofas and sleek tables, until a friendly staffer named Alex sidles up, treating him like any other shopper. By the end of the day, Ruiz walks out with a \$30,000 haul, custom-designed and delivered in under 24 hours. But this isn't just a celeb splurge story. It's the tip of an iceberg built on grit, family, and a dream that nearly slipped away half a century ago.

Flashback to 1975. Ramon Canales, fresh off a plane from Chile, lands in Southern California with stars in his eyes and empty pockets. The American Dream? More like a nightmare at first. He's scrubbing dishes in greasy diners and hauling furniture for pennies, his mind drifting back to home soil. "Should I just pack it up?" he wonders, staring at the horizon. But fate or sheer hustle had other plans. In one audacious move, Ramon sells off his tiny stash of furniture in a single swoop. The buyers? They couldn't get enough. That electric moment ignited a spark: People craved quality pieces with soul. From dusty swap-meet stalls, he clawed his way up launching a furniture factory, opening stores, and eventually planting roots in the glitzy heart of Las Vegas. Forty years later, Canales Furniture brand Furniture4Less stands as a beacon, not just selling seats, but scripting stories of resilience.





At the helm now helping steer the ship is Ramon's son, Gustavo, who grew up inhaling the scent of fresh upholstery and dodging showroom spotlights like playground swings. "Sometimes it's not easy," Gustavo admits with that trademark grin, his eyes lighting up like the Vegas Strip. "But mix Dad's forty-plus years of hard knock wisdom with my fresh ambition? That's the combo that knocks out the competition." Together, they've transformed a humble operation into a multi-million-dollar legacy, where family isn't just blood it's the business model. Step inside one of their Las Vegas showrooms, and you're not greeted by stiff suits or corporate scripts. It's warm, inviting, like crashing a family reunion. "We want you to feel like family," Gustavo says. "You see us running the show, not hiding behind desks. In this big-box era, that's rarer than a royal flush."



What hooks the A-listers? It's that VIP treatment for everyone, famous or not. Take Corey "Big Hoss" Harrison from Pawn Stars he saunters in one day, eyeing pieces for his Airbnb's, cracking jokes with the staff like they're old poker buddies. No fanfare, just genuine chats over coffee tables. For the Canales clan, every customer is a headliner. But it's not all-star power; their secret sauce is luxe without the luxury tax. Nestled smartly beside mega-chains, their spots lure in window-shoppers with irresistible vibes, personal touches, killer deals, and social media magic that turns everyday buys into viral inspiration.

Dive deeper, and you'll uncover designs that scream Vegas flair. Picture this: A custom round bed tricked out with Bluetooth surround sound, sneaky hidden storage, and a motorized TV lift popping up like a jackpot. It's the ultimate statement piece for high rollers, yet they cater to all wallets. One loyal clan, patrons for over a decade, uprooted to the Dominican Republic but couldn't quit Canales; they dropped \$25,000 on a full shipment, every item packed like

treasure and arriving spotless. And when Ruiz needed a rush job? Alex hit his home, sketched the vision, and boom delivered perfection overnight.

Keeping it fresh? That's their rhythm. Twice a year, they storm the World Market Center, scooping trends that blend Sin City sparkle with eco-smart sustainability and top-tier craftsmanship. No skimping on quality, every piece packs a warranty they swear by, and local deliveries keep their carbon footprint as light as their prices.

Yet, beneath the glitz, it's the heart that endures. Through the pandemic's chaos shortages, shutdowns they pivoted like pros, swapping styles on the fly to keep doors open. In an online obsessed world, Gustavo holds firm: "Nothing beats touching the fabric, sinking into the couch, and trusting the face behind it." His golden nugget for dream chasers? "Don't quit. Life demands hustle, no lazy days off but each grind builds something epic."

Gustavo's favorite memory? Not the celeb drop-ins or fat checks. It's that first sale: a humble bunk bed. In his eyes, it is one item that remains the most precious the very first sale he ever made: a bunk bed. "No matter how big we get," he reflects, "that bunk bed keeps me grounded. It reminds me why I'm here."

This isn't mere commerce; it's a saga of turning teetering defeat into dazzling triumph. Ramon Canales, one of Las Vegas's Magnificent Men, proves that in Vegas, the real magic isn't Lady Luck it's family-forged resilience, welcoming every soul to the table. One comfy piece at a time, he's redefining the American Dream, hooking us all to believe: If he did it, why not you? In this issue dedicated to Magnificent Men, Ramon's story reminds us that true greatness is measured not in chips won, but in lives touched and legacies built. Please go to **Furniture4lessNV.com** to learn more about **Ramon and Gustavo Canales**.



About the Author: Roy "Big Country" Nelson is a Las Vegas native and is a former 4x MMA Champion, UFC TUF Champion, Renzo Gracie Blackbelt, who now is partnered with Choice Life Care and their ambassador program.

For more information, please visit and follow: **roynelson.com**

   @roynelsonmma



Roy "Big Country" Nelson

The Blurring of Boundaries

How Fashion Is Redefining Gender Expression

By Ricci J. Lopez



Fashion has never been just about clothing. It is a language of identity, rebellion, artistry, and freedom.

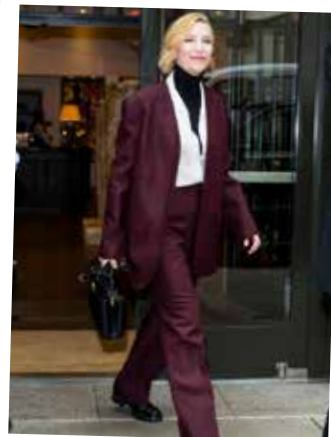
What we wear tells the world who we are, or at least how we want to be seen. For centuries, fashion has reflected societal structures and, at times, boldly challenged them. Today, we are witnessing one of the most fascinating transformations in the industry: the dismantling of gendered dress codes.

From men confidently carrying handbags and wearing pearls to women power-dressing in oversized suits and tailored neckties, fashion is moving past rigid binaries. Figures like Jacob Elordi, Harry Styles and Bad Bunny have become cultural icons not just for their talent but for how they embody this sartorial shift. Women, too, are embracing masculine codes of dress, proving that power, allure, and identity are not confined by fabric cuts or accessory choices. This is not a superficial trend. It is an evolution that reflects something deeper: As society grows more open and inclusive, people are feeling freer to express their complexity through clothing. The story of fashion right now is one of liberation.

To understand today's movement, it helps to look back. Fashion has never been static; it ebbs and flows, often

circling back with new meanings. In the 17th and 18th centuries, aristocratic men wore long wigs, embroidered coats, stockings, and heels — garments that would later be labeled feminine. Masculinity then was tied to opulence, flamboyance, and spectacle. By contrast, women in many Western societies were restricted from wearing trousers well into the 20th century. When Coco Chanel and later icons like Katharine Hepburn began sporting pants, it was considered shocking — a direct challenge to patriarchal dress codes.

By the mid-20th century, men's fashion had narrowed into suits, ties, and neutral palettes, while women's dress slowly expanded. The 1960s and '70s brought cultural rebellion: David Bowie blurred gender with glitter, silk, and makeup; Bianca Jagger strutted in tailored suits at Studio 54. Each decade chipped away at gendered expectations. Today's shift is not unprecedented, but what makes it different is its scale and cultural acceptance. Celebrities, designers, and everyday people alike are pushing fashion forward, creating a mainstream embrace of fluidity.





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Remy McShane

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CRITICISM OF MCSHANE AND HIS METHODS REACHED MEDIA OUTLETS ALL OVER THE COUNTRY.

In our last issue, we profiled Rory McShane and his advertising firm, Revolutionizing Microtargeted Campaigns (RMC). The focus was on RMC's and McShane's unconventional, data-driven advertising tactics—methods that target individual consumers or voters instead of broader demographic groups.

Those tactics have delivered measurable success for RMC's corporate and political clients, earning the firm 54 awards from political magazines and trade associations.

That success has also drawn attention, both positive and negative.

The International Business Times and Entrepreneur Magazine have chronicled McShane's rise from humble beginnings working out of his garage to building a prominent national firm. On the other hand, newspapers across the country have been critical of both McShane personally and RMC's approach.

The Cowboy State Daily in Wyoming wrote: "McShane provides videos, mailers, data collection and analysis, and other campaign consulting and advertising services. Voters in Wyoming become numbers in an algorithm to the candidates, and the messages are targeted for the purpose of getting the candidates elected. While McShane controls product for its customers, and their methods in the last elections speak for themselves, other consultants will now be drawn into the state. Since McShane's methods succeeded, we should expect more of the same."

Meanwhile, an Idaho newspaper called McShane a "hired gun," describing his work as "unscrupulous" and accusing him of manipulating facts and exploiting divisive tactics.

Here in Nevada, Fox 5 Las Vegas ran a report on McShane sending out more than 60 million text messages to voters nationwide. Criticism has even reached the pages of *The Washington Post*, which ran a piece on him five years ago.

But there's something surprising about McShane that both his customers and his

detractors may not know: the amount of time, energy and money the tattoo-clad businessman devotes to charitable causes.

McShane and RMC are frequent sponsors of local and national events, including the Las Vegas Police vs. Fire football game, the Henderson Police Department's Polar Plunge, and Pinked Perspective, which supports breast cancer survivors. They also contribute to Catholic Charities.

Beyond sponsorships, McShane and RMC have organized direct giveaways for families in need. They've distributed hundreds of turkeys at Thanksgiving across more than a dozen states, provided Christmas gifts for children of families who request them, and last year donated more than 400 Halloween costumes to children in the Las Vegas Valley.



"I never expected the Halloween costume idea to catch fire like it did," McShane said. "For almost a week we had to divert our entire staff to process giving out donations of Halloween costumes."

This year, McShane pledges an even bigger Thanksgiving effort. On Nov. 25, from 2 to 6 p.m., he plans to hand out turkeys directly from a refrigerated delivery truck in the parking lot of RMC's Las Vegas office, located at 6950 W. O'Bannon Drive.

When asked about the stark contrast between his professional reputation as an advertising

"hit man" and his role as a community benefactor, McShane simply laughed and said:

"I don't know—I'm a puzzle."

“Critics call him a hired gun. Families call him a lifeline.”





Easy Drive, Big Flavor:

Why Vegas Locals Are Cruising to CasaBlanca for Dinner

From sizzling fajitas to stacked grilled cheese, Mesquite's new eateries serve up flavor with a side of nostalgia.

Just 77 miles north of Las Vegas, CasaBlanca Resort & Casino is turning the classic Mesquite getaway into a full-on foodie road trip. Thanks to Executive Chef Christopher Dreyer, the resort just unveiled two brand-new highly anticipated restaurants: Ritas & Fajitas, a lively Mexican kitchen and tequila bar, and Jersey Joe's Diner, a retro throwback serving comfort food with East Coast flair. Together, they're raising the stakes and the flavors making CasaBlanca the ultimate road trip dining destination.

Jersey Joe's Diner: Comfort with a Side of Nostalgia

Open 24 hours a day, Jersey Joe's Diner captures that timeless diner feel where breakfast, lunch and dinner are served from morning to midnight and beyond. The menu is stacked with comfort food favorites, like crispy Cheesesteak Egg Rolls with spicy Sriracha ketchup, indulgent Boardwalk Waffles topped with vanilla ice cream and fresh berries and the over-the-top Ultimate Grilled Cheese, layered with pot roast, bacon and three cheeses.

The vibe is casual, welcoming and undeniably fun. Retro desserts like Root Beer Floats and a rotating showcase of house-made pies, bakery favorites and pastries make every visit a treat, while the no-reservations-needed policy means you can drop in anytime. It's the kind of spot you want in your back pocket.



Ritas & Fajitas: Bold Flavor and Tequila-Fueled Energy

Next door, Ritas & Fajitas serves up sizzling Mexican favorites with flair. The menu features 10 different fajita options, ranging from steak and chicken to shrimp and veggie, alongside signatures like Tableside Guacamole crafted from hand-mashed avocados and flavorful mix-ins and a decadent Tres Leches Cake, finished with strawberry salsa.

The bar program is just as lively, with Mesquite's only dedicated tequila bar anchoring the space. Guests can sip on handcrafted cocktails like the Jalapeño Mango Margarita, Hibiscus Blossom Margarita, the smoky Oaxacan Old Fashioned and the Mango Bubble Margarita, a playful mix of Cazadores Blanco, chamoy, mango boba and Tajin. Add in weekend late-night hours and vibrant patio seating overlooking the pool, and you've got the perfect recipe for a night out. For guests planning a visit, Ritas & Fajitas recommends making reservations via OpenTable, ensuring a spot in the vibrant dining room or on the poolside patio.

Designed for Every Occasion

With a combined 182 indoor seats and 28 patio seats, the two restaurants offer something for every mood. Whether you're grabbing a quick bite, planning a date night or meeting friends for margaritas, it's the perfect spot for any occasion, from a casual bite to a festive night out. The atmosphere is relaxed yet stylish, making CasaBlanca a dining destination well worth the drive.

More Than Just Dining

Ritas & Fajitas and Jersey Joe's are just the beginning of CasaBlanca's culinary refresh. As part of Mesquite Entertainment's multi-million-dollar renovation, the openings signal a larger transformation aimed at modernizing amenities, enhancing guest experiences and putting Mesquite firmly on the map as a must-visit destination.

With its signature hospitality, bold flavors and approachable energy, CasaBlanca's new restaurants aren't just adding dining options—they're redefining what it means to eat, drink and play in Mesquite.

Plan your visit at playmesquite.com or follow @CasaBlancaNV on social media for the latest updates.



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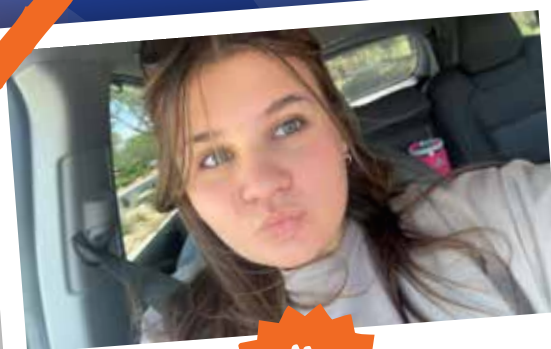
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Cate Luther

Cate strives to have a law degree and work in politics. This is something she has always been interested in, stemming from her belief that advocacy is critical in our world. She would like to attend San Diego State University or the University of Colorado Boulder. She is mainly a part of the speech and debate club. Outside of school, she loves to cook/bake, workout, and spend time with friends and family. She believes that "Success is defined when you feel accomplished in your life and feel like you have made a difference or created something that makes you proud." This encourages her to stay focused and motivated despite stressful or challenging times. She is constantly searching for the little things to be grateful for in every situation and experience. Her favorite quote is, "Hard work beats talent when talent doesn't work hard". She likes to think back to this quote whenever she finds herself comparing her work to others. She considers this to be what supports her drive and passion. Her favorite vacation spot is Hawaii due to how fun and relaxing it is. Pink describes her personality with its versatility as well as it being a happy and bright color.



Hailey Stiegler

Hailey dreams of working in the FBI, specifically as a CSA (Crime Scene Analyst). She plans on studying in Hawaii. She is very involved in multiple school clubs such as, Women in STEM, Sports Production, Associative Student Government, Hispanic Student Union, and Journalism. During her Junior year at Gorman, she realized that "I have to make the most out of life and just go for what I want and if I fail it wasn't meant to be." With this growth mindset, she is confident that she will reach her goals. Her main goals for senior year are traveling, working hard, and "Hopefully being accepted into an internship or job that will lead me down the path I want to pursue." She has been pursuing this dream since the beginning of her high school career. She has stayed motivated by knowing her limits. She explained that "When it gets to a point where it seems like things are piling up and stress is getting to me I take a step back and take a break, only then am I able to think and plan out things and move forward." A person who plays a vital role in her motivation is her mother. As her role model, "She pushes me to be okay with being out of my comfort zone and always gives me the best advice." Although she didn't know the true meaning of it at first, her favorite quote is from Dr. Suess, which reads, "You will never know the value of a moment until it becomes a memory.". She has implemented this into her everyday life, seeing that through experiences, whether good or bad, she has learned to take a second to reflect and live in the moment.



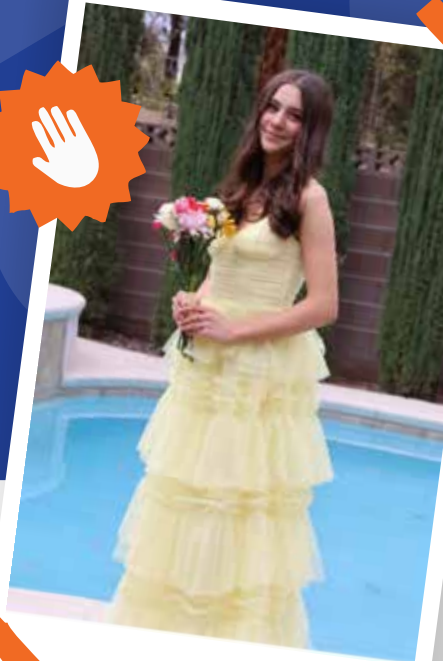
Isabella Rodriguez

Isabella has always been interested in becoming a marine biologist. She would like to gain a PhD to supplement any real-world experience. She dreams of going to Stanford for its excellent marine biology program. She can already see herself thriving in its environment with its "Intelligent student body and beautiful buildings". This year, she hopes to grow her small jewelry business and get a lead role in the school fall musical, The Adams Family. To stay motivated she has found that she is fueled by her own ambition. She explained that "Even on days where I didn't accomplish anything, in the long term I strive to be better than I was the day before. Although my fear of failure is powerful, the possibility of succeeding is everything". In school she is a part of five honor societies: the National Honor Society, English, Spanish, Science, and Thespian. She plays Gorman softball and looks forward to being a valuable member on the team this year. Outside of school, she plays club softball, volunteers at Vacation Bible School, attends Latino Youth Leadership Conferences, crochets, and paints. If she could meet any famous person, it would be Jackie Robinson. She expressed that, "his story is phenomenal and inspiring. More than anything he was equally strong in his talents and mental toughness." She would like to hear how he dealt with the pressure while still showcasing his incredible skills. Her favorite saying is 'A closed mouth doesn't get fed'. She believes that it's a great representation of the need for advocacy in this world. She explained that "There are a lot of things that I want to change and none of that can happen if I stand around doing nothing. Bystanders don't make change, but leaders do."



Karoline Watters

Karoline would like to pursue a career in sports management. She's interested in returning to Gorman to teach in the future. She'd like to follow in her mother's footsteps and attend the University of Tennessee, Knoxville, where she earned her master's degree in sports medicine. She is very active in school clubs, such as, Gael2Gael (Transfer Student Aid), Women in STEM, Worship Choir, and she is a student ambassador. Outside of school, she is a part of the Holy Spirit Catholic Church core team, enjoys photography, spends time with family and friends, and enjoys bible studying in the mountains. She also plays Gorman softball, which has heavily influenced her viewpoint. She shared that her favorite saying is '4them', which she writes on her softball visor. She began doing this due to her having the opportunity to coach younger players. She explained that "It reminds me to keep playing and play my hardest because you never know who's in the stands watching you and wanting to be where you are." Going into her senior year, she's looking forward to creating as many memories as she can. Her biggest role model is her younger brother because, "his determination is inspiring to me. He always puts his head down and does what he's supposed to do. He works really hard for what he wants so he really inspires me to do better." If she had the opportunity to have lunch with anyone it would be Jesus. She'd love to learn more about him and be able to understand what it felt like for him to experience everything He did. She believes that red best describes her personality since she is "a fiery person with lots of energy" and loves to have fun.



Makenzie Medford

Makenzie dreams of attending Ole Miss or Notre Dame. She is also considering a few closer universities in Arizona and Utah. She's not quite certain what she wants to be yet, however, her passion is writing and sharing news with others. She has considered being a journalism teacher. She plays an active role in numerous Gorman clubs: the National Honor Society; English Honor Society; Quill and Scroll, serving as the president; editor of the school newspaper, the Lance; Hands United; Teen Empowerment; Substance Abuse and Suicide Awareness; and Women in STEM. By measuring success with happiness, she keeps a positive attitude. She writes that, "If someone looks successful on the outside-high up in their career, money, nice house- but they are miserable- no free time, stressed- are they really all that successful? I'll know I'm successful when I'm happy with my life no matter what that looks like on the outside." Her goal for senior year is to graduate with an honors diploma and to be accepted into an honors college. Outside of school, she plays club soccer and is a part of the Holy Spirit Catholic Church Core Team. If she could have lunch with a famous person, it would be Taylor Swift, for the reason that, "She's such an amazing role model to young women and so strong. A lot of people dislike her, but she doesn't let it affect her. I want to hear a bit about her songwriting process and maybe write a song with her." Her love of Taylor Swift translates on the field, seeing that her favorite pregame song is Midnights by Taylor Swift. Her favorite vacation spot is Maui due to it being "the most beautiful and relaxing place I have ever seen."



Olivia Calloway

Olivia aspires to be an equine(horse) veterinarian. She loves this field because she has been around horses since she was little. She believes that so many horses are in need of proper and loving care. Her top college is California Polytechnic State University. She plays softball at Gorman and believes that the program has prepared her for college, "I've learned not only physical skills, but mental skills that will stay with me for the rest of my life." Outside of school, she volunteers at a horse rescue, loves to workout, skis, and loves to try new coffee shops. She would define success as feeling fulfilled. Even if she fails, despite working her hardest, there is still success in the effort and the learning experience. Her faith is a fundamental piece of her life, and it plays a vital role in her success. Jesus is her biggest role model, and she tries to "Treat others with complete love and kindness as He did and does." One of the biggest lessons she has learned is that you don't have to fit in, "I realized that I have goals and standards for myself. Trying to fit in with everyone will only hold me back. I realized that the only approval I need in life is from God." While it started off as a joke, her favorite quote is "It is what it is". Throughout her life she has learned that you must move on, and you can't focus on the past. The only thing you can change is the future. Her favorite color, yellow, describes her personality perfectly, due to it being "A bright, happy, and warm color."



Victoria Yang

Victoria dreams of owning a bakery. She plans on making the classic sugary baked goods, as well as the not so classic 'healthier' options. "This idea came to me when I was trying to lose weight and couldn't quite satisfy my sweet tooth with the normal baked goods. So, I started researching healthier versions of them and realized that there were not a lot of places where you could go and easily buy them." With Victoria enjoying baking, she knew this wouldn't be a problem, however, not everyone finds that enjoyable. Her goal is to "Make it easier for people to satisfy their craving without having to feel that constant battle of worrying whether or not the sweet treat will ruin their diet or fit their caloric standard." She would like to attend the University of California San Diego, due to its great business program. She is involved in Business club, Women in STEM, National Honor Society, as well as the Science, Spanish, and Math NHS, at Gorman. Outside of school, she volunteers with the National Charity League, a mother daughter League where mother-daughter duos volunteer together to help the community. She strives to be like her mother one day, who she sees as her biggest role model. Her life changed when her grandpa passed away a year ago. It has helped her to look at life through a new perspective. She explained that "one moment you could be celebrating Mother's Day and next you can be in the hospital praying that someone you love is okay. It changed me by really making me feel grateful for what I have and to not let a moment go to waste." She hopes to continue making valuable memories with her loved ones. Her favorite vacation spot is either Turks and Caicos, because of how relaxing and beautiful the beach is, or Japan, because of the fresh food and how friendly everyone is.



Vegan In Vegas

By Charles Karel Bouley

Almond And Oats and Jerk, Oh My!

I started this column to help feature some of the great vegan options in the Las Vegas Valley, as well as a meetup group (VeganInVegasDotCom) and the website of the same name. At the time, restaurants were thriving. Now, in this new economy, restaurant food prices (what restaurants pay for food) are up 17.5% and wholesale goods 21%. People aren't going out as much, and Las Vegas is down travelers thanks to a multitude of reasons including Trump's Tariffs, Canadian, Mexican and California travelers not coming because of immigration issues and a host of other reasons.

We recently lost NoButcher at Rainbow and Spring Mountain, with no idea if it will return; and VeggyStreet closed the Ft. Apache location right after Aubergine opened next door, a new eatery specializing in bowls, including the vegan Donny Osmond bowl (he's vegan) but not an exclusive vegan restaurant. I actually like Aubergine, with its white interior and staff buzzing about, and they do have many great vegan options including desserts. But it's sad it cost us VeggyStreet.

On the other end of the spectrum, Almond and Oats just opened, a coffee, tea and pastry shop located near Henderson at 10445 Spencer St #110, Las Vegas, NV 89183 (at St. Rose). They have a vast array of specialty coffee drinks, teas, and vegan pastries along with some savory items like avocado feta toast (vegan), Beyond Sausage Herb Toast, Chocolate Almond Croissant, and Raspberry Croissant as well. There's snickerdoodle cookies, muffins, and Tiramisu overnight oats. It's a great place to have a breakfast snack, light lunch or just sit and enjoy a gourmet beverage. Prices are \$4 to \$9 for drinks and \$3 to \$9 for pastries. You can find out more at almondandoat.com





I've driven by House of Dutch Pot at 4255 Durango near Flamingo countless times, never thinking to stop because what kind of vegan offering would a Jamaican restaurant possibly have? Well, am I glad I finally went in because they have an entire vegan page of their menu. I have been longing for jerk, so I had the new jerk tofu and hold me down and call me daddy it was delicious. Ja man! It came with two sides, I had the peas and rice and the slaw, as the slaw isn't made with mayo. I also had a side of their Ital stew, a veggie stew steeped in flavors of Bob Marley's home. The fruit punch made with fresh juices including mango and even some ginger was also a delight. They feature vegetable roti, Sweet Plantain and Cornbread wrap, Vegetable Rasta Pasta, sautéed okra, and chickpeas, sautéed callaloo and even curried coconut chickpeas with steamed Bammy. Each dish has authentic



Jamaican flavor and is a great addition to the vegan options in Las Vegas. I ordered the Jerk Tofu, a side of the Ital stew and the fruit drink and with tip spend \$55. Next time I'll forego the drink and side order, times are tough, I don't get my meals comped for this column and that's a lot for lunch. But in fairness I had leftovers for dinner.

Not to be left out is Gianna's Pizza on Sahara and Valley View. Now, Tarantino's is the defacto vegan Italian in Las Vegas, and Down2Earth has possibly the best pizza on the planet, but Gianna's is committed to giving vegan diners options. I had a fabulous salad, vegan fingers with fries and took home the Gianna's special vegan pizza with lots of vegan cheese, pepperoni, and veggies. My meal was \$37 with tax/tip, and I had most the pizza to take home.



We now must choose carefully where to spend our money as prices are soaring and money is tight. But we still need to support restaurants and not let these cultural and culinary spots disappear. Any of these three would be a great choice.

To read more about these and other restaurants go to veganinvegas.com and listen for reviews on **The Karel Cast** wherever you get your podcasts. Why not join the meetup group VeganInVegasdotCom? Reviews are often featured at youtube.com/reallykarel so subscribe as well as realvegasmagazine.com Send comments to comments@veganinvegas.com





VOLCANO GRILLE:

THE FIRST FAST-FINE HIBACHI EXPERIENCE IN LAS VEGAS

Las Vegas is a city that thrives on bold flavors and one-of-a-kind dining experiences. Among the many restaurants in the valley, Volcano Grille has carved out a category of its own as "The Original Fast-Fine Hibachi Experience", making it the very first fast-casual teppanyaki concept of its kind.

Founded in 2009 by longtime friends and seasoned hibachi chefs Kenneth Kneipp and Fitz Villareal, Volcano Grille was born out of nearly four decades of combined experience behind the grill. After years of mastering the art of fire and flavor, the pair set out to break new ground, transforming the traditional hibachi experience into something faster, fresher and tailored to practical comfort.

The result is a restaurant that blends chef-driven creativity with everyday convenience. Guests can dine in or take out, choosing from freshly grilled proteins, at a quality rarely seen in fast-casual dining, such as Chicken Katsu, Steak, Grilled Shrimp and even Lobster Tail, along with plant-based options like Fried Shoyu Tofu. Each plate is complemented by traditional sides like Yakisoba Noodles or Miso Strawberry Salad and finished with Volcano Grille's signature lineup of house-crafted sauces.

Then there's the star of the show, the Volcanoritto. This innovative hibachi burrito has captured the most attention, becoming a viral sensation with its crave-worthy flavor combinations and playful twist on tradition. It's the ultimate expression of Volcano Grille's mission: bringing hibachi flavor to bold, unexpected formats.

Now with two locations in Southwest Las Vegas and Henderson, Volcano Grille has established itself as a go-to favorite for locals. Open daily from 11 a.m. to 11 p.m., it's the kind of place where you can grab a quick lunch, settle in for dinner or satisfy a late-night craving.

Now fifteen years after its debut, Volcano Grille is more than just a restaurant, it's a pioneer. As the first of its kind, it not only redefined the hibachi dining experience but also set the stage for how fast casual can be both fine and flavorful. For locals, it remains an unmatched destination that continues to fuel the city's appetite for innovation.





Bridging Cultures, Elevating Brands

A Las Vegas Journalist Turned Entrepreneur is helping Multicultural Brands Resonate in Media and Beyond



In a world that thrives on connection, few people embody the power of cross-cultural storytelling quite like Patranya Bhoolsuwan. A former Emmy-winning broadcast journalist turned communications strategist, Patranya is on a mission to help brands, entrepreneurs, and changemakers tell their stories in ways that resonate deeply and reach widely.

"The best stories connect people across differences," says Patranya. "And to do that well, you have to truly understand the people you're talking to about their culture, values, and what moves them."

Born in Thailand, raised in the U.S., and having worked in major media markets across the country, Patranya's identity is deeply rooted in bicultural fluency. She doesn't just translate languages, but she also translates experiences. This global lens allows her to approach storytelling with both sensitivity and strategy, especially when helping brands reach multicultural audiences.

Whether working with a Thai restaurant in Las Vegas, a national nonprofit, or a Silicon Valley tech startup, she brings an intuitive understanding of how culture, communication, and community intersect, a rare asset in today's fragmented media landscape.

"I used to think living between cultures made me different in a bad way," she reflects. "But I've realized that being a cultural bridge is actually my superpower."

With more than 20 years as a broadcast journalist in cities like Seattle, Las Vegas, and Washington, D.C., Patranya has interviewed thousands, from U.S. Senators to everyday heroes, distilling complex ideas into compelling, authentic stories.

Now, she brings that journalistic precision to her clients. Through Patranya Media LLC, she helps entrepreneurs, nonprofits, and businesses craft clear, confident, and camera-ready messages that command attention and trust.

"I've sat in the anchor chair and now I sit beside my clients, guiding them through the same process," Patranya says. "Media exposure isn't just about being seen, it's about being prepared and being heard."

At the heart of Patranya's work is one guiding belief: Visibility is power, especially when it's authentic.

Among the different services she offers her clients include securing local and national press coverage, sharpening messaging for diverse audiences, building brand authority through storytelling, and media training to help clients feel confident and credible on camera and in public speaking.

"Everyone has a story that deserves to be shared," she says. "But not everyone knows how to say that's where I come in."

And thanks to her cross-cultural lens, she knows how to shape stories that resonate across lines of race, language, and lived experience, a critical skill in today's diverse consumer and media environment.

As a proud AAPI entrepreneur herself, Patranya is committed to helping other underrepresented voices get seen and heard. Through her Entrepreneur Showcase Series podcast and speaking engagements, she regularly highlights founders, creatives, and changemakers who are reshaping their industries and communities.

Her impact goes beyond business. It's about shifting the narrative showing what's possible when diverse voices are centered, and when every brand dares to tell its story with purpose.

"I want to create space for more people who look like me and who don't always get the microphone, to rise, shine, and lead".



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From Alligator Soup to a Life Well Lived: The Story of Helen Edell

By Candice Wiener

Las Vegas has always been a city of reinvention—a place where passion, grit and entrepreneurial spirit shape not just the skyline but the people who call it home. Few embody this more than Helen Edell, co-founder of Alligator Soup, the beloved upscale stationery brand that became a fixture of the Las Vegas Valley.

When Helen and her business partner Sharon Carelli first launched Alligator Soup, neither came armed with a business degree or years of retail experience. What they did have was a shared passion for paper, design, and the art of meaningful correspondence. That passion, coupled with sheer determination, was enough to set their dream in motion.

"We were just two women with little to no business experience, but with grit and passion for creating something beautiful," Helen recalls.

In a unique twist of fate, Helen and her partner's husbands also entered the stationery world around the same time, launching a shop of their own called Krackers. But the men quickly faced an unexpected branding problem. Las Vegas was home to a notorious bar called Krackers, infamous enough that locals warned, "Don't let your children go to Krackers." The unfortunate association between the bar and the men's shop created confusion and a cloud over their new venture.

Recognizing the challenge, the women stepped in, and soon an additional Alligator Soup opened in the valley, effectively absorbing the men's efforts under the more polished, well-received brand.

For years, Alligator Soup thrived as a local destination for upscale stationery, invitations, and specialty paper goods. Their boutique became a space of creativity, celebration, and connection—a place where customers could dream up the perfect wedding invitation, holiday card or baby announcement, and leave with something uniquely their own.



Helen Edell and partner Sharon Carelli from the Grand Opening on September 13th, 1982



But beyond paper and ink, Alligator Soup became a part of the fabric of Las Vegas.

Helen and Sharon quietly supported numerous local organizations, schools, and houses of worship, donating their time, talent, and resources to causes close to home. Their contributions extended to cultural pillars such as the Nevada Ballet Theatre and the Las Vegas Philharmonic, reinforcing their belief that beauty and art belong in every corner of the community.

"We were more than a store," Helen says. "We were part of people's lives."

That truth revealed itself most profoundly in the city's hardest moments. After the tragedy of 9/11, brides would walk through the doors of Alligator Soup in tears—devastated that grandparents, relatives, and friends could no longer attend their weddings. Many ceremonies were postponed indefinitely, and Helen and her team offered emotional support and compassion to each one.

Then came October 1, 2017, a day that changed the Las Vegas community forever.

Parents came in sobbing, heartbroken and shattered. Children, friends, and family members were traumatized—some injured, others lost forever. Helen and Sharon witnessed the collective grief firsthand, comforting those who needed a kind word, a listening ear, or a reminder that humanity still had heart.

"We saw it all," Helen reflects. "The happy times, the devastating times. We made an impact on this

alligator Soup
STATIONERY & GIFTS



community—and this community made an impact on us."

That emotional connection became the true legacy of Alligator Soup. What began as a love of stationery evolved into something far greater: a symbol of togetherness, resilience and compassion in both celebration and sorrow.

Looking back, Helen is proud of what they built. The venture not only carved out a niche in a competitive market but also left a lasting imprint on Las Vegas' cultural and emotional landscape. Now enjoying semi-retirement, Helen remains as dynamic as ever. She continues to lend her talents to trade shows while staying deeply connected to the Las Vegas community she has long called home. For her, life after Alligator Soup is not about endings, but about continuing to find joy and purpose.

Helen's story is more than the tale of a business—it's a testament to resilience, adaptability, and the power of passion. From Alligator Soup to her present-day pursuits, Helen reminds us that success isn't just about longevity, but about the lives touched and the love shared along the way.



From Left to Right Mayor Carolyn Goodman, Sharon Carelli, and Helen Edell

CRAZY HORSE 3

PUTS LOCALS IN THE SPOTLIGHT WITH VIP PERKS AND A BOLD NEW TAKE ON VEGAS NIGHTLIFE



Las Vegas is a city built on spectacle, but with prices climbing higher each season, nights out are becoming increasingly out of reach for many. Crazy Horse 3 is charting a different course. The award-winning gentlemen's club, long celebrated as both a celebrity hotspot and a locals' favorite with hundreds of the nation's most gorgeous entertainers, is doubling down on that reputation, ensuring residents can continue to enjoy the kind of nightlife that made Las Vegas legendary, all at a price within reach.

At the center of its offerings is Local Love Thursdays, a weekly celebration where Nevada residents with valid ID are treated to an open bar and complimentary appetizers from 8 to 10 p.m. The energy carries through the week with \$2 tacos every Tuesday, \$1 wings every Wednesday, and a daily happy hour from 10 a.m. to 9 p.m. featuring \$7 food and cocktail specials alongside discounted bottle service.

Locals also benefit from free sports viewing parties, free entry, complimentary transportation with booking and exclusive Crazy Horse Black Card privileges, unlocking even more perks including \$150 bottles, that make indulgence easier, more exciting, and always within reach.

At the same time, Crazy Horse 3 is redefining the VIP experience with immersive upgrades designed to deliver one-of-a-kind encounters. Beyond private seating and bottle service, guests can now request interactive amenities like video games, stripper karaoke, and a playful floor party game that tests flexibility. More than novelties, these additions represent a bold reimagining of what it means to spend time in a VIP suite, tailored for a new generation of patrons who want more than just exclusive bottle service, they want something truly unique and unforgettable.

This locals-first approach reflects a broader trend across Las Vegas hospitality, as venues work to deepen connections with residents while adapting to shifting consumer habits. For Crazy Horse 3, the message is clear: locals aren't just welcome, they're the cornerstone of the club's future. By pairing celebrity appeal with innovative amenities and a community-driven philosophy, the club is redefining what nightlife in Las Vegas should be: accessible, unforgettable, and unmistakably its own. For more information, visit crazyhorse3.com.



VET EXPERTS TALK PETS THEIRS AND YOURS

REAL-LIFE EXAMPLES, HEARTFELT ADVICE,
AND TIPS YOU CAN USE TODAY.

By Joe J. Owens, III

AN INTERVIEW WITH

DR. JOHNATHAN SNEAD

A More Compassionate Goodbye:

Why At-Home Pet Euthanasia Matters

In a heartfelt edition of the Tail Talk™ podcast, Dr. Joe Owens sat down with his longtime business partner and fellow veterinarian, **Dr. Johnathan Snead**, to talk about one of the hardest but most meaningful services they provide: **in-home euthanasia**.

With nearly 30 years of combined experience, the two have built multiple clinics together, co-owned an ER hospital, and treated everything from exotics to family pets. But what truly set them on a new path was seeing firsthand how pet parents struggled with saying goodbye in a clinic setting—and realizing there had to be a better way.

We've adapted their wide-ranging conversation into a streamlined Q&A to help readers understand why **Two by Two Pet Support** was founded, what makes it unique, and why experience and empathy matter most in end-of-life care.



Why Two by Two Exists

Dr. Owens: What made you want to start Two by Two Pet Support?

Dr. Snead: In the clinic, euthanasia always felt rushed. One minute you're with a sick pet, the next you're greeting a new puppy, and then you're expected to help a family through one of the hardest moments of their lives. I still remember my high school dog, Chili—those memories stay with you forever. When I did house calls, I saw the difference immediately. Pets were calmer, families more at peace. I thought, why would I want my pet's last memory to be in a cold exam room? At home, the setting is familiar, comfortable, and deeply personal. That's what brought me to the table.

Why the Setting Matters

Dr. Owens: What's the difference between at-home euthanasia and in-clinic care?



Dr. Snead: In a clinic, you can't control the environment. Thin walls, noise from the lobby, people celebrating a new puppy while someone else says goodbye—it's hard. We even built designated euthanasia rooms, but it still wasn't enough. At home, we eliminate those distractions. Pets are relaxed in their own space, surrounded by family. The memory is softer, more peaceful. For something that lasts a lifetime, that matters.



Experience Makes the Difference

Dr. Owens: How does veterinary experience affect this process?

Dr. Snead: Vet school doesn't teach you how to handle grief. You learn surgery, anesthesia, medicine—but not how to be part-therapist, part-guide in someone's hardest moment. That comes from experience.

We've seen every kind of reaction—stoic silence, tears, laughter, even humor. There's no "right" way. But experience teaches you how to navigate those emotions, communicate clearly, and walk pet parents through what's happening. We can't take the pain away, but we can help them not feel alone in it.

What Sets Two by Two Apart

Dr. Owens: What makes Two by Two different from other services?

Dr. Snead: The details matter — and we make sure to pay attention to every one of them. We don't take your fur baby away in the trunk of a car. We don't ask you to go pick up your pet's remains — we bring them back to you, hand-delivered

with care. We don't cut corners; we come with an assistant so we can truly focus on you and your pet's needs. We also do our very best to be there when same-day euthanasia is required, because we never want your pet to suffer through another long night.

It may not be for everyone, and that's okay. But for families who want peace, comfort, and dignity for their loved one, it's worth every penny.

Who It's For

Dr. Owens: What type of pet parent is this service for?

Dr. Snead: Honestly, any. We've seen every kind of client—from someone who called hours after leaving a clinic, to families who planned carefully for months. The common thread is love.

If you want your pet's last moments to be comfortable, peaceful, and meaningful, you're the kind of parent this is for.

Final Takeaway

End-of-life care is never easy. But with empathy, preparation, and the right environment, it doesn't have to be traumatic.

As Dr. Snead put it: "You only get one chance to say goodbye. Make it peaceful, make it lasting, make it right."



Adapted from the "Tail Talk™" podcast,
hosted by Dr. Joe J. Owens, III





REAL VEGAS[®] Vegas **AUTOFEST** 2025 Shines at



The engines roared and the champagne flowed as **Vegas AUTOFEST 2025** rolled into Red Rock Country Club, bringing together an unforgettable showcase of luxury, style, and community. From sleek supercars and vintage classics to the breathtaking views of Red Rock Canyon, every detail of this year's event embodied the spirit of Las Vegas sophistication.

Guests mingled among automotive art on wheels while savoring world-class bites and impeccable service. A special thank you to Chef William Pfersching and the team at Red Rock Country Club for their exceptional hospitality and culinary excellence that elevated the entire experience.

The day's vibrant energy and stunning visuals were perfectly captured by **Michael W. Rogers Photography**, whose lens reflected the elegance, excitement, and prestige that define **Vegas AUTOFEST**.

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