

We're looking for our

LOCAL LEADING CANNABIS COMPANIES

# THE COMPANIES IN LAS VEGAS

DISPENSARIES
CULTIVATORS
CBD
SMOKE SHOPS
EDIBLE & BAKE SHOPS

Nominate your favorites at: REALVEGASMAGAZINE.COM



# THANK

The truth of the matter is you're only as good as your support. Here at Real Vegas, we are forever grateful and appreciative to all our local readers! Without the contributing names listed here, this publication would be next to impossible. This special feature issue is dedicated to our 2025 Top Business Leaders and Leading Lawyers, and we are thankful to have had the pleasure of getting to get to know and learn more about each and every one of these phenomenal leaders and their respective businesses and practices. Talk about innovating and hardworking leaders in our community! This special feature issue is another result of our hard work, blood, sweat and tears. What we all do in contribution to each issue is truly a labor of love and from the bottom of our hearts and we proudly thank every advertiser, writer, photographer, contributor, in every way, shape and form. Without you, we wouldn't be able to tell the stories and provide rich content including current events and our historical Las Vegas history to our readers as well, which is of the utmost important to us. Please feel free to submit any

info@realvegasmagazine.com and please follow and like us on social media and visit our website: realvegasmagazine. com. We host many local community Real Vegas events, and we would love to have you join us! Please stay tuned for information on our upcoming events that are promoted and shared on social media.

editorial pieces for consideration to:

**THANK YOU** all and we hope you enjoy reading Real Vegas as much as we enjoy putting it all together!

#### PLEASE RECYCLE THIS MAGAZINE

Printed in the U.S.A.



#### **OUR REAL VEGAS TRIBE**

Candice Wiener Travis Heinrich Madison Wiener Eden Black Michael Rogers Swetta Kathuria Alisha Wiener Paola Seminario Jerry Metellus Patrick Rivera Michael Kaleikini Jennifer Bradley Oscar Goodman Tyra Bell-Holland Jennifer Vaughan Lindsay Feldman Alexis Kouser Andrew Kenga Roy "Big County" Nelson Brian Ross Burnham Ricci Lopez Phillip Cox Chef Vic Vegas Meyer Lansky II Patricia Lee Christian Purdie Gerard Ramalho Rachel Smith Dana Costantino Ella Gagiano Sinni Singh Jennifer Busse-Nieves Jessica Ongman Siloh Moses Frik Lewin Sheryl Green AJ Moreno Galit Ventura-Rozen Jennifer Burbank Scott Kerbs Kiné Corder, MA, NCC Dani Bradford Dr. Brian Iriye Dr. Ralph Carullo Dr. Neville Campbell Jo Ann Munz Angelica Clemmer Sylvia Feliciano Lissette Waugh Marc Barry Leila Hale Ashley Vlastaris Patrick Kana Rob Holbrook Samuel Hickson Tsikki Thau Jaimie Mulheron lota Frank Photography Cathy Brooks The Smith Center of Performing Arts TrinaMarie Shaw Sarah Thomas Syed Fahad Fayyaz



## VegasionStop By Jonathan Scott & Melissa Redford

ow lucky are you? How lucky are we living in Las Vegas? A city built on the idea of having luck on your side. We love this quote from a recent to show "It ain't really gambling until you're playing with your rent money!"

Do we make our own luck? Are you lucky in love? Are you lucky in health? We live in Las Vegas where you can certainly "Get Lucky!"

We feel like the luckiest people on the planet. We can visit New York, Paris, Italy, or Asia without leaving Las Vegas!

We're grateful for the opportunity to share our lives with readers of REAL VEGAS and share our simple mantra: "Allow yourself to be Happy!"

We are often asked what our favorite shows and restaurants are because we go out five nights a week! So here are a few of our favorites:

We LOVE The Smith Center for the Performing Arts. Once a month we enjoy The Composers Showcase produced by Keith Thompson showcasing original songs performed by the songwriters. We met at The Composers Showcase seven years ago and haven't missed a show.

We LOVE the Las Vegas Philharmonic! The Beatles symphony with a 64-piece orchestra was FAB. Yeah, yeah, yeah. Pre-show we start our evening at Vic's Las Vegas restaurant across from TSC for a light dinner and world class jazz. Vic's supports the Jazz Vegas orchestra featuring music students from UNLV and other local schools. Vic's menu is delicious, reasonably price and you can play video poker at the bar and win the price of dinner and a show. How cool is that?

For fine dining we suggest Mae Daly's Steaks and Whiskeys on Las Vegas Blvd across from The Strat. Owner Richard Femenella presents the highest quality steaks and sides available and occasionally belts out



some blues on Thursday nights. Friendly bartender Tommy Valentine makes a mean old fashioned and is a real mixologist. Favorites include the amazing Foie Gras and the Chocolate Souffle for dessert.

For REAL old school Vegas vibes, we have two favorites. The Italian American Club on East Sahara, which has the best lamb chops in town. The food, the service, and the entertainment are consistently great! You might see friends, neighbors or Showman Frankie Scinta at the bar or performing in the showroom.

The Bootlegger on Las Vegas Blvd. South is another of our "go to" neighborhood restaurants. We love the Chicken Marsala and the Veal Lorrainne, named after the owner and former Lt. Governor, Lorraine Hunt. The pizza is also great. And yes, you can eat at the bar, play video poker, and win the price of dinner and some vino. Monday nights, Jerry Lopez and the Santa Fe Horns perform "The Healing" in The Bootlegger's Copa Room. It's a must-see show!

Looking for a REAL VEGAS spot for casual dining. Steiner's – A Nevada Style Pub with three valley locations offers customers group outings to Vegas Golden Knights games, Raiders games, Aviator games and lots of gaming promotions. Steiner's is definitely a sports bar with happy hour food and drink specials and yes... you can win dinner playing video poker. Are you vibing a theme here?

We appreciate performances by artists such as vocalist, DJ, and karaoke star Julian Miranda. Julian is a vocal coach for The Voice tv show and presents amazing singers from L.A. and L.V. in all his shows. Julian plays at various showrooms and seeing him perform is like going to a live audition for any of the talent shows. Julian Miranda rocks The Lexi (formerly The Artisan Hotel) on Sunday nights!

For some retro fun around town, we suggest Brian G. Soul and That "70's Party Band. Wearing disco clothes and Afro wigs the band lights up the dance floor with hits like "Disco Inferno" and everything by Donna Summer.

We love sending visiting friend to Alexis Park Resort for the "All Motown" show and the "All Shook Up" Elvis tribute show. For more Elvis we recommend "The King Comes Home" starring our friends Joey Calveri and Paige Strafella at the Westgate Resort.

Want to laugh? You will split your spleen laughing with the non-politically correct Brad Garret show at his MGM showroom. Brad is the Don Rickles of our time and there is usually a hot local band playing at the bar.

Carrot Top is still killing it at the Luxor Hotel. CT is always freshening his show with topical jokes and props to tickle your funny bone. Laughter is the best medicine.

Catch legendary stand-up comedian Dennis Blair wherever he might be performing. Dennis opened for Rodney Dangerfield, George Carlin, Joan Rivers and now opens for Barry Manilow on the road.



On the naughty side of adult entertainment, we suggest Zombie Burlesque at Planet Hollywood. Our friend and semi-regular co-host of our Insomniac Television show, Enoch Augustus Scott sings, dances and does hilarious crowd work finding the audiences most intimate details.

Rouge at The Strat is a topless revue with beautiful men and women dancing to beautiful sets and entertaining the audience in a pre-show warm up that is not to be missed. Couples love this show. No video poker but you might get lucky!

Not really naughty, Menopause, the Musical is the longest running show in Las Vegas for good reason. The ensemble cast has been together for years and cracks each other up nightly with parodies of what happens when "women of a certain age" meet while shopping for undergarments.

Sapphire Gentlemen's Club and pool is our favorite for good reason. The women are beautiful, entertaining and respect your privacy if you're just there to get your groove on. And if lap dances get your other appetite going you can go next door to El Dorado Cantina for delicious organic Non-GMO Mexican Food. Melissa loves the chicken enchilada and I like the tequila specials, a cold beer, chips, and guacamole and yes, you guessed it...there's Video Poker at the bar.

Tune in to "INSOMNIAC TELEVISION" after SNL on NBC TV CH. 3 Las Vegas hosted by Jonathan Scott and visit Melissa Redford for all your high jewelry shopping at Bocheron at the Fountainbleu.

Eat Well, Party Hard, and Keep it REAL VEGAS!

Jonathan Scott and Melissa Redford **News1LasVegas@gmail.com** 

## VegasNonStop

TuneIn to INSOMNIAC TELEVISION SATURDAYS FOLLOWING SNL ON NBC TV CH.3 LAS VEGAS!

#### OFFICIAL PHOTOGRAPHER FOR WVEGAS



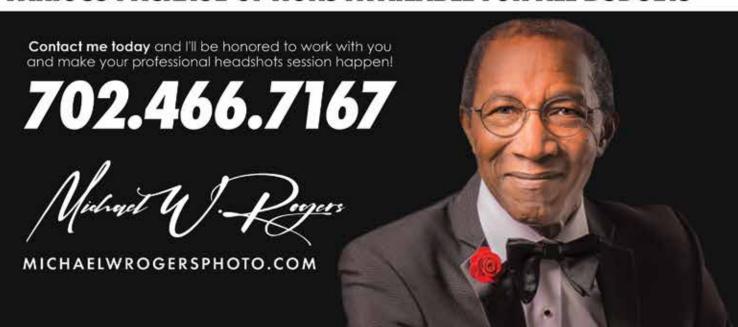
Ready to define your brand without saying a word? Let's connect.

## WHY IS YOUR PROFESSIONAL HEADSHOT SO IMPORTANT?

Much like we make 1st impressions in life, your **headshot** is not only an extension of your brand but is a key component in setting the stage for building trust with your prospective clients.



#### VARIOUS PACKAGE OPTIONS AVAILABLE FOR ALL BUDGETS





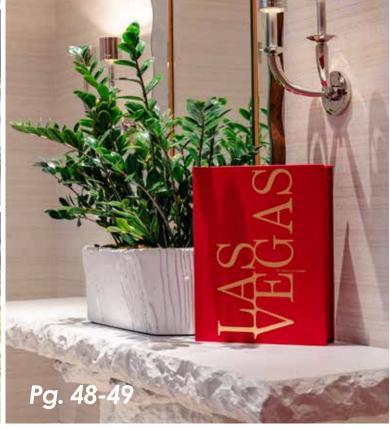
# Pg. 10





## **Table Of Contents**

The Native Juice   A Tribute to the Evans Family6-7
The Ultimate Guide to the Most Popular Bridal Makeup Looks10
2025 Top Business Leaders of Las Vegas
Revolutionizing Microtargeted Campaigns   Reverse Engineering Advertising14-15
JuveMD & DermaBella Medical Spa
Corporate Philanthropy: Why Companies Should Give Back
2025 Leading Lawyers of Las Vegas
Intermission with Chef Vic Vegas
Vegan in Vegas   High Tea, A Tradition Worth Keeping44-45
All the Worlds a Stage And All the Men and Women are Merely Players46-47 $$
The Las Vegas Book   How A Small Desert Town Became the Entertainment Capital of The World
Luxe Home & Garden Companies
Step Inside Kushberry Farms: Where Good Times Grow62-63
Flight Club: Darts, Drinks and Unforgettable Moments
Tail Talk: An Interview with NEVADA SUPREME COURT JUSTICE Ron Parraguirre66-67
2025 Women Who Wow Recognition Party at Jason Aldean's Kitchen + Bar68-71











# The Martine Inice

## Old School Notable Las Vegas Families The Evans A Tribute to the Family

By Candice Wiener

The Evans family holds a deep and cherished history within the Las Vegas community. Larry Evans, the patriarch, was said to be one of the first babies born at St. Rose Hospital. He was born on March 4th, 1944. He dedicated many years of his life working at the Nevada Test Site and Area 51. He also worked on the space program. A proud graduate of Basic High School in or around 1962. Larry came from a lineage rooted in the city, as his parents moved to Henderson in the 1940s. His father worked with the Teamsters and his mother was a cocktail waitress at the old Railroad Casino, and later worked as a maid on the Las Vegas Strip. They had six children: Rosa, Larry, Cheryl, Geneva, Darla, and Wesley Evans. All the Evans' children were born in Las Vegas,

except for their eldest, Rosa.

Barbara Evans, formerly Barbara Graves, was the heart of the Evans family. She and Larry met at a young age, around 1970 on a plane trip going from Seattle to Long Beach. She said they were making out the entire flight and afterward her lips were raw from kissing! Three short months later, they were married, and embarked on a journey filled with love and devotion. Together, they built a beautiful life, raising four wonderful children in Seattle and then moved back to Las Vegas. Barbara found her calling as a librarian, serving the Clark County Library District for many years, enriching the community with her passion for knowledge and education.

















Their four children, Nathan Evans, Heather Evans, Asa Evans, and Adam Evans were raised with strong values of love, unity, and resilience. I have had the privilege of knowing the Evans family for over 30 years, growing up alongside the siblings. My bond with Adam began in our junior high school years at Brinley. Living in Desert Shores, we were later rezoned to the newly opened Becker Middle School, where our friendship deepened into a young love. At just 13 years old, Adam and I began dating, and at 19, we took the leap into marriage and started a family together.

Coming from a large and often dysfunctional family myself, I found solace and a sense of belonging in the Evans household. Their unwavering togetherness, loyalty, and shared moments of joy—through food, laughter, and fellowship—became a source of comfort for me. Larry and Barbara, through their strong and enduring marriage, created a haven of love and security for their family and those close to them.

To know the Evans family was to love them. The years spent together created a tapestry of beautiful memories that I will always treasure. Tragedy first struck on June 27th, 2007, when my beloved husband, Adam, passed away. The loss devastated us all, especially our youngest daughter, Madison. Larry also subsequently passed away on October 4th, 2013, marking another heartbreaking chapter for the family. The pain deepened further with Barbara's recent passing on March 16th, 2024

Then, in early March of this year, I received a voicemail from the medical examiner that another family member had passed. As I was listed as the next of kin, confusion and anxiety set in—I had no idea who it could be. When I returned the call, I was met with a shocking and painful reality: Nathan Evans had passed away. The news was overwhelming, and in disbelief, I hung up the phone, hyperventilating. My immediate response was to reach out to my youngest daughter, Madison, who helped contact Heather Evans, Nathan's sister. In the days that followed, Heather and I leaned on each other, working through the emotional weight of Nathan's passing while attempting to make sense of it all. Each week that passes still feels surreal, and the loss of Nathan, along with the other Evans family members, remains deeply felt.

As we stand here in 2025, only two members of the immediate Evans family remain with us: Heather and Asa Evans. Losing so many loved ones in such a short time puts life into perspective in ways words cannot fully express. The absence of Larry, Barbara, Nathan, and Adam is deeply felt, but their love and memories live on in our hearts. We take solace in knowing that energy never dies, and we hope they are watching over us, offering their guidance and love from above. During this time of remembrance, we send our deepest love and prayers to the Evans family, honoring their legacy and the indelible mark they have left on our lives. With resounding love and through each heartbreak, the Evans family will continue to be a pillar not only within my family, but also within our local community.













## LAS VEGAS MICROBREWERY

### **OPEN 24 HOURS / 7 DAYS A WEEK**

Award winning microbrewery featuring a selection of appetizers, pizzas, sandwiches and entrees. Check out our new non-smoking taproom. Beer is brewed on premise and has won numerous awards at the Great American Beer Festival and The World Beer Cup.

## COME FOR THE BEER, STAY FOR THE FOOD GREAT PEOPLE, FRIENDLY STAFF AND AMBIANCE!

- Delicious food
   Great Craft and Micro-Brews
   Gaming
  - Upstairs Cigar Lounge
     Non-Smoking Tap Room

2201 S. FORT APACHE RD, LAS VEGAS, NV 89117

702.254.3333

CHICAGOBREWINGLY.COM

ZIX ONLY

## **Spring Vibes & Community Ties**

### A Season of Growth, Gratitude, and New Beginnings

#### From the Publisher's Desk

The arrival of spring always brings a sense of renewal, and this year is no different. The 2025 season has been a whirlwind—Las Vegas weather continues to keep us on our toes, shifting from brisk and windy 40-degree days to warm, sun-filled afternoons in the 70s. While we may not experience all four seasons as vividly as the Midwest or East Coast, one thing remains certain: summer will be here before we know it!

Spring has officially sprung, and we kicked off the season in style with our 'Women Gone Country' recognition event at Jason Aldean's Kitchen + Bar on the Las Vegas Strip. The evening was a beautiful celebration of strong, talented women in our community—each one making a lasting impact in her own way. It was an honor to recognize and connect with so many inspiring individuals in one room.

However, much like the changing seasons, this past winter has brought its share of loss. As the saying goes, when it rains, it pours. While we haven't seen much actual rainfall, the past few months have been marked by deep sorrow. We lost one of our 2025 Women Who Wow honorees in December, one of our Leading Lawyers in January, my beloved brother-in-law in early March, a cherished Real Vegas contributor mid-March, another dear family friend shortly after, and just days ago, a legendary celebrity Las Vegas journalist, Norm Clarke.

Grief is a deeply personal journey, yet one truth remains: it is the natural response to love and loss. Just last spring, I wrote my 2024 **Publisher's Letter** while processing the passing of my mother-in-law. Now, a year later, we are mourning the loss of her eldest son, my brother-in-law. Their bond was unbreakable—mutually dependent for over 50 years—and his passing so soon after hers makes me wonder if he simply couldn't bear to live without her.

This reminds me of my own Grandma Blondina and Uncle Ronnie, who shared a similar, yet different, dependency. My Uncle Ronnie, who was mentally disabled, relied on my Grandma Blondie for the simplest daily tasks—tying his

shoes, preparing his meals, and even cleaning his glasses before work at the Air Force Base. In reflecting on these connections, I came across **Takotsubo Cardiomyopathy**, commonly known as **Broken-Heart Syndrome**. While rare, it is medically possible to pass away from the overwhelming grief of losing a loved one.

As we mourn, I believe it is equally important to embrace **growth**, **gratitude**, **and new beginnings**. Spring serves as a powerful reminder that life continues to bloom even after the harshest winters. So, let's cherish each day, hold our loved ones a little closer, and find gratitude in the moments we have—because tomorrow is never promised.

Wishing you all wellness, safety, and an abundance of love this season and beyond.

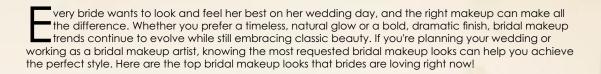




702.743.5358
candice@realvegasmagazine.com
© 1 @realvegasmagazine

## The Ultimate Guide to the Most Popular Bridal Makeup Looks

By Lissette Waugh Imi.edu



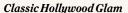


This look enhances a bride's natural beauty with soft, glowing skin, neutral eyeshadows, and a subtle nude or pink lip. The goal is to create a flawless yet effortless appearance, often featuring dewy foundation, lightly sculpted cheeks, and fluttery lashes. This timeless style is perfect for brides who want to look polished without heavy makeup.



Soft Romantic Glam

Perfect for fairytale weddings, this look incorporates soft pinks, mauves, and champagne tones for a dreamy, romantic effect. A dewy complexion, rosy cheeks, and a touch of shimmer on the eyelids create a fresh and youthful glow. Paired with wispy lashes and a soft pink or peach lip, this makeup style is ideal for outdoor and garden weddings.



For brides who love vintage elegance, the Hollywood glam look is a go-to. Featuring bold red lips, winged eyeliner, and perfectly sculpted brows, this style channels Old Hollywood sophistication. A flawless matte foundation and defined cheekbones complete the look, making it a top choice for evening weddings or black-tie affairs





Soft Smoky Eyes

A subtle take on the traditional smoky eye, this look balances drama with elegance. Using neutral, earthy tones like browns, taupe's, and soft grays, the eyes remain the focal point without looking too heavy. A nude or soft mauve lip complements the look, making it a great option for brides who want a little extra definition without overpowering their features.





Glowy & Bronzed Goddess

For brides who love a sun-kissed glow, this look focuses on warm, bronzy tones and luminous skin. A radiant complexion is achieved using bronzer, highlighter, and copper toned eyeshadows, paired with a glossy nude or peach lip. This makeup style is especially popular for destination weddings and beach ceremonies.



Dramatic Bridal Makeup

Some brides love to make a statement with bold eye makeup and dramatic lashes. This look often features dark, sultry eyeshadows, full brows, and a strong contour for a high-impact, glamorous finish. It's a perfect choice for evening weddings or brides who want their makeup to stand out in photos.



#### Conclusion:

When deciding on your bridal makeup, consider factors like your wedding theme, dress, venue, and personal style. It's always best to have a makeup trial to ensure you're happy with the final look. Whether you go for soft glam, Hollywood elegance, or a radiant glow, the most important thing is that you feel confident and beautiful on your big day!



Download the **Sparkles Beauty Bar app** to book your
Appointment



### **FIRST BLOWOUT FREE (\$54 VALUE)**

WHEN YOU SIGN UP FOR A MEMBERSHIP

#### **DOWNTOWN SUMMERLIN**

2130 PARK CENTRE DRIVE LAS VEGAS, NV 89135

#### SPARKLESBEAUTYBARS.COM



## "THE LIST"

**ANGELA STABILE** 

**BRICE CRAFTON** 

**CASEY COHEN** 

**DAVE TINA** 

**DALLAS HORTON** 

**DENISE DIXON** 

DOC LOUIS WIENER

DR. MARGUERITE

**BRATHWAITE** 

DR. SEAN SU

DR. SUZIE SU

**ELENA LEDOUX** 

**GARY WU** 

JANICE ARANAS

JAMES KERR

JACQUELINE BRET-ELL

JENNIFER BRADLEY

JENNIFER VAUGHAN

KEITH E. WHITFIELD

LARISSA RFIS

LINDSAY FELDMAN

MASON VAN HOUWELING

MICHAEL SANFT

NANCY USHER

**NICK HUBBER** 

PAUL HYMAS

PETER MAZZEO

**RACHEL HORTON** 

**RORY MCSHANE** 

SINNI SINGH

TIM REVERO

**ZACH WALKERLIEB** 

DAVID WENG



2025 TOF

## **Business Leaders**

LAS VEGAS

You asked and we delivered! Real Vegas sought out the **2025 Top Business Leaders in Las Vegas**. You know, the Vegas visionaries and entrepreneurs that have helped pave the path for other local business leaders. We polled our readers and had some great engagement of who the Top Business Leaders are and why they make such great business leaders. We certainly hope you'll recognize some familiar faces and help us congratulate them on their well-deserved accolades and achievements this year! These leaders know that when they win the hearts of their clients and their employees they are bound to have better success in their businesses.

It is said that "Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion." - Jack Welch

To nominate your most respected business leaders, visit:

#### **REALVEGASMAGAZINE.COM/NOMINATE**

12

## **Business Leaders**



Angela Stabile



**Brice Crafton** 

702.385.5969 THEPERSONALINJURYPROS.COM FB: @ThePIPros IG: @thepersonalinjurypros



PERSONAL INJURY LAWYER **DALLAS HORTON & ASSOCIATES** 702.380.3100 GDALLASHORTON.COM FB: @DallasHortonLawFirm IG: @gdallashortonandassociates



Dave Tina



David Weng

CFO Cabinets Now 702.220.6688 CABINETSNOWVEGAS.COM FB: @cabinetsnowonline



Denise Dixon

**Dallas Horton** 

**FOUNDER & CEO** Denise D. Enterprises Cosmetology Institute of Las Vegas 702 503 3579 DENISEDENTERPRISES.COM CILVEDU.COM IG: @dixonhairtherapy702 & @cilvegas



**BRADY LINEN SERVICES** 702.639.2500 BRADYLINEN.COM



Dr. Marguerite Brathwaite

INNOVATIVE WOMEN'S CARE 702.381.6600 INNOVATIVEWOMENSCARE.COM



Dr. Sean Su

FAMILY DOCTOR SEXY VEGAS SKIN 702.240.4242 FB: @drsnsu IG: @sup702



DENTIST SEXY VEGAS SMILES 702.240.4242 DRSUZIESU.COM FB: @drsuziesu IG: @sexyvegassmiles



Elena Ledoux

SERIAL ENTREPRENEUR/CO-FOUNDER Superb Maids 702.721.8858 SUPERBMAIDS.NET FB: @superbmaidsvegas IG: @superbmaids\_vegas



OWNER TOTAL MAX HOMES 702.592.6888 TOTALMAXHOME.COM FB: @totalmaxhomesvegas IG: @totalmaxhomes

Dr. Suzie Su



Jacqueline Bretell



Janice Aranas

MS., CCC-SLP/OWNER The Therapy Place 702.877.0808 THETHERAPYPLACELV.COM FB: @thetherapyplacelasvegas IG: @thetherapyplace



FOUNDER & CEO Boss Security Screens 702.637.0255 BOSSSECURITYSCREENS.COM FB & IG: @BossSafe

James Kerr



## REVERSE ENGINEERING ADVERTISING



n 2017, Rory McShane started what was called at the time McShane LLC from his garage with one employee at his house off Desert Inn and Eastern. The advertising firm worked with clients ranging from political candidates to non-profits here in the Las Vegas valley and across the country.

The firm started with a simple idea – bringing "Big Data", known as microtargeting into every level of advertising from political campaigns to public affairs projects and businesses.

By 2020 the firm had opened an office in Las Vegas and Washington, DC and counted among its clients' members of the United States Congress, state political parties, Clark County Judges, and major corporations.

That same year, the firm's founder Rory McShane was recognized for his innovation in advertising, being named one of the 40 top consultants under 40 years old by the American Association of Political Consultants and was recognized by Campaigns and Elections magazine as one of only 16 rising stars in the political advertising and strategy industry.

In 2021, the firm then known as McShane faced one of its biggest challenges yet helping the San Antonio Police Officers Association protect their collective bargaining rights in a heavily contested ballot initiative. Despite being outspent heavily, RMC used big data to isolate individual voters most likely to be persuaded to support the union, then matched those voters to their home IP addresses, mobile device IDs, social media accounts and television streaming services and relentlessly delivered persuasive messaging – ultimately resulting in a 1.5% victory for the Police Officers Association. In that election, RMC's algorithm correctly predicted the turnout of 99.8% of targeted voters

After the election, San Antonio Police Officers Association President Mike Helle said, "The McShane team and their partners at Public Alliance delivered an incredible victory for the San Antonio Police Officers Association. They used data and cutting-edge tactics to defeat Proposition B, at a time when no other anti-police ballot referendum had been defeated in the country."

2022 saw the firm's largest growth ever, growing 1000% from its first full year in business, 2018. RMC (then McShane) was named to Inc. Magazine's list of the 5000 fastest growing private businesses in America and won more than fifty advertising awards from industry associations and publications. Their client list grew to include groups like the American Federation for Children and the American Jewish Congress.





In late 2024, the firm rebranded from McShane LLC to Revolutionizing Microtargeted Campaigns, RMC, with the founder, Rory McShane explaining that far too much of the credit for the company's success was being laid at his feet, saying "we have absolutely brilliant ad strategists here who are smarter than I am and more creative than I am and the old name gave people the idea that I was doing this myself."

RMC has staff across the country from Nevada to Washington, DC and Texas to Idaho – but the nucleus is a sprawling office in the heart of Las Vegas where graphic designers, email copy writers, strategists, and ad creators work under one roof meeting all through the day to come up with and pitch ideas to their clients.



The firm's second in command Vice President Steve Hilding explained to me that RMC is special kind of firm, not just because of how they use data but because they try to be just the right size. "Normally advertising agencies have hundreds of employees and thousands of clients, and if you ever meet the executive team, it's the day you sign the contract and that's it. Then on the other hand you have the one guy who works out of his house and goes on Craigslist or Fivver to find a subcontractor to actually create the ads and place them. Even though it isn't the easiest way to make money – we think by being the middle ground between those two models we have an uncommon level of success. At 18 people we have everything our clients need under one roof – but me, Rory McShane and the senior staff know what's happening with every client, every day."

Sitting in his conference room, adorned with awards on each wall explaining how they integrate data in advertising, McShane looks as far away from a central casting ad man as possible with his cowboy boots and neck tattoos.

He explained to us that for the entire history of advertising agencies started with the budget, then split that budget into various mediums, then tried to figure out what consumers they could target with that medium.

McShane says his strategy is completely different, using the approximately 220 available data fields, they build a profile of what the



ideal consumer would like, then set out to match that consumer to available mediums, their social media accounts, their IP address, their mobile device, etc. – then launch advertising just to those consumers they believe have the highest likelihood of converting.

I mentioned a friend of mine who owned a business installing garage doors on large commercial properties as an example, McShane explained that he would start by finding data on commercial property owners of warehouse space above a certain size, then match those building owners to the digital accounts and run targeted advertising specifically, and only to them



"I'm not the guy to hire if you're selling Coca-Cola, it's a cheap universally appealing product and almost anyone is a potential customer. Clients hire us when they're marketing a product, campaign, or initiative that has a small but highly valuable potential user base. It's finding the needle in the haystack." McShane said.

When asked about his favorite projects, McShane didn't talk about a campaign victory or an advertising award. He told us about his company's charitable projects. Every year, RMC gives away dozens of turkeys and Thanksgiving dinners to needy families across the country. Last year they gave away over 400 Halloween costumes to struggling parents in the Las Vegas Valley. To fund the Halloween project, McShane canceled the company's yearly corporate Christmas & Cigar Party in Washington DC.

"I thought about what it might feel like for some kid to walk into his school at Halloween with the other kids in costumes and not be able to dress up. There are a lot of problems in the world, but that was one I could fix. Screw a cigar party."

From their early days in political advertising to now, it's clear that RMC is something different in the advertising space, with their website proudly boasting that "For decades political and corporate marketing has been dominated by country club members in blue blazers and khaki pants and for decades it's failed, miserably. 22 years ago, Steve Jobs released an ad

called "Think Different."
Jobs told us, "Here's to the crazy ones. The rebels.
The troublemakers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules. And they have no respect for the status quo." McShane refers to his team as the rebels of advertising, with no respect for the status quo.



# Real food.

Healthy, nutritious meals cooked with the freshest ingredients and only Olive Oil!

#### PROTEINHOUSE HEALTHY - FIT - KITCHEN

**2X IN VEGAS!** 9555 S Eastern Ave Suite 125, Las Vegas, NV 89123 4965 Blue Diamond Rd. Ste 100, Las Vegas, NV 89139





DIX HAIR THERAPY

Denise is a Licensed Cosmetologist/Trichologist specializing in hair restoration.

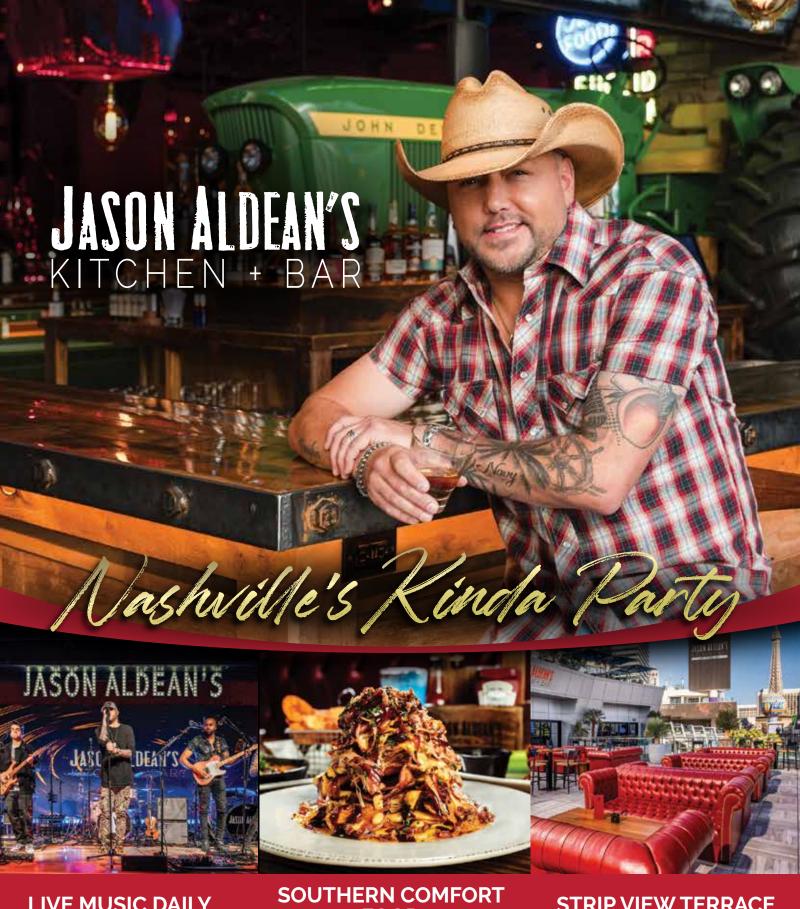
Denise became interested in hair restoration because of her own hair loss at the age of 16.

She suffers from traction Alopecia and it took years of paying professionals who couldn't help her before she decided to educate herself about hair loss. The truth about hair loss is that there are many different factors that cause it and the truth about hair restoration is that there are many different treatments to restore it. Denise's goal is to give you a personalized treatment plan to activate your damaged hair follicles and restore r hair to its natural healthy state.

#### **Book a consultation today!**

info@denisedenterprises.com | denisedenterprises.com 722 W Carey Ave N Las Vegas, NV 89030, Suite 2

702.503.3579

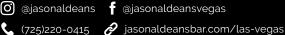


LIVE MUSIC DAILY

**FOOD** 

STRIP VIEW TERRACE







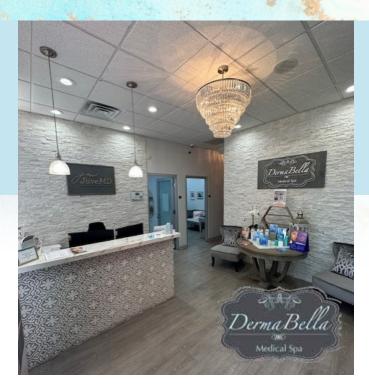
## DermaBella Medical Spa

## Dr. Andrea Dempsey JuveMD & DermaBella Medical Spa



ave you been hearing about the benefits of hormone replacement therapy on your social media, and you want to find out more for yourself? You've heard though that hormones aren't safe, and you feel like you don't have the right doctor to speak to about your concerns.

You're not alone in feeling this way. Many women and men are going to the Internet and finally now are finding doctors who are willing to talk about the benefits of hormone replacement. As a hormone replacement doctor, we have been dispelling the fears since the Women's health initiative trial was published 20 years ago. The flawed study set into motion a series of incorrect conclusions that hormone replacement therapy could cause breast cancer, heart disease and stroke and more. From there many women stopped using HRT and turned to antidepressants and alternatives that had their fair share of side effects and did not improve the quality of life nor did not have data to support longevity.

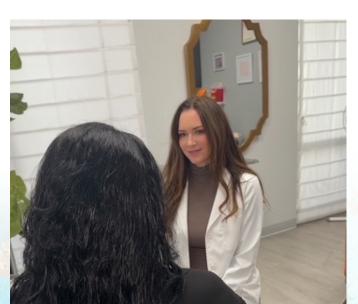


Fortunately, we are at a place in 2025 where we as a community of physicians can say to women and men that using Hormone Replacement Therapy can help you prevent heart disease and stroke, decrease your risk of having dementia, reduce your risk of having an Osteoporosis, improve your sexual health, reduce urinary tract infection and incontinence, improve your mental health and help you live a longer more for a fulfilling life.

Are you having brain fog, night sweats, terrible broken sleep, forgetting simple, words or names, thinking you're depressed from your emotional highs and lows lost you r sex drive, can't lose that belly fat or getting fat in new areas? Does this sound like you? Have you been told you should just get through this "phase"? This is not just a phase, we can help menopausal women and men live your best lives.

The good news is that there is a safe solution for you. As an expert in hormone replacement Therapy for more than 15 years here in Vegas, we have been successful in building my practice upon a model that allows patients to learn about their labs by spending time reviewing them with me, addressing the science and research, and balancing the estrogen, testosterone and progesterone and thyroid on an individual level. We believe at JuveMD in a collaboration between patient and provider.

#### juvemdweightloss.com



## Dr. Sean Su, MD

Dr. Sean Su, MD, is a primary care physician who is focused on providing experienced and passionate care to patients in the Las Vegas Valley.



**Dr. Su** is available to see patients for initial consultations with a special focus on serving patients who require medical care due to personal injury. Dr. Su will conduct a patient evaluation and recommend an appropriate and efficient course of treatment.

**Dr. Su** offers convenient and flexible scheduling from his office in Northwest Summerlin.

**Sean Su, MD**, is a graduate of University of California – Irvine, and earned his medical degree from Loma Linda University School of Medicine.

Call today to schedule an appointment

702.240.4242

2541 Professional Court, Suite 110, Las Vegas, NV 89128

## **Business Leaders**



OWNER/CEO JB PUBLIC RELATIONS 702.234.9385 JBPUBLICRELATIONS.COM IG & Twitter: @jenpbradley



Jennifer Vaughan

COMMUNICATIONS DIRECTOR UNLV COLLEGE OF FINE ARTS 702.895.1575 UNLV.EDU FB & IG: @UNLVFineArts



Keith E. Whitfield

IMMEDIATE PAST PRESIDENT HNEV 702.895.3201 UNLV.EDU/PRESIDENT FB: @OfficialUNLV IG: @UNLV





CEO & CO-FOUNDER PROTEINHOUSE.COM IG: @proteinhouse1



Lindsay Feldman

**FOUNDER** BRANDBOMB PR & MARKETING 702.812.1119 BRANDBOMBPR.COM FB & IG: @brandbombpr



Mason Van Houweling

CEO **UMC** 702.383.2000 UMCSN.COM FB & IG: @UMCSN

Larissa Reis



SOS INJURY LAW 702.720.3030 SAFETYOVERSHARES.COM FB & IG: @sosinjury



Nick Hubber

**DIRECTOR OF OPERATIONS** MAGOOS GAMING 702.254.3333 MAGOOSGAMING.COM FB & IG: @chicagobrewingco



**Paul Hymas** 

PRESIDENT NACHO DADDY 702.462.2298 NACHODADDY.COM FB & IG: @NachoDaddyLV

Michael Sanft



INJURY TRIAL ATTORNEY Mazzeo Law, LLC 702.382.3636 MAZZEOLAW.COM FB: @mazzeoinjurylaw IG: @mazzeolawllc

OWNER AND CHAIRWOMAN

FLINTROCKPRODUCTS.COM

FLINTROCK PRODUCTS

702.617.4661



MARKETING DIRECTOR DALLAS HORTON & ASSOCIATES 702.380.3100 GDALLASHORTON.COM FB: @DallasHortonLawFirm IG: @gdallashortonandassciates



Rory McShane

FOUNDER & CEO Revolutionizing Microtargeted Campaigns 202 770 4433 RMCSTRATEGY.COM FB: @RevolutionizingMicrotar getedCampaigns IG: @rory.k.mcshane

Peter Mazzeo







MANAGING PARTNER Willow Manor at Keller Williams The Market Place 702.743.9998 WILLOWMANORLV.COM FB & IG: @WillowManorLV



Sinni Singh



Timothy Revero

Zach WalkerLieb



As the only top-tier university in Southern Nevada, UNLV is building an unstoppable workforce. We're engineering ways to harvest water and combat drought. We're training educators and health professionals to fill gaps in our systems. We're partnering with businesses to expand and diversify our economy. It all adds up to a \$2 billion impact in Southern Nevada.

We're Rebels and Rebels Make It Happen.







## Congratulations

2025 TOP

## **Business Leaders**

LAS VEGAS

To nominate your most respected business leaders, visit:

REALVEGASMAGAZINE.COM/NOMINATE

and tell us what makes them such a powerful business leaders!



# LEXICON LEX







## Corporate Philanthropy:

## Why Companies Should Give Back

#### by Jennifer Bradley, JB Public Relations

Companies who integrate philanthropy into their core operations, are laying the foundation for sustainable success by enhancing brand reputation, boosting employee morale, unlocking new business opportunities, and improved community relations.

#### **Building a Strong Brand Identity**

Corporate philanthropy plays a crucial role in shaping a positive public image. Shoppers tend to favor brands that invest in the well-being of their communities, translating into increased customer loyalty and improved profitability.

#### Boosting Employee Engagement and Morale

Volunteering and charitable initiatives are powerful tools for enhancing employee satisfaction. Many employees are drawn to organizations that demonstrate social responsibility.

#### **Unlocking New Business Opportunities**

Collaborating with nonprofit organizations and community groups not only expands a company's network but also provides access to fresh insights and untapped markets. Networking through charitable activities often enhances a company's influence within its community and industry.

#### Strengthening Community Ties

Supporting local charities helps companies deepen their connection to the communities they serve. Enhanced community relations not only improve public perception but also create a more supportive business environment.

## **UNMASK YOUR SMILE!**

**SEXY VEGAS SMILES** 



702-240-4242

Schedule your appointment with Dr. Suzie Su. sexyvegassmiles.com







The place for caring adult and pediatric therapy



**Adult and Pediatric Services** 

- Comprehensive Assessments
- Customized Treatment Plans
- Individual Therapy Sessions
- Patient and Family Education

Congratulations
To
Janice Aranas

MS CCC-SLP

for being named a

**2025 Top Business Leader in Las Vegas** 

(702) 877-0808 contact@thetherapyplacelv.com

www.thetherapyplacelv.com



#### Dr. Marguerite Brathwaite

Dr. Brathwaite provides a wide array of services, such as well-woman exams, pregnancy care, sexual health care, hormone therapy such as BioTE®, and birth control. Using the extensive knowledge gained over a career of more than 20 years, Dr. Brathwaite cares for women in all stages of life, and specializes in adolescent gynecology, high-risk obstetrics, and menopause care. Dr. Brathwaite also excels in minimally invasive robotic surgery for hysterectomy, fibroid removal, and other women's health needs. Her goal is to make each patient feel like a family member.

Congratulations to Dr. Marguerite Brathwaite for being for being named a 2025 Women Who Wow of Las Vegas

**Board Certified** Obstetrician & Gynecologist

7650 W Sahara Ave, Suite 101 Las Vegas, NV 89117

innovativewomenscare.com

Phone Appointments: 702.381.6600 Office Number: 702.413.7740





Scan QR to Nominate



2025

LAS VEGAS

Join us as we acknowledge our local **Leading Lawyers** as they continue to interpret the law through actions and words for the protection of us as individuals, business entities and other legal matters after the word business.

You can nominate your favorite at



"The list

Adam Breeden Adam Kutner Adam Muslusky Adam Vander Heyden Adriana Pereyra AJ Kung Allen Cap Amit Ben Moshe Amanda Connor Amanda Laub **Amy Sances** Andre Lagomarsino Andrew Kang Anthony Paglia April Bonifatto Arezou Piroozi Ash Watkins Aviva Gordon Ayesha Mehdi Ben Bingham Benjamin Cloward Bill Curran Bobby Misko **Boyd Moss Bradley Mainor Bradley Myers** Brandi Cassady **Brett Carter Brice Crafton** Brian Steinberg Brian Vasek Carol Hay Chad Golightly Chandon Alexander Charles Lybarger **Christian Gabroy** Christian Griffin Christian Smith Christina Mundy

Craig Drummond

Craig Kenny

Dallas Horton

Dale Hayes Jr.

David Jacks

David Roger

Dawn Cica

**David Thomas** 

David Chesnoff

David Menocal

Dina Ladah Donald Kudler Eric Blank Eric Marshall Eric Roy Frank Sorrentino Gabriel Martinez George Bochanis George Ogilvie III Gina Bongiovi Gina Corena **Gregory Kamer Heather Harris** Husna Alikhan Iśrael Ishi Kunin Jack Buchanan Jacob Leavitt Jacqueline Bretell Jakub Medrala James Pisanelli Jamie Cogburn Jason Close Jason Martinez Jason Stoffel Jason Weiner Jennifer Braster Jessica Friedman Jim Jimmerson John Bertoldo John Courtney John Michaelson John Moran Jr. John Moran III John Mowbray John Naylor John O'Reilly John Watkins Jordan Schnitzer Joseph Benson Joseph Garin Joseph Wirth Jospeh Guindy Julie Raye Justin Chong **Justin Watkins** K. Ryan Helmick Katie Goldberg

Katherine Turpen

Keith Galliher Jr.

Kevin Hanratty Kimball Jones Krista Lianne De Vera Kristian Kaskla Kristina Wildeveld Kristin Cogburn Kyle Morishita Kyle Tatum Landon Littlefield Larry Hill Lawrence Hill Lawrence Ruiz Lawrence Smith Leah Martin Leila Hale Leon Mead Lindsay Cullen Louis Palazzo Luis Ayon Malcolm LaVergne Mandy McKellar Marc Randazza Marc Saggese Marcus Berg Margo Chernysheva Mark Henness Mark Hutchings Mark Hutchison Matthew Hoffman Matthew Johnson Meesha Moulton Michael Gowdey Michael Haight Michael Kane Michael McAvoy Amaya Michael Sanft Michael Stein Michele LoBello Mike Nguyen Mitchell Resnick Ofelia Markarian Patrick Kang Pat Lundvall Paul Powell Peter Mazzeo Philip Silvestri

Phillip Aurbach

Qumars Behzadi

**Puonyarat Premsrirut** 

Reena McDonald Reza Athari Richard Cunningham Richard Harris Richard Holley Robert Cardenas Robert Cottle Robert Draskovich Robert Hill Robert Schumacher Robert Sidell Robert Walsh Roger Croteau Renee Finch Ryan Hamilton Ryan Saldanha Sam Mirejovsky Sam Ryan Heidari Sandy Roche Sandy Van Sarah Mead Shauna Hill Shane Jasmine Young Shelley Krohn Shemilly Briscoe Shoham Segal Sigal Chattah Soraya Aguirre Stacy Rocheleau Steven Baker Steven Dimopoulos Steven Knauss Steven Pacitti Steven Parke Tara Clark Newberry Theodore Parker III Thomas Beckom Tim Riley Timothy Revero Tin Hwang Tracy Gallegos Travis Buchanan Tony Sgro Warren Geller William Devine II William Stoddard

Ramzy Ladah

## 2025 Leading Lawyers OF LAS VEGAS



**ADAM BREEDEN** 



ADAM VANDER HEYDEN



ADRIANA PEREYRA



**AMANDA CONNOR** 



**ANTHONY PAGLIA** 



**AMIT BEN MOSHE** 



**AYESHA MEHDI** 



**BOYD MOSS** 



**BRADLEY MYERS** 



BRICE CRAFTON
THE PERSONAL INJURY PROS
POWERED BY DEAVER | CRAFTON
THEPERSONALINJURY PROS.COM
702.385.5969







CHANDON ALEXANDER



CHRISTIAN GABROY



CHRISTINA MUNDY
MESSNER REEVES LLP
MESSNER.COM/ATTORNEYS/
CHRISTINA-MUNDY
702.363.5100



**CRAIG DRUMMOND** 



DALLAS HORTON
DALLAS HORTON AND
ASSOCIATES
GDALLASHORTON.COM
702.380.3100







**DAVID MENOCAL** 



**DAVID THOMAS** 



DAWN CICA



**DINA LADAH** 



**ERIC MARSHALL** 



ERIC ROY





DON'T SETTLE FOR LESS.

HIRE ONE OF THE BEST

Schedule your Free Consultation!

702.380.3100

The firm has represented over 30,000 Nevadans

Our Achievements

















## 2025 Leading Lawyers OF LAS VEGAS



**ERIK BLANK** 



**GEORGE OGILVIE** 



**GINA CORENA** 



**GREGORY KAMER** 



**HEALTHER HARRIS** 



JACQUELINE BRETELL BIGHORN LAW BIGHORNLAW.COM 702.333.1111

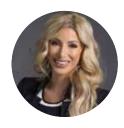




JASON G. MARTINEZ
MESSNER REEVES LLP
MESSNER.COM/ATTORNEYS/
MARTINEZ-JASON
702.363.5100



JENNIFER BRASTER



JESSICA FRIEDMAN



JOHN MICHAELSON



JULIE RAYE



JUSTIN CHONG



KATHERINE L. TURPEN
MESSNER REEVES LLP
MESSNER.COM/ATTORNEYS/
KATHERINE-L-TURPEN
702.363.5100



KATIE GOLDBERG GOLDBERG INJURY LAW GOLDBERGINJURYLAW.COM 702.497.7173





KRISTIAN KASKLA



**KRISTINA WILDEVELD** 



KRISTA LIANNE DE VERA



LEAH MARTIN



**LEON MEAD** 



**KURT ANDERSON** 



LUIS AYON



### MILLIONS WON FOR OUR CLIENTS

Peter Mazzeo is the founding partner of his firm Mazzeo Law, LLC; he was licensed in New York in 1989 and in Nevada in 2005. He represents clients in personal injury claims, he has successfully settled thousands of personal injury cases, argued before the Nevada Supreme Court and has successfully handled and litigated 100s of trials, arbitrations, and mediations.

Peter was awarded the Martindale Hubbell AV Preeminent award for highest level of professional excellence, the Top 100 National Trial Lawyers award, and is a member of the Million Dollar Advocates Forum & the Nevada Justice Association.

Peter takes Pride in working hard for ALL his clients and he maintains a strong attorney/client trust by routinely communicating with his clients during the claim and litigation process. He maintains the highest ethical standard and gives every client the best legal services.

Mazzeo Law, LLC is not that **firm** that takes the 1st offer and tell you it's a win. At **Mazzeo Law**, he uses his 35 years of experience, skill, and knowledge in maximizing compensation for 1000s of clients. If you happen to get injured in a car wreck or in a hotel or casino, at any time, remember **Mazzeo Law** will give you prompt attention, the best compensation, and the respect you deserve.



Here to Help and Get Maximum Compensation for His Clients!

CONTACT MAZZEO LAW TODAY!

mazzeolaw.com 702.382.3636

631 S 10th St Las Vegas, NV 89101



### **Casual Conversation** with Brian Ross Burnham



### Meet the incomparable

## Brice Crafton

Nhat can I say about Brice Crafton? To start out with, full disclosure, Brice has been a very close personal friend and confidant of mine for many years. He is definitely one of the most compelling multifaceted people I have ever had the pleasure to know. I enjoy every minute I spend with him. A highly successful top attorney in town with a thriving law firm. Everyone who's anyone, already knows this fact. Specializing in personal injury cases, I can attest without a doubt, that he treats his clients with personal attention and with the utmost respect. However, his professional livelihood is only half of his life story. Once you get to know him well, you realize he is so much more than that. His personal attributes and life experiences more than outweigh his business successes. He is a providing and caring father, a loving attentive husband, and a loyal and sincere friend to so many. Both he and his lovely wife Lesley, who is also a distinctly accomplished attorney in her own right, are always the vibrant fun loving couple to hang out with. Never a dull moment in the presence of these two. Brice and Lesley make the perfect entertaining companions. Whether over an intimate dinner, a gathering at their elegant home or traveling with them in Europe. To socialize with the Crafton's is second to none. And I recommend it highly. We recently hung out in the Arts District, one of his favorite neighborhoods in Las Vegas and caught up with a Q&A interview.

BRB: Good Gaawwd!! Ok my man. I can't believe I'm interviewing you. I know so much about you, I don't even know where to begin.

BC: Right?! We've talked about this for a while now. Excited it's finally happening!

BRB: So, let's start with this. You are my favorite person to text almost every day.

BC: Right back at you, Brian. And thank you for putting up with me for so long. I've been in Vegas for almost 25 years now and I have known you for most of those.

BRB: We send each other funny memes or whatever all the time and we laugh at the same things. It makes my day.

BC: Same, my guy, same. Finding someone with a similar warped and inappropriate sense of humor is priceless.

BRB: Some things that we laugh about can never be disclosed publicly. Hahaha!

BC: I plead the Fifth.

BRB: Of course, you do. You're an attorney. Hahaha!! I have to tell you; you do have the best sense of humor. For those that don't know you, what really makes you laugh? Besides me. Lol.

BC: I like my jokes like I like my coffee... the darker the better. Lol. In all seriousness, nothing makes me laugh harder than a cheesy dad joke. Probably because I get the most pleasure out of seeing how hard I can get my kids' eyes to roll.

BRB: Can I honestly tell you one of my favorite things about you?

BC: My obsession with karaoke?

BRB: Besides that. Hahaha.

BC: Well now I'm at a loss.

BRB: To be honest. I love the journey of your life so far. From how you grew up, all the way to where you've ended up today.

BC: Yeah, I'm quite a distance from the potato and grain fields in Idaho that I grew up in. Lol. Where I came from is one of the things I am most proud of. My upbringing instilled in me a work ethic that



drives me even to this day. A sense of community and service to those in need, as well as the importance of living a life of integrity. I think it was Abraham Lincoln who's attributed with saying "Whatever you are, be a good one." It's taken me 46 years of highs and lows, success and failures, mistakes and getting things right to learn that I don't have to be perfect to be my best version, as long as I am never ok with mediocrity. I'm not even close to being done. My best days are ahead of me.

BRB: Yes!!! OMG, I love that. It's the American dream. Here's something I don't know about you. What's your most memorable childhood memory?

BC: Gosh, that's a tough one. I guess one that pops to the front of my mind is when I was 12, I almost rolled my dad's pick-up truck.

#### BRB: Wait. You were driving when you were 12?

BC: Of course. Most of us in rural Idaho learned to drive the moment we could reach the pedals. I was tasked to jump into my father's fairly new Chevy 1500 truck, and I followed a procession of combines, tractors and semi-trucks down a winding dirt road. I had fallen behind and put the pedal to the metal to catch up. It wasn't long before I sped around a tight corner and lost control, fishtailing off the road and into a cow pasture.

#### BRB: Whaaat?!

BC: And I slammed through a railroad tie fence post and wrapped barbed wire around the truck, slicing the front end and the fenders to shreds. Miraculously, I was able to get the truck restarted and drive what seemed like an eternity to break the news to my dad. After making sure I wasn't hurt, I heard a few words my mom wouldn't have been happy to hear out of her husband's mouth (especially directed towards her favorite child).

#### BRB: They were taking your license away? Hahaha

BC: Hahaha! Worse. I was told that I'd be "donating" my wages until the repairs were paid off. Luckily for me, before an estimate could even take place and less than a week later, my dad totaled the pick-up when a big mule deer buck darted in front of him. Dad walked away without a scratch; the deer and the truck were not so lucky. Most important I was let off the hook for the repairs. But I did learn a valuable lesson.





BRB: What was the lesson? Maybe don't drive at age 12?

BC: No. Always accelerate through the turns. Lol.

BRB: Good Gaaawwd!! Hahaha! Ok. We've now come to my favorite part. Rapid Fire Questions. Are you ready?

BC: Let's go!!

BRB: Let's start with what makes you truly happy?

BC: My wife and kids. All six of them. That may seem like the low hanging fruit answer, but it's true.

BRB: Favorite NFL team? BTW I already know the answer. LOL

BC: Well, that's a stupid question. Miami Dolphins baby!! I have an office in Miami.

**BRB:** Go Dolphins!!

BC: It's hard being a Dolphins fan lately. It's also been hard being a Raiders fan lately.

BRB: I feel your pain for that one. But the Raiders can only improve from here. Lol.

Favorite designer? I know that's also a stupid question. Hahaha

BC: John Varvatos. I stumbled upon JV in Detroit, back in 2015 and have never looked back.

BRB: Yep JV. "Back in Black" I've seen your closet. Lol. Best travel destination?

BC: Ooh, that's difficult. My favorite destination I've been to with my wife has to be Rome. My jaw was on the floor the entire 48 hours we were there. They call it the Eternal City for good reason. I want to go back and stay at least 10 times as long.

BRB: Favorite Michelin star restaurant experience?

BC: Hmmmm.

BRB: You better say the back patio of Pavyllon off the Champs-Elysees overlooking the museum gardens, where you and Lesley and I had dinner in Paris. Lol

BC: Ahhhh. Of course. I haven't been to many Michelin star restaurants, but definitely the most memorable one was with you in Paris. Food was excellent, company was even better. And to top it all off, I met Steve Nash, NBA Hall of Famer, on the way to the restroom. Turns out he was there dining with Dirk Nowitski and some other players. And by the way didn't Nowitski try to steal our cab after dinner that night?

BRB: Yes! He did try and jack our ride. I think I said something to him like "We'd be happy to share OUR taxi with you. But you're too damn tall. You'll never fit." Hahaha

BC: Exactly! He laughed. At least he wasn't an ass about it.

BRB: I can only end this conversation with "You are definitely in a league of extraordinary gentlemen. You always make me smile. It's truly a pleasure and a privilege to call you a close

friend."

BC: Likewise! You are a gentleman and a baller/scholar. Still have Nash and Nowtiski on the brain. Lol Never a dull moment with you, my friend.

BRB: Hahaha! And by the way, I could keep talking with you about anything and everything and do this for days. We never run out of things to talk about.

BC: Same. You know, we may need our own Podcast. Why haven't we done a podcast yet? Let's make it happen!

BRB: A podcast??? Hell yes!!! Let's Go!!!

## 2025 Leading Lawyers OF LAS VEGAS



MANDY MCKELLAR
MCKELLAR LAW OFFICE
PARTNER
MCKELLARLAWOFFICE.COM
702.816.5200

@mandy.mckellar

📵 @mandymckellar



MARGO CHERNYSHEVA MC LAW GROUP IMMIGRATIONLAWNV.COM 702.258.1093



MARC RANDAZZA



**MARK HENNESS** 



**MARCUS BERG** 



MICHAEL HAIGHT



**MICHAEL KANE** 



MEESHA MOULTON



MICHAEL SANFT SOS INJURY LAWYERS SAFETYOVERSHARES.COM 702.720.3030



MICHAEL STEIN BEN MOSHE & STEIN BMSLAWLV.COM 702.744.8065



MICHAEL MCAVOY
AMAYA
MCAVOY AMAYA & REVERO
MRIAWLY.COM
833.675.2958



PATRICK KANG
ACE LAW GROUP
ACELAWGROUP.COM
702.605.3113

@@@acelawgroup



PETER MAZZEO
MAZZEO LAW, LLC
MAZZEOLAW.COM
702.382.3636



PAT LUNDVALL



RICHARD HOLLEY



ROBERT SCHUMACHER



RENEE M. FINCH
MESSNER REEVES LLP
MESSNER.COM/ATTORNEYS/FINCH
702.363.5100



SANDY ROCHE



**SARAH MEAD** 



RYAN SALDANHA



SHANE JASMINE YOUNG



## NEED HELP WITH LEGAL MATTERS? HAVE A QUESTION OR NEED MORE INFORMATION? CALL US TODAY OR VISIT US ONLINE!

- Personal Injury
- AUTO ACCIDENTS
- BICYCLE ACCIDENT
- DRUNK DRIVER ACCIDENT
- MOTORCYCLE ACCIDENTS
- **▶** RIDESHARE UBER/LYFT
- TRUCKING ACCIDENTS
- PEDESTRIAN ACCIDENT
- WORKPLACE ACCIDENTS
- SLIP & FALL
- PREMISES LIABILITY
- CRIMINAL DEFENSE

Congratulations to BRICE CRAFTON FOR BEING NAMED A 2025 LEADING LAWYER OF LAS VEGAS!



THEPIPROS.COM 702.385.5969

24/7 CALL AVAILABILITY 810 E CHARLESTON BLVD | LAS VEGAS, NV 89104





#### A Personal Injury Law Firm that Fights to Put People Over Corporate Profits

#### Automobile Accidents - Motorcycle Accidents - Slip & Falls Medical Malpractice - Product Liability

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 Attorney



Ryan Saldanha, Your Litigation 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.

411 East Bonneville Avenue, Suite 360 Las Vegas, Nevada 89101

702.720.3030

## MESSNER REEVES LLP

Messner Reeves is a full-service business law firm providing legal services to a diverse client group, including Fortune 500 companies, individual entrepreneurs, and executives across a wide range of industries. The Las Vegas office offers highly sought-after counsel in litigation, business transactions, medical malpractice real estate, hospitality, and labor & employment.

#### GREAT BUSINESSES IN LAS VEGAS NEED GREAT LAWYERS. WE ARE JUST THAT.

- ◆ Karie N. Wilson
- **◆** Jason G. Martinez
- **◆** Christina Mundy
- Katherine L. Turpen
- Steven G. Knauss



Discover the Difference Our Team Can Make.









Spencer Fane congratulates **Ayesha Mehdi** for being named one of the 2025 Leading Lawyers of Las Vegas, and we applaud all of this year's honorees.

Spencer Fane is a full-service business law firm focused on providing results that move clients and their businesses forward. With more than **600 attorneys** in **29 cities**, including many of the nation's fastest growing markets, Spencer Fane assists clients in legal matters nationwide.



#### Spencer Fane®

Spencer Fane LLP | spencerfane.com | 702.408.3400 300 South Fourth Street, Suite 1600 | Las Vegas, NV 89101

2025 Spencer Fane LLP. The choice of a lawyer is an important decision and should not be based solely on advertisements



CAR ACCIDENTS. SLIP/TRIP & FALLS. DOG BITES. OVER 11 YEARS OF EXPERIENCE IN LAS VEGAS PERSONAL INJURY.

Text or Call 702-702-9585 | NO FEES UNTIL WE WIN | FREE CONSULTATION

WWW.GOLDBERGINJURYLAW.COM

6010 S Rainbow Blvd Suite A1, Las Vegas, NV 89118 @katiethelawyer @goldberginjurylaw

#### 2025 Leading Lawyer 8 OF LAS VEGAS



SHOHAM SEGAL





TIM REVERO
MCAVOY AMAYA & REVERO
MRLAWLV.COM
1.833.MRLAWLV



**TIN HWANG** 



STEVEN PACITTI



**TONY SGRO** 



## MC LAW GROUP





of the Leading Lawyers in Las Vegas!



for being named one





- **BUSINESS IMMIGRATION**
- EMPLOYMENT VISAS
- **FAMILY IMIGRATION**
- US CITIZENSHIP THROUGH NATURALIZATION
  - **ALL OTHER IMMIGRATION SERVICES**















Contact us for Help with your Immigration Case Today!

702.258.1093 mclawlv.com MARGO CHERNYSHEVA 8942 Spanish Ridge Ave #1 Las Vegas, NV 89148



## **ARE YOU** READING THIS AD?

So are your potential customers

Call us at 702.743.5358

or email: marketing@realvegasmagazine.com for advertising information



#### **CASES WE HANDLE**

- Personal Injury
  - Elder Abuse
- Medical Malpractice

3675 W. Chevenne Ave. Suite 100, N. Las Vegas, NV 89032

bighornlaw.com

866.941.5914



## REAL EATS BY CHEF VIC

## Intermission with Chef Vic Vegas

#### Spring in Las Vegas: The Real Deal or Another Bluff?

Spring in Las Vegas: The Real Deal or Another Bluff?

It looks like Las Vegas is finally warming up—but is spring truly here, or are we experiencing another classic "Spring Bluff"?

Spring Bluff (noun): "When Mother Nature plays a joke on Las Vegas, teasing us with warm days before abruptly flipping back to cold."

If you've lived here long enough, you know exactly what I mean! But now, with the **real deal** finally upon us, many of us are **sticking to our health regimens**, while others are embracing a **new**, **healthier way of life**. And then, of course, there are those who are perfectly content **enjoying life as it comes—no judgment there!** 

With so many **incredible dining options** both on and off the Strip, I have one simple question: **What are you eating at home?** 

#### Making the Right Choice When Eating Out

We all have those days where **our schedules are packed**, leaving little time for home cooking. So, when you need to grab something quick, are you making the **right** choice? Not just a good choice, but the **right** choice for your body and lifestyle?





Yes, indulging in great food is part of life, but there are ways to eat clean even when dining out. Something as simple as ditching half the bun can be a step in the right direction. I'll dive deeper into healthy ordering hacks in a future article, but today, I want to share my personal regimen—a routine that has transformed my body, mind, and overall well-being over the last few years.

#### My Simple Yet Effective Daily Regimen

At least five days a week, I follow a **straightforward** yet **powerful** routine that keeps me on track:

- Cold Shock Therapy I start my day with a blast of cold—not my actual shower, but an intentional wake-up call. Whether it's a quick cold shower or an ice bath, this jolts my system and gets my blood flowing.
- Hydration & Nutrients After that, I have healthy coffee followed by warm water with lemon and clove to aid digestion and kickstart my metabolism.
- Morning Reps Before my hot shower, I complete 100 reps of whatever exercise I feel like doing that day.
- Intermittent Fasting or Green Juice If I'm fasting, I stick to water until dinner. If not, I enjoy a nutrient-packed green juice during the day.
- Pre-Prepped Dinner When it's time to eat, I look forward to a well-balanced, pre-prepped meal, which helps me stay committed to my goals and avoid last-minute unhealthy choices.



#### What's on My Plate?

For dinner, I focus on a **nutrient-dense** meal with:

- Lean protein (grilled with olive oil, nitrate-free, and low in sodium)
- Beta-carotene-rich starches (like sweet potatoes)
- Healthy grains (like quinoa)
- Fresh, fibrous vegetables

If I've already had a **green juice**, I skip the salad. If I haven't, I make sure to include a **fiber-rich salad** in my meal.

#### Mindful Eating & Long-Term Success

After dinner, I keep things light with either watermelon or another hydrating fruit. Some nights, I extend my fast until the next day, allowing my body to rest and reset.

#### Meal Prep Pro Tips

- Stick to 72 hours' worth of meal prep (anything beyond that can lose freshness).
- Avoid freezing cooked fish—instead, prep your sides in advance and cook the fish fresh.
- If you must microwave a meal, add a tablespoon of water and stir every 30 seconds for a fresher taste.

#### From 310 lbs. to 215 lbs.: My Health Journey

Looking back at my time on Food Network Star, I was 265+ lbs.—not to mention, I once hit my highest weight at 310 lbs. in 1999. Today, I'm leaner, stronger, and just a few pounds away from my goal of 210 lbs.

This transformation wasn't about quick fixes—it was about consistency. Five days a week, I stay disciplined. On the weekends, I let loose and indulge in my favorite foods. The best part? When you eat clean most of the time, your taste buds reset, and those decadent meals taste even better!

#### Where to Find Healthy Options in Las Vegas

When I don't have time to meal prep, I rely on these go-to healthy spots:

- Salad and Go
- · Chop Stop
- Nekter Juice Bar
- SunLife Organics
- · The Juice Standard
- Pressed for Juice
- Greens and Proteins
- Protein House

They're all doing it right—so check them out when you need a quick and nutritious meal!

#### What's Next?

BIG NEWS: We're amping up our food coverage! Real Eats by Chef Vic is about to get sizzling, and in the next edition, we'll be featuring some of the best restaurants across Las Vegas. Stay tuned!

Until then, cheers to a healthier, happier lifestyle—whatever that means for YOU!



## Vegan in Vegas

#### High Tea - A Tradition Worth Keeping







istory is often not certain about the origins of some things; sometimes, an event's history is accredited one way, but may have gone down another. That's the case with High Tea. Now, for many, including the internet, we owe the afternoon ritual to Duchess Anna Russell, the Duchess of Bedford in the 1840s. According to

legend, her family ate at 8pm, and she got hungry prior, so between 4pm and 5pm she had tea and cakes (Sometimes referred to as the German Way) in her suite as part of Queen Victoria's court. Friends found out, joined in, and soon the Queen found out and the rest is afternoon history.

Others disagree and say that high tea was being enjoyed in the 1700s, long before the good Duchess.

Whatever, the case, it's a ritual that has endured, and one that I fully enjoy. My first high tea was at Home House in London, England, in 1999. My late husband and I were guests of the proprietor, Larry Jenesky and were in the UK to review Mamma Mia in the West End and meet members of ABBA. We had jet lag, and Andrew went to nap, but I was invited to High Tea in the grandest ballroom I've ever seen in my life (at that time). It was pomp, circumstance, gorgeous service ware, cakes, confections, tea sandwiches and delicious teas from around the world. Then, the Queen Mum, as in the mother of The Queen, stopped by as part of her birthday celebration. By the time it was over, I never wanted it to end. So, it didn't. Every day, from that day forward, including today, between 4pm and 5pm I have High Tea.

Once I became vegan that became harder, since many bakeries don't want to take the time to make the fabulous confections dairy-free or be creative with sandwiches and snacks as High Tea is a mix of savory and sweet. But some do.

In Las Vegas, NV, there's a few places that will cater to vegans wishing to be civil and sit for a lovely cuppa in the afternoon. One is like Disneyland, and one is more along the lines of what the Duchess may have encountered.

The Disneyland of High Tea in Las Vegas is the Waldorf Astoria. You enter through the newly renovated hotel, and take the elevators up almost all the way, towering high above the Las Vegas strip. You're seated in front of a giant window, looking North, with the entire Las Vegas Strip in your view. The treats are good, but corporate. The food is not the star here, it's the views. That doesn't mean the food is bad; on the contrary, the scones were warm and tasty; the sandwiches inventive for being vegan, with curry flavors, cucumber and more; and the pastries were fancy enough to satisfy any Duchess. It's almost \$80 with tax/tip, but they do have a great tea selection, the service ware is fine china (not vegan, it's bone china) and it's a great place for special occasions with a "wow" factor bonus. I've been a few times, but now, tend to shy away because of the influencers basically using the place as a photo shoot or video set instead of a place to relax, engage in conversation and celebrate life.

Off strip and on ground level and just blocks from my home is another tea house, the Cobblestone Cottage (7795 W. Sahara Ave. #108, LV NV, 702-640-0691). It's an unassuming spot, located in a small corner mall but it's big on flavor, and heart. They can accommodate vegans so long as you give





them a head's up at least 24 hours in advance, because the owner, Arsine is also the chef and needs a little time to add in a vegan service. Arsine is all heart. The tea house is a work of love, her love of tea, of gatherings, of family and cooking. But she is just as community-minded, helping young people find their path through work, through community and service.

The interior feels cozy and warm, more Victorian than corporate and even has a small tea and accessory shop. And while I wasn't crazy about the overhead lighting (neither is Arsine) it didn't ruin the mood or the celebratory atmosphere.

The tea selection is extensive, and they feature Tea Forté, which are some of the finest teas in the world. Arsine will suggest something or even do a custom mix.

My vegan teastarted with a wonderful berry dish of raspberries, blueberries, and a berry compote. There were delightful snacks that followed, a salad, puff pastries, cookie bites and more. And Arsine is looking to expand her vegan options and include them in some of her special seatings like the Bridgerton extravaganza, tea around the world (you even get a passport to stamp each time you attend) and other special events.

The Cobblestone Cottage is expanding but not just for commercial reasons, for community ones as well, to give foster kids and other youth a place to meet, to work and to learn about business. Her heart is as vast as her tea collection and settings.



In Las Vegas, there's High Tea on a bus that travels the strip; High Tea at Petrossian at Bellagio and several others but few with Vegan options. There's something about the ritual, it makes you slow down, allows you to enjoy some self-care and promotes conversation and community. It's a ritual not to be missed, in fact, one to be enjoyed often and The Cobblestone Cottage or The Waldorf are both great places to partake.





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. Reviews are often featured at youtube.com/reallykarel so subscribe as well as realvegasmagazine.com Send comments to

comments@veganinvegas.com and follow the adventures of a vegan entertainer and his little dog Ember around town and beyond.













### All the Worlds a Stage And All the Men and Women are Merely Players

By Jennifer Romas

If the worlds a stage and all the men and women are merely players, they have their exits and their entrances" ~ A famous quote by Shakespeare. The metaphor of this is about our roles in life from beginning to end, it is a reminder that life is a performance. We all have a role to play, and it's up to us to decide how we want to play it. When the curtain closes on one role or act, you must realize this is only the intermission... Acts 2, 3, 4, grand finales and encores are still coming, and the curtain will once again reopen to reveal the next big scene. So, to all of you waiting for the next "Act" stay tuned, I'm still writing the story in my" journey of life".

The effect we have on others is the most valuable currency there is in life, love, friendships, and in business. That is one reason I have missed performing, dancing and creating every day, while once again being at a point of injury & transition and transformation. As artists, this is our gift to others, we leave our hearts and souls on the stage, a canvas, in lyrics or with a dance. Our gift allows others to forget their worries and cares for that moment in time, and to dream and feel free. We connect with our audiences' emotions through laughter, tears, movement, words, sensuality, or commonalities of life's experiences.

As a performer I believe it's our outlet to heal, and for many of us a coping mechanism as we navigate thru life's grandiose ups and downs. As we age gracefully, injuries occur and our direction in love, life, career, goals and relationships change course. As we grow our paths are forever evolving and I've recently faced a few



crossroads myself...but this is truly where the real magic happens. This is when you put the work in and when the search for your identity, next level, growth, and truth deepens.

We must believe life doesn't happen "to us" but that it happens "for us" and not all storms come to disrupt your life, some come to clear the path for the amazing opportunities ahead, you must just find a way to dance in the rain. It's easy for our lives to be seen and played through smoke and mirrors, but the peace that sets you free lies beyond anything that we do, beyond any magic trick or illusion. It is who we are, it's not on you, it is what's







within you that defines you. Sometimes we just need to remind ourselves exactly who we are! To find real peace we must sometimes also let go, let our armor down, allow change and trust we will always land on our feet. You are the greatest project you will ever work on so don't ever let anything stand in the way of the true light that shines through your soul. Risk being seen in ALL your glory, and never question your worth and never hold back on your dreams, or you will never know your full potential.

In this next chapter I'm "Exxcited" to bring "Sexxy" back in old and new forms of business and entertainment, nightlife & private events. inspirational testaments, motivational speaking, hosting, podcasts, real estate and more, shining my light bigger and brighter as I unapologetically walk into this next chapter of my beautiful story of LIFE! As the legend goes...when a phoenix resurrects from the flames, she is more powerful and beautiful than ever before, inside and out. Allow your journey to unfold, reinvent yourself and expand your wings to become the best version of you!

So, allow me to re-introduce myself.... My name is **Jennifer Romas** 

Photos by Jaqueline Andrea / Steven Bagley / **Al Hernandez** HMUA by Marko Alvarez / **Wendy Ryan** 

@jrromas@sexxyshowlv@exxcitetheshow





## The Las Vegas Book

## How A Small Desert Town Became the Entertainment Capital of The World

The Las Vegas Strip: The Journey of a Lifetime

he Las Vegas Strip has an undeniable magical magnetic pull, drawing millions of visitors from all over the world each year with its dazzling lights, luxurious resorts, unique experiences, and endless entertainment options. But few remember that only a century ago, the Las Vegas Strip was nothing more than a small desert outpost. So, how did one stretch of sandy desert evolve into the iconic Las

Vegas Strip, the heartbeat of the "Entertainment Capital of the World"?

The answer lies within The Las Vegas Book, a brand-new stunning, limited-edition collectible that tells the story of the Strip's transformation from a dusty stretch of road to a legendary entertainment and gambling mecca. Weighing 18 pounds and filled with over 450 pages of rich photography, exclusive insights, and untold stories, this luxury coffee table book captures the spirit of the Strip's



journey, all guided by the vision of three legends: Frank Sinatra, Elvis Presley, and Steve Wynn.

Authored by historian Joris Dekkers, The Las Vegas Book is more than a collection of stories; it's a piece of the city's legacy. Each chapter immerses readers in the lives of these cultural icons, who collectively shaped the Las Vegas Strip as we know it. Dekkers notes, "Las Vegas is deeply celebrated

and beloved, capturing the fascination of people from around the globe. Sinatra, Presley, and Wynn are at the heart of this narrative, laying the foundation for a city built on entertainment, luxury, and glamor."

#### Sinatra: Chairman of The Board

In the 1960s, Frank Sinatra and the Rat Pack transformed the Sands Hotel into a glamorous nightlife hub, attracting Hollywood elites and infusing the Strip with an aura of sophistication. His influence helped secure the Strip's reputation as an entertainment capital.

#### **Elvis: King of the Residency**

In 1969, Elvis Presley's comeback at the International Hotel redefined live shows in Las Vegas, establishing a residency model that remains today. Presley's electrifying performances became a part of Las Vegas's identity, inspiring future icons.

#### **Wynn: Visionary of Luxury**

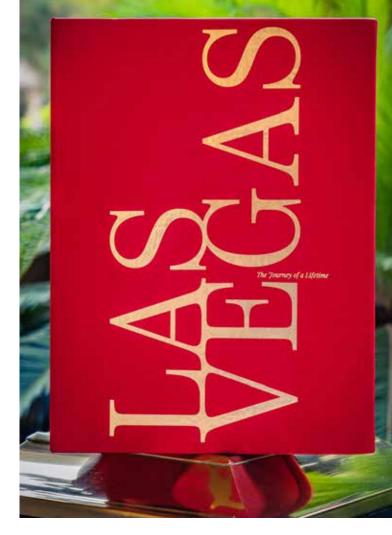
Steve Wynn reimagined the Strip's potential, turning it into a world-class luxury destination. Beginning with The Mirage in 1989, Wynn introduced the mega-resort concept, setting a new standard in opulence and redefining the Las Vegas skyline, ultimately demonstrating this with the creation of the crown jewels Wynn and Encore Las Vegas.



#### **Craftsmanship Meets Legacy**

The Las Vegas Book is itself a testament to the city's transformation, crafted with the elegance and detail that echo the Strip's own story. Handmade in Northern Italy, each copy is encased in a velvet-lined leather case with gold foil embossing—a fitting tribute to the timeless allure of Las Vegas. With only 3,500 copies available, this book is a true collector's piece.

Guided by industry legends such as Glen Schaeffer, former CEO of Mandalay Resort Group, and Roger Thomas, former Executive Vice President of Design for Wynn Resorts, The Las Vegas Book brings readers into the very essence of the Strip's spirit. The Las Vegas Book is now available for purchase for \$495 at **thelasvegasbook.org**.







We asked, and locals answered. Please allow us to introduce to you the 2025 Winter Luxe Home Companies of Las Vegas! These professional companies are here working hard in our community year-round to help you ensure your home can be as LUXE as possible

If you are an owner of a local LUXE Home or Garden Company, or if you would strongly recommend a LUXE Home & Garden company you would like to see featured in the Luxe Home section, go to: realvegasmagazine.com/nominate and nominate them and tell us what makes them the BEST & LUXE!



AARON VRY

OWNER

Designer Kitchen & Bath

702.340.3510

mylasvegasdesigner.com

IG: @dkb.las.vegas



Advanced Home Services 702.362.2022 ahslv.com

ADVANCED HOME SERVICES



Big Bully Turf 725.800.0104 bigbullyturf.com



CELESTE INTERRANTE

CEO & FOUNDER

LadyLux Cleaning Company
725.261.3325

ladyluxcleaning.com

FB & IG: @ladyluxcleaning



DANI CROSS

OWNER & DESIGNER

Lived In Design Studio
makeitlivedin.com
702.600.2514

IG: @livedin.designstudio

FB: @livedindesignstudio



DIX JARMAN

CEO

Sunburst Shutters & Window
Fashions Las Vegas
sunburstshutters.com
702-367-1600



DAVID WENG
CEO
Cabinets Now
702.220.6688
cabinetsnowvegas.com
FB: @cabinetsnowonline



PAULA LAWRENCE

DIRECTOR OF SALES, MARKETING & COMMUNITY PARTNERSHIPS

Inspired Closets
702.259.9569
inspiredclosets.com/locations/las-vegas

FB & IG: @inspiredclosetsly



ELENA LEDOUX

SERIAL ENTREPRENEUR/CO-FOUNDER

Superb Maids
702.721.8858
superbmaids.net
IG: @superbmaids\_vegas

FB: @superbmaidsvegas



SEMPER FI Semper Fi Heating, Cooling & Plumbing 702.979.7530 semperfiheatingcooling.com



Renewal by Anderson 702.331.6998 renewalbyandersen.com/windowcompany/705-las-vegas-nv



The Window & Door Store 702.268.2225 thewindowdoorstore.com



## Allow us to Reintroduce Global Businessman and Business Leader

## Gary Wu

ary 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.

702.592.6888
TOTALMAXHOME.COM
D&D MANSION: 6425 Darby Ave., Las Vegas,
NV 89146





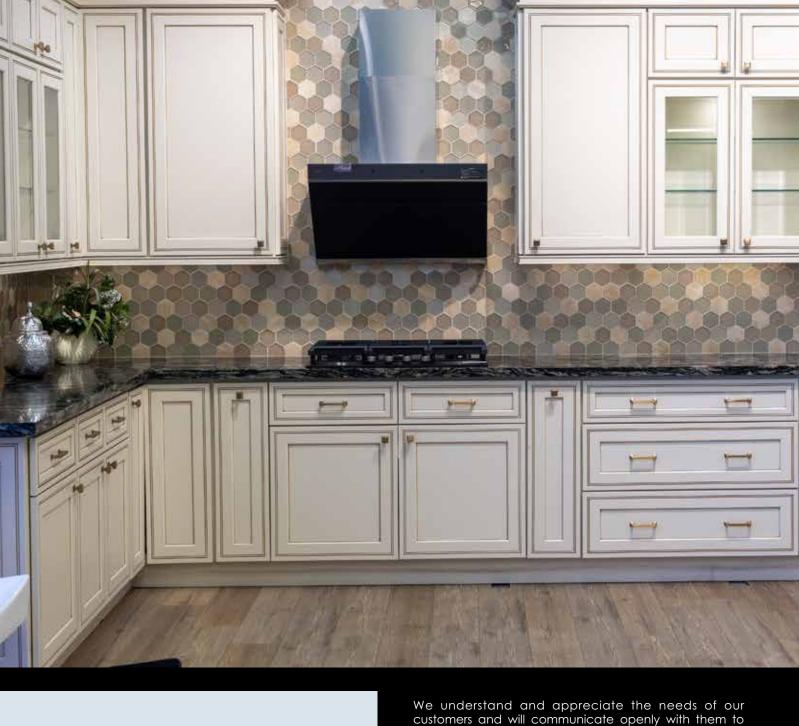














abinets Now is a Las Vegas kitchen cabinet company, specializing in cabinetry, prefabricated granite countertops and laminate flooring. Our experienced kitchen cabinet employees can help you with all your cabinetry needs in your Las Vegas Home.

customers and will communicate openly with them to ensure their kitchen cabinet needs are met. At Cabinets Now, we offer a wide variety of hardware for your new Las Vegas kitchen, bath cabinets with such name brands as Top Knob, Jeffrey Alexander and MSI Surface.

Our team of professionals is knowledgeable in prefabricated granite counter tops. Our affordable kitchen cabinets are designed to bring elegance to your home without the hefty price tag. Take advantage of our sales in the Las Vegas area on laminate flooring as well!

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,







door casings, baseboards, crown molding and so much more. We offer an in-home estimate and measuring available for your Las Vegas kitchen remodeling needs. We have always adhered to the requirements of low price and high quality.

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!



## Spring Into Organization:

## A Fresh Start for Your Home



s the days grow longer and the air turns warmer, there's no better time to hit the refresh button on your home. Spring cleaning isn't just about scrubbing floors or dusting off shelves—it's an opportunity to embrace a fresh start and create a space that nurtures your well-being and inspires you every day. As custom closet designers, I can assure you that the benefits of organizing your home go far beyond just tidying up. It's about creating a sanctuary that works for you, your needs, and your life.

#### The Power of Decluttering

The first steps in any cleaning routine are decluttering. Let's be honest... Life gets busy, and things pile up. Whether it's old clothes, forgotten knick-knacks, or paperwork that's taken over your countertops, clutter can quickly take a toll on your mental clarity. Taking time to go through your items—whether it's clothing, books, or sentimental objects—can be incredibly liberating. Ask yourself, "Do I love this? Does it serve a purpose?" If the answer is no, it's time to say goodbye. Trust me, creating space in your home creates space in your mind too!



#### By Paula Lawrence -Inspired Closets







#### Organizing with Purpose

Once you've decluttered, it's time to organize. A well-organized space doesn't just look good—it feels good, too. The key is to create systems that are easy to maintain and make sense for your lifestyle. Start by considering your daily routines. Where do you get dressed? Where do you drop your car keys? Where do you charge you phone? Custom solutions, such as adjustable shelves, drawers, and baskets, can transform a chaotic area into one that feels like it was designed just for you. The goal is to find a flow that allows you to find what you need without the hassle of searching through piles. Saving you time and your sanity!

#### Maximize Your Space

Spring is the perfect time to reimagine the potential of your home. In a small closet, pantry or laundry room, there's always an opportunity to maximize functionality and design. Custom shelves, hidden hampers, and clever hooks not only improve organization but can elevate the look of any room. With the right design and a little creativity, even the smallest spaces can feel expansive and serene.

#### 4. Create a Guest-Ready Space

If you are hosting guests this spring season, make sure they feel welcome with a cozy, well-organized space. Declutter the guest room by clearing out excess clothes, papers, or miscellaneous items that have accumulated. Make the bed with fresh linens and add a few thoughtful touches like a basket with toiletries, extra towels, and a note with Wi-Fi details. By preparing ahead, you will eliminate last-minute stress and allow your guests to feel right at home.

#### Refresh and Renew

A clean, organized home is the perfect backdrop for new beginnings. Take the time to refresh your décor with soft, spring-inspired hues, fresh flowers, and light fabrics. Add touches of nature by introducing plants, which not only brighten up a space, but also improve air quality. A few

simple updates can make your entire home feel like a rejuvenated sanctuary.

So, why wait? Embrace the season and take the first step toward creating a space that supports your goals, encourages relaxation, and fosters joy. Spring cleaning isn't just about making your home look better—it's about making your life feel better, too.



Magic for your home.

#### Delivering Beauty, Calm & Health



Rated on Google & Yelp

Cleanings Completed

Positive Feedback

Imagine coming home to a spotless sanctuary where every corner gleams and every room is a breath of fresh air. That's the promise of Superb Maids. With our award-winning services, you can reclaim your time and enjoy a beautifully clean home without lifting a finger.



#### **Professionalism**

Licensed, Bonded & Insured. \$2M liability policy. 100% employees are W-2 and backgroundchecked.



ABC 13 KTNV, Chanel 3, Chanel 8 KLAS, VEGAS, INC and Nevada Business Magazine, Today.com, Reader's Digest, MarthaStewart.com, Yahoo News



#### **Our Awards**

2019 SBA's Small Business of the Year, Best of Las Vegas, Angie's List Super Service 2016-2023, US Chamber of Commerce's Dream, Yelp's Top 11 in USA, Top-Rated Award, Women Who Inspire NV



#### **Our Services**

Maid Service, Commercial, Post-Construction, Organizing, Move-In/ Move-Out, Deep Cleaning, Vacation Rental Cleaning, Recurring Service, Office Cleaning

100% Satisfaction Guaranteed. If you don't love it, you don't have to pay.



Call or Text Or Book at QR Code (702) 721-8858



















## How Security Screens Protect Your Home from Intruders – and Why Researching Boss Security Screens Matters



hen it comes to protecting your home and loved ones, traditional locks and alarms are no longer enough. Homeowners today are seeking more advanced and proactive ways to secure their property — and security screens have quickly become one of the most effective solutions on the market.

#### What Are Security Screens?

Unlike standard window screens or doors, security screens are built with high-tensile, stainless-steel mesh and reinforced frames designed to resist forced entry. They offer an added layer of protection that prevents intruders from breaking in, even if they attempt to cut, kick, or pry their way through. These screens allow homeowners to leave windows and doors open for ventilation, without sacrificing safety — an ideal solution for families who want fresh air and peace of mind.

#### **How Security Screens Deter Intruders**

One of the biggest advantages of security screens is that they create a strong physical barrier. Unlike alarms that only alert you after someone has entered, security screens actively prevent access, making it significantly harder for burglars to get inside. In fact, many criminals look for easy targets — homes with unlocked windows, flimsy screens, or weak doors. When faced with a high-quality security screen, most will move on to an easier opportunity rather than risk getting caught.

Additionally, security screens protect vulnerable entry points like front doors, back patios, sliding doors, and ground-floor windows—areas where break-ins are most likely to occur. By fortifying these spots, you're dramatically reducing the chances of unauthorized entry.

#### Beyond Security—Other Benefits

Aside from preventing intrusions, security screens also offer:

- Protection from insects and pests, allowing you to enjoy fresh air without letting bugs inside.
- UV protection, reducing heat and harmful rays from entering the home, which can help lower energy costs.
- Increased privacy, as people outside can't easily see into your home.

#### Why Researching Boss Security Screens Is Crucial

While there are many security screen providers out there, not all products are created equal. Investing in substandard screens could give you a false sense of security — which is why it's essential to choose a trusted, proven brand like Boss Security Screens.

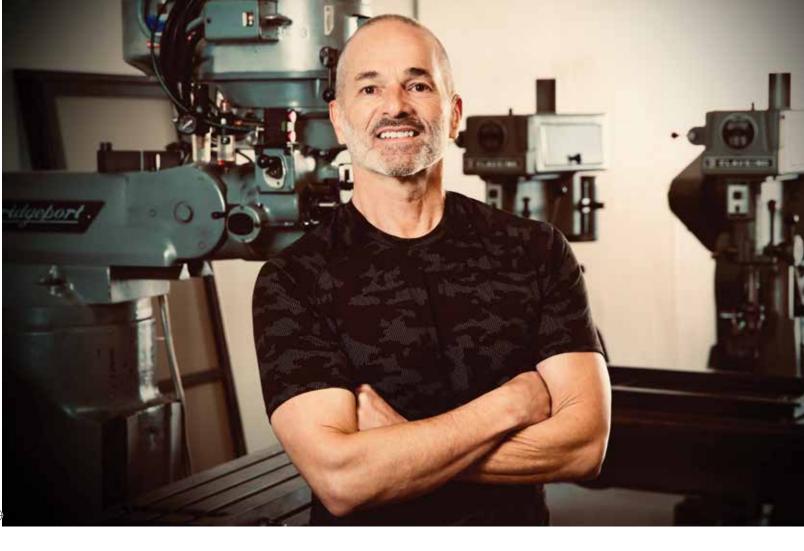
Boss Security Screens is known for their industry-leading strength and craftsmanship, using military-grade stainless steel mesh that stands up to intense force, cutting, and even blunt objects. Their screens are custom fitted to your home for maximum protection and aesthetic appeal.

What sets Boss apart is not just the quality of their products, but their commitment to customer service. They take time to educate homeowners, assess unique security needs, and offer solutions that truly safeguard your home.

#### Final Thoughts

In today's world, protecting your home should never be left to chance. Security screens are a smart investment to prevent breakins before they happen—and researching reputable providers like Boss Security Screens ensures you get the best protection possible. When it comes to your family's safety, only the best will do.





## 15,000 SECURITY SCREENS AND NOT ONE BROKEN INTO.

WHY? We build the strongest Security Screens on the market. No one outperforms Boss or beats our NO BREAK-IN GUARANTEE.

James Kerr, CEO + Founder

#### BOSS SECURITY SCREENS.COM

BBB A+ Rating • 4.7 Google Stars Free Quotes • Save \$1,000 (QR) Secure your world: (702) 637-0255

Licensed, Bonded & Insured: NV 008762, AZ 349179







## From Apprentice to COO: Alex Kramer's Ascent at Thistle DKI

In the vibrant city of Las Vegas, Thistle DKI has been a cornerstone in property restoration since 1987 serving Las Vegas for over 38 years. Founded by Harold Thistle, the company has thrived under the leadership of his son, Daniel "Danny" Thistle, and now continues to uphold its legacy through the dedicated efforts of COO and Co-Owner Alex Kramer, alongside Ryan and Robert Thistle. This family-run business exemplifies a commitment to excellence, community service, and mentorship.

#### A Legacy of Leadership

The Thistle family's dedication to quality and community began with Harold Thistle's vision to establish a reliable restoration company in Las Vegas. His son, Danny, expanded this vision, instilling values of integrity and service. Danny's untimely passing in December 2024 was a significant loss, but his legacy endures through his sons, Ryan and Robert, and through Alex Kramer, whom he mentored closely. Together, they continue to lead Thistle DKI with a blend of tradition and innovation.

#### Alex Kramer's Journey

Alex Kramer joined Thistle DKI in 2006 after studying Construction Management at the College of Southern Nevada. Starting as an Operations Manager and Estimator, he quickly demonstrated a keen understanding of the industry. Under Danny's mentorship, Alex embraced the company's core values and developed a leadership style rooted in integrity and innovation. His collaborative relationship with Ryan and Robert Thistle has been instrumental in driving the company's continued success.





Commitment to Community

Thistle DKI's dedication to community service is a cornerstone of its identity. Over the years, the company has spearheaded several charitable initiatives to support the Las Vegas community. Most notably, Thistle DKI assembled over 1,500 hygiene kits for local shelters, further reflecting its mission to support vulnerable populations in the area.

Additionally, Thistle DKI participated in Las Vegas's annual 98.5 KLUC Toy Drive, donating over 200 bicycles to local children in need. This generous contribution brought joy to many families and reinforced the company's commitment to making a difference beyond restoration services. These acts of kindness align with the company's core values of compassion and community engagement, making a tangible impact on the lives of those they serve.

#### Innovations and Future Vision

Under Alex Kramer's and the Thistle brothers Ryan and Robert leadership, Thistle DKI has expanded its service offerings and embraced modern innovations. One of the company's most notable projects is the development of the Nobility Design Center, which provides clients with a seamless experience for selecting materials and designs for restoration projects. Kramer's focus on customer-centric solutions ensures a streamlined process for clients while enhancing overall satisfaction.

Looking ahead, Thistle DKI plans to integrate eco-friendly materials and energy-efficient solutions, keeping the company at the forefront of sustainability practices in the restoration industry. With Alex Kramer and Ryan and Robert Thistle by his side, the future of Thistle DKI is one of innovation and community-driven growth.

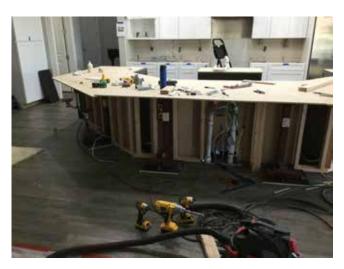
#### Conclusion

The collaborative leadership of Alex Kramer, Ryan, and Robert Thistle continues to honor the legacy of Harold and Danny Thistle. Their unwavering commitment to excellence,



community service, and innovation positions Thistle DKI as a trusted partner in restoration services for the Las Vegas community. With a forward-thinking approach and a deep connection to the community they serve, the Thistle family and Alex Kramer are ensuring that Thistle DKI remains a beacon of reliability and compassion for years to come.

For more information about Thistle DKI and their services, visit their official website at thistledki.com





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





Welcome to Kushberry Farms, where passion meets precision in cannabis cultivation! Just 40 minutes from Summerlin, this cutting-edge facility is redefining the Las Vegas grow scene, delivering some of the most flavorful, terpene-rich strains on the market.

When our Real Vegas Tribe and friends got the chance to tour this impressive operation, we knew we were in for a treat. But nothing prepared us for the sheer scale, innovation, and commitment to quality that defines Kushberry Farms.

#### The Ultimate Grow Experience

From the moment you step inside, you can feel the dedication—compliance and regulatory excellence are at the heart of everything they do. But beyond that, Kushberry Farms is a labor of love, led by a team of expert growers obsessed with crafting the perfect cannabis experience.

- State-of-the-Art Clone Rooms Temperature and climate control ensure optimal plant health from the very start.
- Massive Water Tanks & Innovative Irrigation Hydration is fine-tuned to produce premium-quality flower.
- Indoor & Outdoor Gardens Maximizing natural sunlight

for full-spectrum growth and unbeatable terpene development.

#### A Passion for Perfection

Kushberry Farms isn't just growing cannabis—they're mastering the craft. Unlike others who focus solely on high THC levels, this team perfects terpene profiles, ensuring every strain delivers bold flavors, intoxicating aromas, and unforgettable effects.

Their post-harvest drying and curing process is completely touchless, preserving maximum terpene integrity and guaranteeing an ultra-smooth, flavorful, and euphoric experience.

#### Strains That Keep Dispensary Shelves Empty

It's no surprise that Kushberry Farms' products fly off the shelves—they're obsessed with quality, variety, and innovation. Check out some of their most sought-after strains:

- I-95 Cookies
- Cheesecake
- Dutch Hawaiian
- Gorilla Glue #4
- Kush Mints







- Kush Cake
- Roadrunner
- Miracle Alien Cookies
- Oregon Hash Plant
- True Mints
- · Wedding Cake
- Hippie
- Sticky Buns

#### Find Kushberry Farms at Top Dispensaries

Ready to experience Kushberry Farms for yourself? You can find their premium products at these leading dispensaries:

- Cultivate
- The Dispensary by AYR
- Euphoria Wellness
- Exhale Dispensary
- Green. Cannabis Co.
- Inyo Fine Cannabis Dispensary
- Lucid Cannabis Company
- Mint Cannabis
- Nevada Made Marijuana
- Oasis Cannabis Dispensary
- Rise
- The Sanctuary
- The+Source Dispensaries
- Top Notch The Health Center
- Tree of Life
- Vegas Treehouse
- ...and more locations coming soon!

#### Experience the Kushberry Difference!

Kushberry Farms is more than a grower—it's a movement. With a relentless commitment to top-tier cultivation, mouthwatering strains, and euphoric effects, this farm is setting the barsky-high for the cannabis industry.

Don't miss out—visit kushberryfarms.com or stop by a local dispensary to get your hands on the best cannabis in Las Vegas!

Kushberry Farms—Where Good Times Grow!

This version elevates the energy, professionalism, and excitement—it makes Kushberry Farms feel like an elite cannabis brand that everyone needs to try. Let me know if you'd like any adjustments!





## FLIGHT CLUB

DARTS, DRINKS AND UNFORGETTABLE MOMENTS



light Club isn't your typical local darts bar – it's a technologically advanced social gaming revolution. Nestled within the Grand Canal Shoppes at The Venetian Resort, this immersive venue combines the classic game of darts with cutting-edge technology to create a truly unique experience.

#### A Revolution in Gaming

Flight Club's state-of-the-art technology transforms the traditional dartboard into a technologically social gaming experience. Guests compete in semi-private play areas called Oches pronounced like hockey without the H, which can accommodate up to 12 guests. Whether you're an experienced player or a beginner, the gaming system makes it easy for everyone to jump in as the score is kept for you.

#### The Cuisine

The diverse menu features globally inspired dishes ranging from mini poké tacos, oysters on the half shell and savory flatbreads that pair well with the signature hand-crafted cocktails. It's the perfect mix of shareable bites, tasty entrees, and botanical drinks, ensuring there's something for everyone.

#### **Exclusive Perks for Locals**

Flight Club is not just an attraction for visitors – it proudly embraces Las Vegas locals and offers a 10% discount,









making it an affordable choice for a memorable night out.

Additionally, locals can take advantage of three hours of complimentary parking at The Venetian Resort, conveniently ensuring that guests can enjoy their time without worrying about parking fees, making it easier to indulge in the fun.

#### A Destination for Every Occasion

Flight Club is more than just a bar or a game venue – it's an immersive destination. With stunning views of the Strip, Victorian Era-inspired decor, vibrant atmosphere and delicious food and drinks, it's the perfect place to experience the best of Las Vegas.

The versatile space, complete with a 27-seat carousel bar, spans over 16,000 square feet and can host up to 550 guests, making it ideal for all types of gatherings. Whether you're planning a birthday celebration, a corporate team-building event, or a casual weekend hangout, the venue is designed to make everyone feel welcome. For those looking to enhance their experience, Flight Club offers exclusive food packages like "The Flight" and "The Score," perfect for groups seeking a fully curated night of fun and flavor.

#### An Unmatched Vegas Experience

Flight Club has reimagined the concept of a night out, blending the thrill of competition with a lively social gaming setting. Whether you're a local or a visitor, it's a destination where friends and family can gather to play, sip and savor the best of what Las Vegas has to offer.

#### ABOUT STATE OF PLAY HOSPITALITY

State of Play Hospitality is a rapidly growing international operator of tech-enhanced social entertainment concepts. State of Play has created and operates several category-leading concepts in the US and UK including Bounce, Hijingo and Flight Club (under license in North America). All the group's concepts offer designled, immersive environments, upscale food and beverage programs as well as highly engaging gameplay. Learn more at **StateOfPlay.com**.

#### **ABOUT FLIGHT CLUB**

The world's first Social Darts® experience, Flight Club was founded in London in 2015 to usher this once pub-like pastime into the 21st century. Flight Club fuses craft cocktails and upscale cuisine with its signature technology-driven Social Darts® experience to create a truly unique entertainment experience. With 6 locations operating in the US, under State of Play Hospitality, and 20+ worldwide, Flight Club continues to bring friends, families, and colleagues together in a unique social environment. To date over 7 million people have experienced Flight Club and over 500 million darts have been thrown. Learn more at **FlightClubDartsUSA.com**.







#### IN COLLABORATION WITH

PRESENT:





## VIP TALKING ABOUT THEIR BELOVED PETS

SHARING THE ADVENTURES, THE CHALLENGES,
AND WHY THEIR PETS MEAN SO MUCH.

By Ronnie F. Lee

AN INTERVIEW WITH

NEVADA SUPREME COURT JUSTICE

#### RON PARRAGUIRRE

In this edition of *Tail Talk*, we sit down with a very special guest, Nevada Supreme Court Justice Ron Parraguirre, to discuss his work, his love for hunting dogs, and the unique bond he shares with his canine companion, **Cricket**.

**Ronnie:** Welcome to another edition of Tail Talk! We have a very important quest today. Sir, please introduce yourself.

**Justice Ron Parraguirre:** Thanks for having me. I'm Ron Parraguirre, a Nevada Supreme Court Justice.

**Ronnie:** You know, my wife happens to be one of your colleagues, and one of the funniest things I hear is, "Hey, you're a Supreme Court Justice—can you help me with my traffic ticket?"





**Justice Ron Parraguirre:** Yeah... we're good for nothing when it comes to that!

**Ronnie:** That's what most of us common folks assume—that Supreme Court justices can pull strings on tickets. But honestly, a lot of people don't even know what a Supreme Court Justice actually does.

**Justice Ron Parraguirre:** That's true. It's a bit different from what people expect.

Ronnie: How long have you been on the court?

**Justice Ron Parraguirre:** Oh geez... I've been on the Nevada Supreme Court for 20 years.

**Ronnie:** And how many of those years have you shared your chambers with a pet?

**Justice Ron Parraguirre:** That's pretty recent, actually. I've always had hunting dogs, but this one—Cricket—just kind of bonded with me, and now she follows me everywhere.

**Ronnie:** Tell us a little about Cricket. What breed is she, and what makes her special?

**Justice Ron Parraguirre:** Cricket is a Shorthaired Pointer-Lab mix. I've always had Labs because they're great for duck and waterfowl hunting, but I wanted a dog suited for upland game hunting too, and pointers are ideal for that. She's a beautiful little pup.

**Ronnie:** I've seen her, and she definitely has her own space in your chambers.

Justice Ron Parraguirre: She does!



**Ronnie:** You look more like a rancher than a Supreme Court Justice.

**Justice Ron Parraguirre:** Well, that's because I own a ranch, and Cricket spends a lot of time up there with me. She's got an incredible hunting instinct—always exploring, always sniffing around. She absolutely loves it.

**Ronnie:** Here's a photo of Cricket in your chambers—those eyes!

Justice Ron Parraguirre: She's a great little pup.

**Ronnie:** How has she influenced your life? Where does she fit into your daily routine?

**Justice Ron Parraguirre:** It's funny—like I said, I've always had hunting dogs, but they were primarily outside dogs. Cricket ended up being an inside dog, and we just bonded. She's become more of a companion than a working dog, and I've grown very protective of her.

Ronnie: Sounds like you became a bit parental.

**Justice Ron Parraguirre:** Very much so! A few years ago, she injured a toe, and it wasn't healing. The vet took X-rays, then did a biopsy, and it turned out to be cancerous. We had to amputate the toe, and since then, I've been even more careful with her.

Ronnie: Wow, that must have been tough.

**Justice Ron Parraguirre:** It was. I've always treated my hunting dogs as utility dogs, but Cricket is different. My hunting buddies tease me because I'm so protective of her.

**Ronnie:** Do you have any memorable moments where Cricket was there for you?

**Justice Ron Parraguirre:** Well, my daughter thinks Cricket should be like Lassie—you know, if something happens to me at the ranch, she expects Cricket to run to the road and get help! I should probably teach her that... it would make my daughter happy.

**Ronnie:** I think pets are lifelines in ways we don't always recognize. When we're stressed, they're there, even without saying a word. I know when I need a moment, I'll sit down, and my dog just rests beside me. It's almost like meditation.

**Justice Ron Parraguirre:** Absolutely. There's something soothing about animals. They come up, roll over for a belly rub, and for that moment, whatever's on your mind just fades away.

**Ronnie:** And sometimes, I think when they ask for belly rubs, it's not just about them—it's about us. Maybe they sense we need that distraction.

**Justice Ron Parraguirre:** If my hunting buddies heard this conversation, they'd be very disturbed!

**Ronnie:** I can imagine! But times have changed. You mentioned that most of your past dogs were purely working dogs. But Cricket is different.

Justice Ron Parraguirre: No question.

**Ronnie:** How did she get her name?

**Justice Ron Parraguirre:** Honestly? It just popped into my head when I saw her. No reason, it just fit.

**Ronnie:** So she wasn't named before?

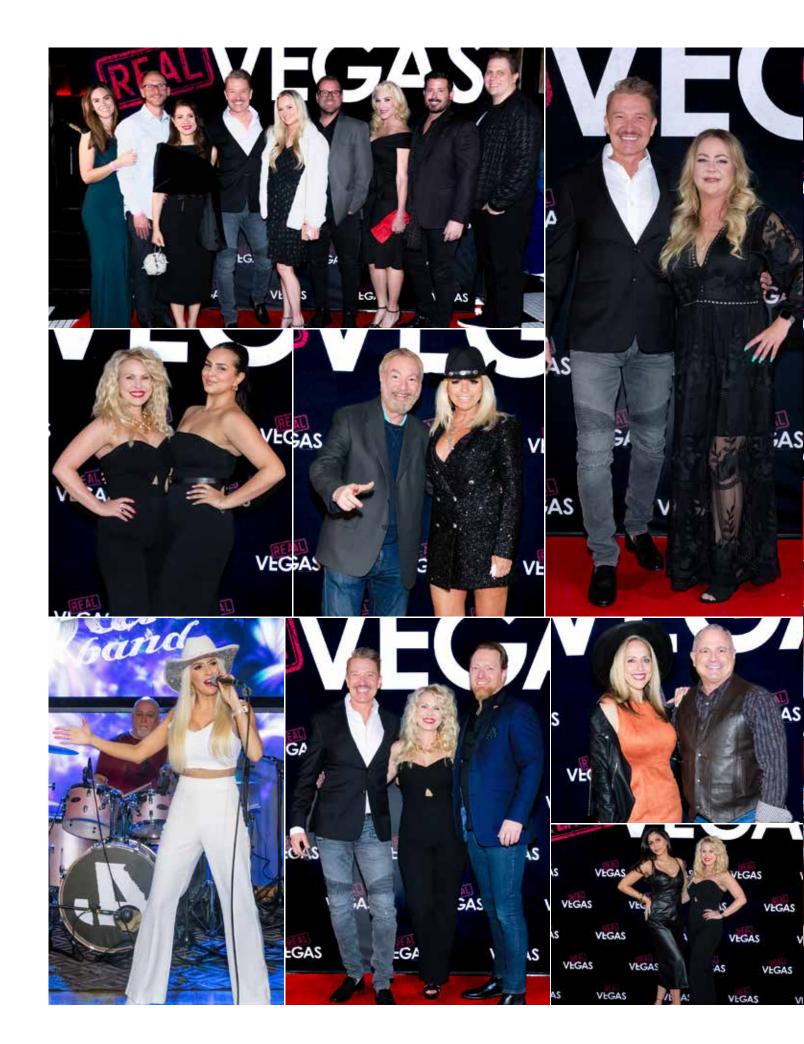
**Justice Ron Parraguirre:** Nope. She was about eight weeks old, and she just looked like a Cricket.

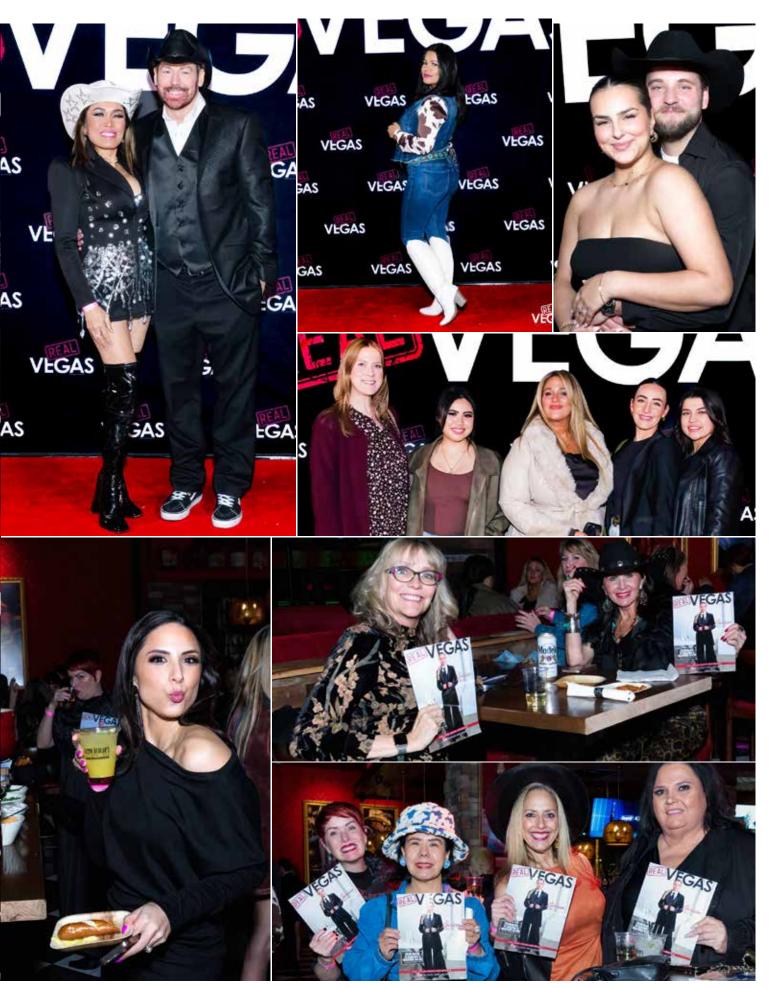
**Ronnie:** I love that. Well, thank you so much for taking the time to chat with us. I really appreciate it.

**Justice Ron Parraguirre:** My pleasure.

Ronnie: And if I get a traffic ticket... can you help?

Justice Ron Parraguirre: Ask your wife!









#### WHO WOW 'GONE COUNTRY' CELEBRATION!

The energy was electric at Jason Aldean's Kitchen + Bar on the Las Vegas Strip as we celebrated the 2025 Women Who Wow in true country style! Hundreds of guests joined us for an unforgettable evening filled with great music, delicious food, and an inspiring tribute to some of Las Vegas' most accomplished and influential women.

We were honored to raise funds for The Shade Tree of Southern Nevada, supporting women in need, while enjoying an incredible spread provided by Jason Aldean's Kitchen + Bar. The night truly came alive when Kendra Daniels & The Kendra Daniels Band took the stage, delivering a powerhouse performance that had everyone on their feet and dancing!

A huge thank you to all who attended and helped make this event so special. From the stunning honorees to the incredible guests, we couldn't have asked for a more amazing celebration at one of Vegas' trendiest new hotspots. Cheers to the Women Who Wow—here's to your brilliance, success, and the impact you continue to make in our community!



Photos Courtesy of Michael W. Rogers Photography



TASTE THE VARIETY
TASTE THE TERPENES
EXPERIENCE THE GOOD TIMES



LEARN MORE & FIND US AT KUSHBERRYFARMS.COM



KUSHBERRYFARMS\_NV

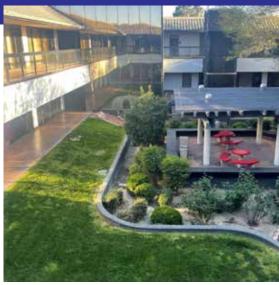


KUSHBERRYFARMS



**Bringing** leaders together to become agents of change.

Our Las Vegas Medical Clinic is committed to a new level of service supporting our neighbors in need.



Exceptional Adult & Pediatric Primary Care | Elite Aesthetic Wellness Center Anti-Aging Longevity Functional Medicine | Advanced Wound Care Facility Premier Women's Health Center | Specialty Research Clinic

First Class Allergy Services | Skilled IV Infusion Center Top-Notch Mental Health Facility | Global Select Concierge Medicine









- Cloie Antolin NP
- Susan Cubil NP
- Ioanna Dela Pena NP
- Michelle Foo NP
- **Kelly Liggons NP**
- **Naiyer Imam MD**

- Leading Edge Primary Healthcare
- **Skilled Wound Care**
- **Phlebotomy Services**
- **Convenient Lab Services**
- Women's Healthcare
- **Psychosocial Services**
- **Drug & Alcohol Aversion**
- **On-Site Pharmacy**

- Spine & Pain Management
- **Vocational Services**
- **Advanced Orthopedics**
- First Rate Skin Care & Dermatology
- **Infectious Disease**
- **Clinic Transportation Available**
- **Housing Assistance**
- Clinical Social Work

725.529.9288 1771 E. Flamingo Rd., Suite #210A-216A OrionWestMedical.com @ @orionwestmedicalgroup

# Welcome Home Peilly Smith an original Golden Misfit

Veteran Forward Reilly Smith Returns to the Vegas Golden Knights!

