

ROSSI RALENKOTTER
President and CEO
Las Vegas Convention and Visitors Authority

As President and CEO of the Las Vegas Convention and Visitors Authority (LVCVA), Rossi Ralenkotter is responsible for marketing Las Vegas and Southern Nevada as the world's most desirable destination for leisure and business travel. Under Mr. Ralenkotter's leadership, the LVCVA successfully launched "Vegas Stories," the most successful branding campaign in tourism history. The campaign is best known for its oft-repeated tagline, "What happens here, stays here.™" The LVCVA owns and operates the Las Vegas Convention Center and Cashman Center. With Mr. Ralenkotter's oversight, Las Vegas remains the world's tradeshow capital. In 2007, the LVCC hosted 26 of the largest 200 tradeshows.

Mr. Ralenkotter began his career at the LVCVA 35 years ago as a research analyst. Prior to becoming President and CEO in 2004, he was the Authority's Executive Vice President and Senior Vice President of Marketing. Before joining the LVCVA, Mr. Ralenkotter worked for a local telephone company and served in the United States Air Force. He is a 57-year resident of Southern Nevada.

As President and CEO of the LVCVA, Mr. Ralenkotter has embarked on a five-year vision plan for the destination that includes continued support of the resort industry's unprecedented growth and a goal of attracting a record 43 million visitors by the end of the decade. Currently, the destination is poised to break its record of 39.2 million visitors in 2007 with a projected 39.8 million visitors by the end of 2008. Mr. Ralenkotter is credited with being a part of securing the 2007 NBA All-Star Weekend in Las Vegas, marking the first time a city without an NBA team hosted the high-profile event. He is also leading the nearly 50 year old facility's master renovation program, which will enhance the customer experience by adding more meeting space with state-of-the-art technology, improving traffic flow and increase public space for convention delegates.

Mr. Ralenkotter is a member of the American Society of Travel Agents, Destination Marketing Association International, the American Society of Association Executives, and the Hotel Sales Marketing Association. He also serves on the Board of Directors for the Travel Industry Association of America. Most recently, Mr. Ralenkotter was appointed to the Travel and Tourism Advisory Board for the U.S. Department of Commerce.

Mr. Ralenkotter was named "Employer of the Year" by the Employee Service Management Association in 2006, one of the "25 Most Influential People in the Meetings Industry" by *Meeting News* in 2005, and in 2004, he was selected "Co-Brand Marketer of the Year" by *Brandweek* magazine. Mr. Ralenkotter was named one of the Outstanding Young Men of America, listed in *Who's Who of America*. Additionally, he served as a delegate to the White House Conference on Tourism.

Mr. Ralenkotter earned a Bachelor of Science degree in Marketing from Arizona State University in 1969 and a Master's degree in Business Administration from University of Nevada, Las Vegas in 1971. He was honored as UNLV alumnus of the year for 2008. He served as a First Lieutenant in the United States Air Force with the 468th Medical Service Flight. He is a member of the Las Vegas Ad Club, which inducted him into the Las Vegas Advertising Hall of Fame for lifetime marketing achievements. He also received Lifetime Achievement honors from the American Marketing Association and the Travel and Tourism Research Association.