



# *Nevada* Influencers

In the lead-up to the 2010 election, many in the GOP targeted Senate Majority Leader Harry Reid of Nevada as Public Enemy No. 1. The state's Republican primary voters chose Tea Party–favorite Sharron Angle to oppose him, but her extreme views alienated some moderates in her own party and, in the end, she proved no match for Reid's well-oiled political machine. While a Republican tsunami washed over much of the nation, it made only partial landfall in Nevada. Republicans picked up a seat in Congress and held the governorship, but both houses of the legislature remained in Democratic hands.

Regardless of party affiliation, though, this is a difficult time to hold public office in Nevada. The Great Recession has hit the Silver State hard, sending its once booming gaming and construction industries into free fall. It has the nation's highest unemployment rate at 14 percent, and its Medicaid caseload has skyrocketed to almost 300,000. The new Republican governor, Brian Sandoval, has called economic development his top objective, but he won't have an easy time of it in a state that can't meet its current expenses and in which the two parties can't agree on anything—even the size of the state's deficit.

Here is our list of Nevada's most influential political players, who will be tasked with finding a way past the state's troubles.



## TOP 10 Democrats

### Harry Reid

The U.S. Senate Majority Leader is perhaps Nevada's ultimate influencer, heading a smart, strong and well-financed campaign machine. He helped Nevada's gaming industry with a debt-cancellation provision in the national recovery act, and tried unsuccessfully to get online poker legislation through Congress late last year. His 2010 re-election proves he's still king of Nevada—for at least six more years—though his conservative subjects are grumbling after squandering a prime chance to unseat him.

### Billy Vassiliadis

His R&R Partners of Las Vegas is the state's largest advertising agency and promotes the city's tourism industry worldwide. R&R's slogan ("What happens in Vegas, stays in Vegas") has become a national catchphrase. A friend of governors from both parties, he is the number one advocate for the gaming industry in the state legislature. His debate with state Senate Majority Leader Steven Horsford on the Senate floor during the 2010 special legislative session on gaming fees was classic. Billy V. won.

### Rebecca Lambe

Harry Reid's top strategist and his senior advisor to the state Democratic Party. Much of the credit for Reid's well-oiled state political machine that excelled in getting out the vote last November goes to the media-shy, Las Vegas-based Lambe. Elected officials, consultants and lobbyists regard her as Reid's voice. She is also considered a key figure in having brought the early presidential caucus to Nevada.

### Byron Georgiou

Helped lead an army of lawyers that recovered \$7.5 billion for investors bilked in the Enron fiasco. Named by Reid to the Federal Financial Crisis Inquiry Commission. He gave about \$115,000 to Democrats in the 2008 election cycle, including more than \$50,000 to the



Democratic Senatorial Campaign Committee. Could emerge as a candidate for statewide office.

### Jan L. Jones

The two-term mayor of Las Vegas in the '90s is now senior vice president of communications and government relations for Las Vegas-based Caesars Entertainment Corporation (formerly Harrah's Entertainment). Caesars donates to both parties, and all of its political contributions go through Jones. She pushed the Nevada legislature to pass a civil unions bill, fearing that rejection would hurt business for Nevada's resorts among gays and lesbians.

### Stephen Clooback

The CEO of Diamond Resorts in Las Vegas is a major donor to political candidates in Nevada and in U.S. Senate races across the nation. Donated \$100,000 to the Patriot Majority PAC last year, and total contributions for 2010 totaled more than \$198,000.

### Steven Horsford

Has risen from a tough Las Vegas childhood to become the first black state Senate majority leader. He is tight with unions. Suffered embarrassment in

2010 when the GOP accused him of pay-to-play over his allegedly promising lobbyists access to him and committee chairs for a price.

### Annette and Harvey Whittemore

Philanthropists and developers from Sparks. Harvey is an accomplished lawyer who is close with Reid and one of the most influential lobbyists in the modern history of the legislature, representing (among others) gaming, tobacco and liquor interests.

### Shelley Berkley

Since 1999, the congresswoman has represented a district that includes the Las Vegas Strip, the economic engine of the state. She is the first Jewish woman to be elected to Congress from Nevada and a member of the powerful House Ways and Means Committee.

### D. Taylor

As secretary-treasurer of the state's largest union, the Culinary Worker's Union Local 226, he carries plenty of clout. He was instrumental in Obama's 2008 presidential campaign as well as Reid's 2010 Senate campaign. He can deliver a major voting bloc to candidates who support union positions.

## Other Democrats

---

### Rory Reid

Harry's son has been a member of the Clark County Commission—perhaps the state's most powerful elected body—for the past eight years and chairman for six. The joke about him is that you know he's honest because he's been on the Clark Commission for eight years and hasn't been indicted. His famous last name didn't do him any favors in the 2010 governor's race, though, which he lost by almost 12 points.

### Barbara Buckley

The term-limited former speaker of the state Assembly from Las Vegas decided against a run for governor in 2010, but says she is not done with politics. Her loyalists still control the Assembly, and she is known as smart and cunning, having held her caucus together with an iron fist. Like Harry Reid, she has a rags-to-riches story, having arrived in Nevada straight out of high school from Philadelphia with \$800 in her pocket and gone on to put herself through college and law school.

### Dina Titus

The former U.S. representative, who lost her seat last November by just 2 points, was recently named by Reid to the U.S. Commission on Civil Rights. Before entering Congress, she was the state Senate minority leader and ran a valiant, under-funded gubernatorial campaign in 2006, which she lost by just 4 points. Originally from Georgia, Titus still hasn't shaken her southern accent, which drives conservatives nuts. Never mind that Reno's Republican Mayor Bob Cashell still talks like a Texan. Potential candidate for Nevada's new congressional seat.

### John Ocegüera

The new Assembly speaker from North Las Vegas is an excellent fund-raiser but must prove himself as a leader. Due to term limits, he will be the speaker for just one session. Don't expect him to retire, though, with the creation of a fourth congressional district in Nevada.

### Sheila Leslie

The term-limited liberal assemblywoman from Reno won a state Senate seat in November and is considered the legislature's top advocate for the state's most vulnerable citizens. A real mama grizzly when cuts to state Health and Human Services budget are broached.

### Debbie Smith

The new Assembly Ways and Means chairwoman from Sparks has emerged as Northern Nevada's most powerful voice in the Assembly and will be the region's go-to person for Democratic causes. Projected to become Assembly speaker in 2013.

### Don and Susan Clark

This Reno couple has worked behind the scenes to promote sustainable and renewable energy. Transplants from Silicon Valley and big political donors, they hosted fund-raisers for Reid in 2010 and Obama in 2008. Their architectural firm's office also provided space to Obama volunteers from California in 2008.

### Phil Satre

A former chairman of Harrah's Entertainment from Reno and registered Democrat, he has contributed thousands to politicians over the last ten years, including George W. Bush, Harry Reid and then-Republican Congressman Jim Gibbons. Since retirement, his clout has only grown. He is chairman of the board of International Game Technology (the world's largest slot machine producer) and NV Energy.

### Jim Ferrence

A longtime campaign consultant to Las Vegas Mayor Oscar Goodman, Ferrence has also managed political campaigns in five different Nevada cities.

### Dave Damore

A UNLV political science professor, Damore is sought for comment on political issues by the state's top three newspapers—*Las Vegas Review-Journal*, *Las Vegas Sun* and *Reno Gazette-Journal*. Almost certainly Southern Nevada's most

quoted professor. Currently writing a book on the Reid-Angle Senate race.

### Danny Thompson

Executive secretary of the Nevada AFL-CIO for the past eleven years and before that a state assemblyman from Las Vegas, chairing Government Affairs and Natural Resources. Led ballot initiative to raise Nevada's minimum wage and helped defeat Tax and Spending Control initiative in 2006.

### Bob Fulkerson

The fifth-generation Nevadan is the co-founder and executive director of the Progressive Leadership Alliance of Nevada (PLAN), the state's leading liberal activist group. Currently waging war on Nevada's gold mining industry, arguing it should be much more heavily taxed.

### Arlan Melendez

Chairman of the Reno-Sparks Indian Colony for almost two decades and a former member of the U.S. Commission on Civil Rights. Helped push for the completion of the colony's \$12 million health center in Reno.

### Mary Conelly

State director for the U.S. Senate majority leader. All issues must go through her Reno office before they get to Harry Reid.

### Jon Summers

Harry Reid's Washington director of communications controls media access to the Senate majority leader and serves as his main spokesman on federal and state issues. Can be confrontational with reporters if he does not agree with their portrayal of his boss.

### Frankie Sue Del Papa

Former attorney general and secretary of state from Reno once had gubernatorial aspirations. During Harry Reid's 2010 campaign, she hosted events and spoke on his behalf at rallies as the co-chair of Women for Reid. She serves as a spokesperson at many levels for the state Democratic Party.



## Sam Lieberman

The state Democratic Party chair from Las Vegas and a longtime activist and donor, he is key to Nevada Democrats' extremely effective state party organization. Became chair in 2007 and was state party leader for Nevada winners Obama (in 2008) and Harry Reid (in 2010). Won't seek another term as chair.

## Tony Sanchez

Senior vice president for government and community strategy for NV Energy, he has lengthy Democratic ties. Handled energy and natural resource issues for Nevada's then-U.S. Sen. Richard Bryan and was executive assistant to then-Gov. Bob Miller. A former president of the Latin Chamber of Commerce and very influential on Latino issues, he has also practiced law for prestigious statewide law firm of Jones Vargas.

## Bill Bible

Resigned last year as president of the Nevada Resort Association, which represents the state's largest gaming properties, to become a board member of MGM Resorts International, Nevada's top employer. He was previously chairman of Nevada's Gaming Control Board for ten years. Son of U.S. Sen. Alan Bible, a Nevada Democratic icon who served from 1954 to 1974.

## Dan Hart

The longtime consultant first came to Nevada to run the campaign of Las Vegas Mayor Jan Jones in 1991. Since

then, he has amassed a clientele list that includes many top national and Nevada Democrats including President Jimmy Carter, Senators Kerry and Kennedy, Rory Reid and various Las Vegas candidates. Expanded firm to include PR work last year.

## Chip Evans

Chairman of the Washoe County Democratic Party. Delivered Nevada's second largest urban area to Reid even though it was the home turf of his opponent, Sharron Angle.

## Marlene Lockard

Former chief of staff to Governor Richard Bryan, she is now a Reno-based consultant known for her work on the gubernatorial and congressional campaigns of Dina Titus. She is co-host of *Nevada Newsmakers*, a television and radio politics program broadcast statewide.

## David Cohen

Ran Jill Derby's near-miss 2006 congressional campaign, worked on Barack Obama's winning Nevada campaign in 2008 and was Rory Reid's gubernatorial campaign manager in 2010.

## Bill Bradley

Senior partner of well-known Reno law firm of Bradley, Drendel & Jeanney and lead lobbyist for the Nevada Trial Lawyers Association. Served for ten years as commissioner for Nevada Division of Wildlife and was an active lobbyist at the legislature for more than two decades.

## Sam McMullen

The lobbyist and lawyer from Henderson is one of the heaviest hitters in the Nevada legislature and is still remembered for helping beat back the gross-receipts tax promoted by gaming interests in the great tax battle of 2003. His clients have included tobacco giant Philip Morris, gold-mining concerns and Nevada's gambling-industrial complex.

## Dan Klaich

Currently chancellor of Nevada's state university system, Klaich was formerly the top lobbyist for the University and Community College System of Nevada. Often quoted in the state's newspapers, he has been appointed by Harry Reid to a federal board that advises the secretary of education.

## Lynn Warne

President of the Nevada State Education Association and a key education lobbyist in Nevada's capital, Carson City. In 2008 to 2009, Warne was instrumental in the deal to increase the hotel room tax in exchange for the teachers union dropping its ballot initiative to raise the gaming tax.

## Jill Derby

The former university regent and former chairwoman of the state Democratic Party ran close but losing races for Congress in '06 and '08 in the northern, rural and heavily Republican 2nd district. An active spokeswoman for party politics, she is a fourth-generation Nevadan and spent her early years on her father's Flying Flapjack Ranch outside Lovelock.

## Carole Vilardo

President of the Nevada Taxpayers Association, her views on taxes and their implications—encapsulated in her signature maxim, "The devil is in the details"—are highly valued in legislative committee meetings.

## Elliott Parker

A professor of economics at the University of Nevada, Reno, he is a go-to source for the media concerning economic issues. Writes columns on the

economy for the *Reno Gazette-Journal* and *Nevada Appeal* in Carson City. He is considered an expert on Nevada's Great Recession, which began in 2007 and continues to the present.

### Jennifer Lopez

Nevada director of Organizing for America, the Democratic National Committee's on-the-ground campaigning organization, Lopez was very active in selling the Obama healthcare reform bill in the Silver State.

### Amy Ayoub

Co-chair of Women for Reid in 2010, Ayoub launched Las Vegas consulting firm Ayoub & Associates in 1998 and has worked on campaigns for candidates including Harry and Rory Reid. She has also coordinated separate events for Bill and Hillary Clinton, for the Democratic National Committee and for the state Democrats.

### Jack Mallory

The secretary-treasurer of the Painters Union District Council 15, Mallory is Mr. Union in Las Vegas and lobbies on union issues in Carson City. One current fight is against illegitimate contractors who are not paying employment taxes or workers compensation insurance.

### Roberta Lange

Clark County Democratic Party chair, she has announced she'll run for state party chair. She has been a key officer in Harry Reid's GOTV machine in Clark, home to Las Vegas and 80 percent of state's population.

### Gim Hollister

From the GOP stronghold of Douglas County, Hollister was recently named leader of the newly formed Rural Democratic Caucus, a group of fifteen county parties.

### Rose McKinney-James

Member of the MGM Resorts International board of directors and legislative lobbyist for the Clark County School District, she also owns two businesses: Energy Works Consulting and McKinney-James & Associates. Ran for lieutenant governor in 1998, becoming the first African-American to win a Nevada statewide primary election, though she went on to lose in the general.

### Derek Washington

The chairman of the Stonewall Democratic Club of Southern Nevada, the major player in the state party's LGBT faction. Pushed repeal of "Don't Ask, Don't Tell" and is an advocate for anti-bullying legislation.

### Lindsey Jydstrup

Nevada Assembly Democratic caucus director. Behind-the-scenes operative

who has helped hold the Democratic majority in the assembly for fifteen years.

### Erin Bilbray-Kohn

Executive director of Emerge Nevada, a Las Vegas group that helps elect female candidates. Clients include Las Vegas Councilwoman Lois Tarkanian and Attorney General Catherine Cortez Masto. She is the daughter of former Congressman Jim Bilbray.

### Theresa Navarro

A Latina activist who was state director of Health Care for America Now, a national grassroots affordable health-care campaign. Was also Northern Nevada director for former New Mexico Governor Bill Richardson's presidential campaign in 2007 and Jill Derby's 2008 congressional race.

The Future of Political Communications  
Your Supporters Can Have You in Their Pocket

Go Green • Reduce Print Spending

BlackBerry, Android and iPhone Support

Campaign and In-Office Constituent Communications

**purpleforge**

www.purpleforge.com • sales@purpleforge.com • 1.315.541.4315 • @purpleforge

## TOP 10 Republicans

### Brian Sandoval

A former federal judge, state attorney general, chairman of the state Gaming Commission and state assemblyman, Nevada's new governor won easy victories against incumbent Gov. Jim Gibbons in the primary and against Rory Reid in the general. Whispered of as a possible 2012 GOP vice presidential candidate.

### Dean Heller

Third-term U.S. representative from the state's 2nd congressional district, covering Reno and rural Nevada. A former secretary of state and assemblyman from Carson City, he is a potential future candidate for senator or governor—there is speculation that he may run in primary against tarnished Republican Sen. John Ensign in 2012. In his spare time he races stock cars, taking after his father, famed Nevada dirt-track driver “Blackjack” Heller.

### Pete Earnaut

Partner and president of government and public affairs at R&R Partners. Former state assemblyman, campaign manager and chief of staff to former GOP Gov. Kenny Guinn and senior campaign adviser to Sen. Ensign and Gov. Sandoval. Earnaut represents some of Nevada's most influential clients at the legislature, including those in gaming, mining and utilities.

### Steve Wynn

The chairman of Wynn Resorts is Nevada's most celebrated gaming mogul,

credited with revitalizing the Las Vegas Strip. Has become increasing critical of Obama's handling of the economy and of healthcare reform. Rattled the state with his nationally televised announcement last year that he was considering moving his corporate headquarters from Las Vegas to Macau.

### Sheldon Adelson

The CEO of the Las Vegas Sands Corporation is the richest man in Nevada and was, according to *Forbes*, the third richest person in the world before the recession. The billionaire has made more than \$300,000 in political contributions over the last two election cycles.

### Sig Rogich

Rogich, known as Nevada's “kingmaker,” had a major impact on the Reid-Angle Senate race, starting “Republicans for Reid,” a group of moderate Republicans who helped turn the race Reid's way. Made his political reputation as a media consultant for Presidents Reagan and George H.W. Bush, devising Bush television ad that showed Michael Dukakis looking foolish while cruising in a tank. Was also a senior campaign consultant for former Governors Kenny Guinn and Jim Gibbons.

### Sharron Angle

Lost bitterly contested U.S. Senate race, failing to lock in endorsements of many party leaders. Yet the former Reno assemblywoman appeals strongly to conservatives and has run for office in every cycle for the past fifteen years.

Speculation is that she will run for Congress in 2012 or oppose Sen. Ensign in what could be a wild GOP senatorial primary.

### Monte Miller

The owner of KeyState Corporate Management is a longtime Republican stalwart and major donor who supported Gibbons for governor in 2006 but switched to Sandoval in 2010, dooming Gibbons's chances. Served on Sandoval's transition team. He holds the key to endorsements and donations from the Keystone Corporation, the state's leading political voice for free-market business development and fiscal conservatism.

### Bill Brady

The president of Brady Industries made more than \$75,000 in campaign contributions in the last two election cycles. In 2010, he donated to the Senate campaigns of Sue Lowden in the primary and Angle in the general as well as the Florida senatorial campaign of Charlie Crist.

### Michael Slanker

Top campaign adviser to Heller and Sandoval in 2010. Was Sen. Ensign's top fund-raiser before Ensign became embroiled in an adultery scandal, which led to an apparent falling out between the two men. Slanker earned more than \$500,000 in the five years before the Ensign scandal broke, working for what he called “Ensign Inc.,” according to the *New York Times*.



## Other Republicans

---

### Heidi Gansert

Gov. Sandoval's chief of staff is a former Assembly minority leader. The two politicians go way back: In 1981, Sandoval was the student body president at Bishop Manogue High School in Reno, while Gansert—then Heidi Seevers—was vice president.

### Lynn and Bill Weidner

Bill resigned as president of the Las Vegas Sands Corporation in 2009, but the two remain major players in Republican politics. Both have many fund-raising and investment contacts on Wall Street and among Fortune 500 companies. Big in Keystone Corporation, which recruits candidates who support low taxation.

### Pat Lundvall

First woman to chair the Nevada State Athletic Commission, which oversees the state's lucrative business hosting big boxing bouts. A trial lawyer in Reno with McDonald Carano Wilson, Lundvall loves big-money, high-profile, emotional trials. ("I love conflict," she has said.) Hosted fund-raisers for top-ticket Republicans with husband Jerry Bussell before Bussell's death in 2010.

### Jim Murren

When Las Vegas's \$8.5 billion CityCenter project was floundering, Murren, the CEO of MGM Resorts International (the state's largest employer and taxpayer) put in a call to Harry Reid for help. Reid called a few banks and, like that, MGM had the money to finish the largest privately funded construction project in U.S. history. Murren became a leading member of Republicans for Reid.

### T.J. and Debbie Day

Philanthropic couple are also major campaign donors. They have chaired fund-raisers for non-profit organizations and GOP candidates.

### Greg Ferraro

President of The Ferraro Group, a Reno-based government, media and public affairs firm. Has either managed or served as a consultant on over fifty campaigns in Nevada, Arizona and Utah. Top ad-



viser to recently retired state Sen. Bill Raggio.

### Dale Erquiaga

Former government affairs director for the Clark County School District, Erquiaga is Sandoval's deputy chief of staff. He has known Sandoval since childhood, when they were second graders in Fallon, in rural Northern Nevada.

### Mike McGinness

This state senator from Fallon recently ascended to the position of Senate minority leader. Will be tasked with sticking to Sandoval's no-new-taxes pledge in the legislature and holding his caucus together, which may be a challenge.

### Kirk Lippold

A Navy veteran who commanded the USS Cole in 2000 when it was attacked by Al Qaeda suicide bombers off Yemen. He is pondering running for federal office in 2012—possibly a primary run against Sen. Ensign—after foregoing a campaign run in 2010.

### Bob Cashell

The former lieutenant governor and current longtime, popular mayor of Reno, the state's second-largest city, supported Sue Lowden in the 2010 GOP Senate primary, then called her "Suicidal Sue" as her campaign self destructed and joined Republicans for Reid during the general election.

### Brian Greenspun

The chairman and editor of the *Las Vegas Sun* oversees a news operation that has championed causes such as exposing poor hospital care in the Las Vegas Valley and has developed Nevada's best political reporting team with influence statewide due to its well-run website. Registered Republican, but could be mistaken for a Democrat.

### Robert Uithoven

The Reno-based owner of j3 Strategies ran Lowden's '10 senatorial primary campaign and Gibbons's successful '06 gubernatorial campaign. Was chief of staff for Gibbons during his ten years as a congressman and helped oversee his '02 and '04 re-election campaigns.

### Alfredo Alonso

Quietly influential lobbyist who learned from the master, Harvey Whittemore. A principal in the government relations group of the law firm Lewis and Roca, he is a registered Republican, but works with lawmakers from both parties.

### Veronica Meter

Vice president of government affairs for the Las Vegas Chamber of Commerce, she advocates for the chamber's 6,500 business members at local, state and federal levels. She was formerly director of public relations for the U.S. Government Printing Office and has an extensive background in Spanish- and English-language television.



## Ryan Erwin

Based in Las Vegas, he is called the “GOP consultant to the rising stars.” He guided Mitt Romney’s successful Nevada caucus victory in 2008 and should be a major player in the 2012 GOP caucus as well. The key consultant to Lt. Gov. Brian Krolicki and newly elected U.S. Rep. Joe Heck is frequently quoted in Nevada’s three largest newspapers as well as national publications.

## Brian Krolicki

Re-elected last November, the lieutenant governor has done extensive economic development work as chair of the state’s Commission on Economic Development and Commission on Tourism. He considered a Senate run against Reid before questions were raised about his management of a college savings program as state treasurer, though an investigation vindicated him.

## Tray Abney

Currently director of government relations for the Reno-Sparks Chamber of Commerce, he was a staffer for Gibbons during his tenure as congressman and governor and also served as program coordinator for Nevada’s Department of Business and Industry.

## Paul Enos

CEO of the Nevada Motor Transport Association, he represents the trucking industry and is a major player since Las Vegas and Reno are key distribution points for the Western U.S. He is also a co-host of *Nevada Newsmakers*, a

statewide television and radio politics program.

## Frank and Lorenzo Fertitta

Station Casinos and Ultimate Fighting Championship owners Frank and Lorenzo are ranked number 365 and 385, respectively, on *Forbes*’s list of the 400 wealthiest Americans. Both were part of Republicans for Reid in 2010.

## Bob List

Nevada governor from 1978 to 1983, he is currently a private lawyer in Las Vegas and a national GOP committeeman who was outspoken in support of Angle for Senate. Formerly a consultant to the Nuclear Energy Institute, he has pushed for the proposed nuclear waste repository at Yucca Mountain, which the state officially opposes, saying it could be Nevada’s “Fort Knox.”

## Sue Lowden

A former Miss New Jersey, she chaired the Nevada Republican Party before running in the 2010 GOP Senate primary. Early polls gave her the best shot at beating Reid before the “Chickens for Checkups” fiasco helped sink her campaign. Her comments about past generations bartering for healthcare took on a life of their own and became national joke.

## Bill Raggio

Now eighty-four, the “Old Lion” resigned his seat in the state Senate last month. Before his resignation, Raggio was Nevada’s longest-serving state

senator, first elected in 1972. He still holds considerable clout due to his long relationships with the state’s most influential people, though he has angered some in his own party by endorsing Reid over Angle and voting for tax hikes. He is also an attorney with Jones Vargas, one of the state’s most powerful law and lobbying firms.

## Mark Amodei

The former state senator is chairman of the Nevada Republican Party. A Carson City lawyer, he was also president of the Nevada Mining Association from 2007 to early 2009, between sessions of the legislature.

## Debbie Landis

A Tea Party activist and grassroots organizer of Republicans who feel disenfranchised, she is the founder of a 501(c)4 and website called *AngerIsBrewing.com* and organized a key Reno debate in the 2010 GOP Senate primary campaign.

## Mary Lau

President and CEO of the Nevada Retail Association, which supports business-friendly candidates, she is a leader among conservative lobbyists at the legislature.

## Eric Odom

A young libertarian Web strategist and self-proclaimed “blogivist,” he has accumulated influence in new media and organized some of the nation’s earliest Tea Party protests against the Obama stimulus bill. He had a head start as

founder of DontGo, a pro-offshore-drilling movement.

### **Michael Hillerby**

Former chief of staff to Gov. Kenny Guinn and known as a great public speaker, he is now a lobbyist representing clients in healthcare, insurance, construction and finance.

### **Randi Thompson**

A Reno-based consultant and lobbyist, she is the Nevada director for the National Federation of Independent Business. She is also chairwoman of the Reno-Tahoe Airport Authority, which oversees Nevada's second-largest airport.

### **Michael Alonso**

Reno-based lawyer-lobbyist does not engage in partisan politics, but is influential in Nevada's gaming and real estate sectors. Testifies regularly before the Nevada Gaming Commission and Gaming Control Board.

### **Heidi Harris**

Conservative Las Vegas radio talk show host who regularly interviewed Sharron Angle during the 2010 campaign and acted as spokeswoman for Angle on national television. Her show was one of the few Nevada media outlets with access to Angle, who mostly avoided what she called the "lamestream" media.

### **Heidi Smith**

A member of the Republican National Committee, a past Washoe County GOP chair and past national president of the National Federation of Republican Women, she is quoted extensively by the Nevada media and is a regular political talk show guest.

### **Bill Manders and News Talk KOH 780**

Manders is the conservative afternoon drive-time talk show host on Reno's KOH. The station, which dates back to 1927, has an unapologetic conservative tone, and Manders is its star. It is the only news/talk station in northern Nevada whose influence carries into

the conservative rural heartland of the state.

### **Bruce James**

Chairman of the Nevada SAGE Commission, which studied ways to make Nevada government more efficient and cost effective. Former U.S. Public Printer, appointed by George W. Bush.

### **Mark Ciavola**

Leader of Las Vegas gay Republican organization Right Pride, which pushes for legal recognition of same-sex relationships but not same-sex marriages. Originally from Massachusetts, he argues that the GOP should recognize and respect gays and lesbians.

### **Mendy Elliott**

Cabinet member and deputy chief of staff to former Gov. Jim Gibbons. A thirty-year financial industry veteran from Reno, she is the former head of Wells Fargo's Nevada government relations department and continues to have a strong relationship with state Republican leaders, the banking industry and state government.

### **Ty Cobb Sr.**

CEO of the Northern Nevada Network, which advises business leaders on politics and candidates with a conservative slant, he is a former special national security assistant to President Reagan. He has been effective at easing opposition to the Yucca Mountain nuclear repository in Nevada conservative circles.

### **Bob Beers**

A former Las Vegas state senator, he finished second in the '06 gubernatorial primary before losing his Senate seat in the '08 Democratic wave that swept across Nevada. An accountant by trade, Beers was respected in the legislature for his financial acumen and still holds sway within the GOP.

### **John Ensign**

His star has fallen since becoming embroiled in scandal over an adulterous relationship with the wife of one of his top aides, and so has the influence of

Nevada's junior senator from Las Vegas. GOP sharks smell blood in the water, but he is still considering running for re-election. He flirted with a presidential run before his embarrassing crash.

### **George Balaban**

Major donor to GOP candidates. President of Desert Cab Inc., in Las Vegas, he acquired the company in 1979 with just nine taxis; today, its fleet numbers 150, and he co-owns two other car companies. He is secretary-treasurer of the Nevada Policy Research Institute, a free-market think tank, and a member of the Keystone Corporation.

### **Norm Dianda**

Founder of Q & D Construction, Inc. in Reno, he is a major GOP donor and philanthropist, making big contributions to education causes. He is a member of the Nevada Policy Research Institute.



**In rough seas, you need a good compass.**

Congratulations to the Governors, Senators, members of Congress, state legislators, party committees, labor organizations and other progressive groups who used microtargeting from Strategic Telemetry to win, despite the storm of 2010.

We're looking forward to helping even more candidates and progressive organizations win in 2011 and 2012.

Contact Strategic Telemetry to see what we can do for your organization.

- Microtargeting
- Cable and broadcast television targeting
- Fundraising
- Online advertising
- Redistricting
- Strategic Consulting

Strategic Telemetry  
202-516-4754  
info@strategictelemetry.com  
www.strategictelemetry.com