



Nevada Resort Association

BY BILL BIBLE



75... and Counting

Thank you for all the years of great work!

As a perfect example of how time flies when you're having fun, it has been 75 years since the state of Nevada embraced the bold and trailblazing idea of wide open legalized gaming. This bold move back in 1931 by the state legislature paved the way for Nevada's resort and tourism industry to grow into the multi-billion dollar industry it is today, employing thousands and generating hundreds of millions of dollars in tax revenue each year to help support schools, road construction and to help keep Nevada's personal tax burden among the lowest in the United States.

We at the Nevada Resort Association view the phenomenal growth of the last 75 years as only part of the reason for Nevada's booming economy. Without the 24 hour a day, seven days a week commitment to excellence that our valued gaming and hospitality employees bring to their jobs each and every day of the year, Nevada and the resort industry could never have come this far. It is your daily effort that helps ensure the fiscal health of our great state. You are, quite simply, the backbone of our industry. It takes a cast of thousands to deliver a world-class experience for each and every guest, and this positive experience then turns them into repeat customers. Every time you turn down a bed, deal a hand or serve a cocktail, you are selling the Nevada resort experience. You are our industry ambassadors and for that, we thank you!

But your influence goes beyond the daily contact that you have with our visitors. Whether you are a roulette dealer, a line cook, a floor supervisor or a bell person, you are the economic engine that drives our economy. Your dry cleaner, doctor, mail carrier, and grocery store manager all have jobs because of the Nevada resort industry's success, which you helped us to build, as your paycheck goes on to support local businesses and helps them to grow and flourish. Just as the tourism and gaming sectors are the keys to this engine, you are the fuel, and without you, we simply could not run. It is an awesome responsibility, when you stop and think about the role you play when you arrive at work every day. The pride and enthusiasm that you show each person you meet has a ripple effect across your neighborhood, your city and our entire state.

The 75th anniversary of gaming has given me pause to look back at our successes, which is why I wanted to take this opportunity to thank you for the role that you have played. Many of you came to Nevada in much the same way that the early pioneers did, looking for a better life and to make a difference in a new community. Nevada has always been and will always be about providing opportunities and we welcome every one that is as committed as we all are in making Nevada even better than it is today.

In coming issues I hope to tell you about the numerous ways your hard work helps your fellow citizens and how, as an industry, we are helping

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secure Nevada's successful future.

But until that time please take a minute to congratulate your fellow workers on the casino floor or in the break room for a job well done. In turn, the Nevada Resort Association members would like to thank each of you for your past, present and future commitment to our common goals.

In this 75th year of gaming I feel the best has yet to come and with your help, the next 75 years will be even better.

Bill Bible is the president of the Nevada Resort Association. Bible has a long history with the state of Nevada and the gaming industry. He has served as a controller for Nevada, the chairman of the state Gaming Control Board, and a member of the National Gambling Impact Study Commission.