

Clark County Shooting Complex Advisory Committee Application



Now accepting applications for FY22 and to serve on the
FY23 Board. Application deadline is May 31, 2021.

Clark County is seeking up to seven (7) individuals with professional experience in law, finance, grant writing, fundraising, marketing and business to further the strategic priorities of the Clark County Shooting Complex. Committee members will be appointed to two (2) year term by the Clark County Board of County Commissioners. Member attendance at Shooting Complex Advisory Committee public meetings will be required. Meetings will be held a minimum of four times per year, with the dates, times and locations to be determined by the new Committee.

Date	January 13, 2022		
Name	Dan Stark	Home Phone	[REDACTED]
		Work Phone	[REDACTED]
Cell Phone	[REDACTED]	Fax Number	[REDACTED]
		Email address	[REDACTED]
Street Number	[REDACTED]	City, State, Zip	[REDACTED]
Employer & Occupation	Paladin LLC - Principal, Executive Management & Marketing Advisory		

Do you currently participate in activities at the Shooting Complex, and if so, please describe which areas below

Yes, I have been patronizing the CCSC for at least eight or nine years now. I predominantly use the Sporting Clay course, rent a cart and shoot just about every week, preferably on Fridays, sometimes mid-week when the Park was operating Wednesdays & Thursdays. I will sometimes shoot on the weekend too, if I can't make it during the week due to a scheduling conflict. A few times a year I will shoot some Trap. I've also used the pistol range a few times to get prepared to re qualify for my CCW, but the Shotgun Center is predominantly what I patronize.

Please provide a brief description of your qualifications; include any special skills, experience and/or training in law, finance, grant writing, fundraising, marketing and/or business that would benefit the work of this Committee
(attach additional sheets if necessary)

Professional Summary: Creative yet hands-on, accomplished executive having previously served in high-profile senior management and marketing positions. An affable self-starter with the proven capacity for assuming increasing responsibility and accountability while working with diverse constituencies. Demonstrated expertise in the marketing & management of events, attractions, entertainment, and retail operations. Skilled in destination sales & marketing, encompassing MICE and travel & tourism group business. Proficient in the formulation and administration of budgets & marketing plans; creating and administering both exclusive & captivating VIP guest experiences. Conceptualized, developed, produced, and successfully marketed major attractions and special events. Adept at sourcing and developing business relationships leading to mutually beneficial strategic corporate alliances. Accomplished in the development of dynamic management teams while fostering a collegial yet productive, ethical and professional working environment for staff at all levels of the organization, demonstrating a servant leader attitude by practicing leadership by example. Excellent formal education with an advanced degree in management.

LinkedIn profile: <https://www.linkedin.com/in/danstarkjr/>

Please attach a required resume/letter of interest with your application

For more information or submittal of completed form, contact Steve Carmichael, Sr. Management Analyst,
Office Direct-702-455-2005, Mobile-702-239-4446, email- Steve.Carmichael@ClarkCountyNV.gov
11357 N. Decatur Boulevard, Las Vegas, NV 89131

(This document becomes a public record once it has been received by Clark County)

Submit by Email

RÉSUMÉ

S. DANIEL STARK, JR.

SUMMARY: Creative yet hands-on, accomplished executive having previously served in high-profile senior management and marketing positions. An affable self-starter with the proven capacity for assuming increasing responsibility and accountability while working with diverse constituencies. Demonstrated expertise in the marketing & management of events, attractions, entertainment, and retail operations. Skilled in destination sales & marketing, encompassing MICE and travel & tourism group business. Proficient in the formulation and administration of budgets & marketing plans; creating and administering both exclusive & captivating VIP guest experiences. Conceptualized, developed, produced, and successfully marketed major attractions and special events. Adept at sourcing and developing business relationships leading to mutually beneficial strategic corporate alliances. Accomplished in the development of dynamic management teams while fostering a collegial yet productive, ethical and professional working environment for staff at all levels of the organization, demonstrating a servant leader attitude by practicing leadership by example. Excellent formal education with an advanced degree in management.

PROFESSIONAL EXPERIENCE:

2013 TO PRESENT **Paladin LLC, LAS VEGAS, NEVADA**

& 1987 TO 1988 **EXECUTIVE MANAGEMENT & MARKETING CONSULTANT**

- Attractions, Entertainment & Tourism past clients: Blue & Gold Fleet, San Francisco, CA (Guest experience; assist with U.S. Park Service contract); Bay County Tourist Development Council, Panama City Beach, FL (Operational appraisal; Interim TDC Director); California Authority of Racing Fairs, Sacramento, CA (Operations); Dick Clark, Malibu, CA (2012 TV pilot); CSF, Inc., Burbank, CA (TV series; entertainment/casino project, Athens, Greece); Gerson Lehrman Group, New York, NY & Austin, TX (Industry consultant); Hemmeter Development Company, Honolulu, HI (Kauai resort project); the University of Alaska, Fairbanks & U.S. Bureau of Land Management, Alaska Arctic District (Tourism assessment of the Dalton Hwy., Fairbanks to the North Slope); U.S. Department of State, U.S. Information Agency, Riga, Latvia (contracted to assist the Latvian government with tourism development, destination marketing and an airport operational appraisal).

2001 TO PRESENT **UNIVERSITY OF PHOENIX - LAS VEGAS CAMPUS, LAS VEGAS, NEVADA**

ASSOCIATE FACULTY, COLLEGE OF BUSINESS & INFORMATION TECHNOLOGY

- Teach graduate and undergraduate level courses in the fields of Marketing, Management, Leadership, and Entrepreneurship. Previously served as the Las Vegas Campus Area Chair for Marketing.

1999 TO 2013 **BOYD GAMING CORPORATION, LAS VEGAS, NEVADA**

VICE PRESIDENT - CORPORATE MARKETING (1/2006-1/2013) DIRECTOR - CORPORATE MARKETING (8/1999-12/2005)

- Reporting to the COO, of this major casino operator, NYSE: BYD, served as an internal strategic & corporate alliance sales & marketing professional. Working in support of operations, encompassing all of the company's diverse portfolio of properties plus the Vacations Hawaii group tour & travel operation based in Honolulu.
- Developed & managed unique VIP experiential marketing opportunities for the company's most valuable guests and business partners that would not ordinarily be available to the general public such as NASCAR races, NFL games, the National Finals Rodeo, exclusive Celebrity appearances, etc. In 2003, inspired the first Atlantic City air show over the beach in conjunction with the grand opening of the Borgata Resort & Casino. Pulling this together in a span of 90 days, it drew 170,000 in its first year. It has since become New Jersey's largest annual event, attracting an estimated 500,000 spectators watching from along the beach and is now the top attended mid-week air show in the country. Arranged for show narration to be broadcast on AM radio.
- Responsible for establishing, maintaining, and managing business relationships and corporate strategic alliances with organizations such as American Express, Coca-Cola, Pepsi, Dodge Ram and Anheuser-Busch.
- Managed and activated company sponsorships of major special events, such as three NASCAR races (Las Vegas, Fort Worth and Memphis); Nellis AFB Air Show, Atlantic City Air Show, National Finals Rodeo, and the PBR World Finals. Worked with our regional properties to bring in their best customers to these events.
- Act as a catalyst for new strategic marketing initiatives & promotions benefiting all areas of the company.
- In 2009, the COO requested to assume overall managerial responsibility for the company's retail operations due to its uneven performance and poor inventories. The small corporate retail staff oversees 18 stores located in company hotels & casinos spread across five states with over 175 employees. Brought in a third-party vendor to conduct the inventories, cross-trained the corporate retail staff in operations management and as a buyer. Within 90 days, the problems were resolved, and business increased without making any staff changes.

1998 TO 1999 **BAY COUNTY TOURIST DEVELOPMENT COUNCIL, PANAMA CITY BEACH, FLORIDA**

EXECUTIVE DIRECTOR (Administrative governmental position, concurrent with PCBCVB position)

- Reported to a nine-member Board appointed by the Bay County Commission, which concurrently serves as the PCBCVB Board of Directors. Responsible for administering a \$21.3 million annual operating budget which included constructing a new office building and a major multi-million-dollar beach re-nourishment project.

- 1998 TO 1999 **PANAMA CITY BEACH CONVENTION & VISITORS BUREAU, PANAMA CITY BEACH, FLORIDA**
PRESIDENT & CEO (Concurrent with governmental Bay County Tourist Development Council position)
• Charged with re-establishing this non-profit destination marketing organization for an area that attracts over 7 million annual visitors, by utilizing special events. Successfully lured new special events such as: the 1999 CAR CRAFT MAGAZINE SPRING NATIONALS; the 1999 & 2000 HOT ROD MAGAZINE POWER TOUR; and the IRONMAN FLORIDA TRIATHLON, all of which contributed to increasing occupancy at shoulder and off-season periods.
• Served on the Board of Directors of the Florida Association of Destination Marketing Organizations, and as a member of the Visit Florida Marketing Committee.
- 1989 TO 1998 **SAN BERNARDINO CONVENTION & VISITORS BUREAU, SAN BERNARDINO, CALIFORNIA**
EXECUTIVE DIRECTOR
• Selected as the first Executive Director to establish and manage this newly created public/private 501(c)(6) non-profit corporation. As its first employee, reporting to an 11-member Board, built the CVB from a startup into a viable destination marketing organization with a core of professional full time staff members and over 700 event volunteers. Utilized special events to drive incremental tourism and group sales, VIP familiarization experiences for meeting planners to book future meeting & convention business and community involvement.
• In January 1989, initiated the relocation of the annual Spring RENAISSANCE PLEASURE FAIRE to San Bernardino County's Glen Helen Regional Park, significantly increasing hotel occupancy over eight weeks each spring.
• In 1990, created ROUTE 66 RENDEZVOUS, a festival of nostalgic entertainment and activities, paying homage to historic U.S. Route 66. It's estimated that by 1997 up to 360,000 spectators lined the cruise routes over four days. The event received significant media coverage and generated an estimated economic impact of \$44 million to the local economy while increasing the lodging ADR and occupancy. Acting as the event's executive producer, solicited corporate sponsors. ROUTE 66 RENDEZVOUS was recognized by the California Division of Tourism with the Best Special Event award for 1997; and named by *Advertising Age* as one of 1997's "Events of Impact" due to its sponsorship/promotions program. Secured media sponsors such as KNBC-TV.
• Recipient of the PRSA California Inland Chapter's POLARIS AWARD for publicity related to special events.
• Served on the Boards of Directors for the California/Nevada Festivals & Events Association, with a term as its President; as Chair of the California Council of the Western Association of CVBs (now DMA West); and the IACVB Tourism Marketing Committee.
- 1988 TO 1989 **RAMADA EXPRESS HOTEL & CASINO, LAUGHLIN, NEVADA**
DIRECTOR OF MARKETING
• Charged with the initial start-up and direction of the Marketing Department for this new resort/casino, a subsidiary of Ramada Gaming. Developed the property's initial marketing plan & budget as well as recruitment & training the department staff responsible for advertising, both agency & in-house; group sales; special events; promotions; media relations, talent booking and attraction ops. Property opened ahead of schedule.
• Served on the Planning Committee for 1988 Governor's Conference on Tourism.
- 1976 TO 1987 **DISNEYLAND RESORT- THE WALT DISNEY COMPANY, ANAHEIM, CALIFORNIA**
DEPARTMENT MANAGER/AREA SUPERVISOR - OPERATIONS (1982 TO 1987)
• Managed a specialized operating area with complete budgetary responsibility. Worked with Entertainment & Marketing Divisions on parades, promotional projects, TV tapings and special events, including the 1984 LOS ANGELES OLYMPIC GAMES, the DISNEY HOLLYWOOD BOWL special and the TOURNAMENT OF ROSES PARADE special.
• Conceptualized a new attraction that opened in Frontierland in 1986, Big Thunder Ranch. Worked closely with Walt Disney Imagineering architects & show designers to develop this new attraction. Outlined operational requirements, prepared budgets and assisted Disney Participant Affairs in developing corporate sponsorship. When requested, did interviews for both print & electronic media and update segments for the Disney Channel.
- SUPERVISOR - OPERATIONS** (Full time, permanent, salaried position – 1981 to 1982)
MANAGEMENT INTERN - OPERATIONS (Full time, temporary, salaried assignment – 1981)
• Selected to participate in the Disneyland Management Intern Program. Administered by the Disney University, this is a hands-on, comprehensive management training program examining all aspects of Disney management. Areas of study encompassed operations including attractions, retail merchandise and restaurants as well as marketing, public/media relations, entertainment, special events, facilities management, maintenance, finance and human resources.
- ATTRACTIONS HOST** (Part-time position, concurrent with full time university course work – 1976 to 1981)
• Scheduled as a part-time Working Lead, 1978-81, for attractions such as Pirates of the Caribbean, Jungle Cruise, Rafts to Tom Sawyer's Island, and others. Worked full time holidays & summer. Also worked special entertainment shows such as the first River Shows operating the Rafts, Keel Boats and Sailing Ship Columbia.

EDUCATION:

CLAREMONT GRADUATE UNIVERSITY, CLAREMONT, CALIFORNIA
DRUCKER SCHOOL OF MANAGEMENT

- **MASTER OF ARTS IN MANAGEMENT**, May 1992.
 - Participated in an Administration & Faculty approved independent, and intensive, two-week study experience abroad researching and subsequently authoring an academic peer-reviewed paper entitled: **THE ECONOMIC IMPACT UPON TOURISM RELATED INDUSTRIES OF A UNIFIED EUROPEAN COMMUNITY**.
- **CERTIFICATE IN EXECUTIVE MANAGEMENT**, May 1989.

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA, CALIFORNIA

- **BACHELOR OF SCIENCE, AGRIBUSINESS MANAGEMENT**, March 1981.
 - Cited in *WHO'S WHO AMONG STUDENTS IN AMERICAN UNIVERSITIES & COLLEGES*, 1979-80.
 - Elected and appointed to several student government positions.
 - Earned a varsity letter, two consecutive years, as a member of the Cal Poly Intercollegiate Equestrian Team and served as the team's captain.
 - Honored as the Cal Poly Distinguished Alumnus for the College of Agriculture, 2013.

UNITED STATES AIR FORCE, AIR WAR COLLEGE - MAXWELL AIR FORCE BASE, MONTGOMERY, ALABAMA

- **FELLOW, NATIONAL SECURITY FORUM**, May 2009
- Nominated by the Commander of Nellis Air Force Base, and subsequently invited by the Secretary of the Air Force, to participate in this intensive one-week national security program. Fellows interact and attend course lectures with Air War College students presented by faculty as well as prominent military & Federal government guest speakers.

LEADERSHIP SOUTHERN CALIFORNIA, LOS ANGELES, CALIFORNIA

- **GRADUATE OF CLASS III**, June 1993. Executive level public affairs training program for the five-county southern California region through the Coro Foundation in cooperation with the Los Angeles Chamber of Commerce.
- Elected to the LSC Board of Directors July 1993 and served through January 1998.

DESTINATION MARKETING ASSOCIATION INTERNATIONAL, WASHINGTON, DISTRICT OF COLUMBIA

- **PROFESSIONAL CONTINUING EDUCATION PROGRAM: Tourism Marketing Certificate**, February 1991; **Convention Marketing Certificate**, July 1991; **Communications Certificate**, February 1993.

COMMUNITY AND PROFESSIONAL ENGAGEMENT:

- | | |
|-----------------|--|
| 1992 TO 2020 | CALIFORNIA/NEVADA FESTIVALS & EVENTS ASSOCIATION, TAHOE CITY, CALIFORNIA
CHARTER MEMBER <ul style="list-style-type: none">• Elected to the Board of Directors, 1992-98 & 2001 to 2020; Vice President, 1996-97; President, 1998-99. |
| 1994 TO 1998 | SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS, LOS ANGELES, CALIFORNIA
MEMBER, REGIONAL ADVISORY COUNCIL <ul style="list-style-type: none">• Appointed to serve on this civic advisory council which is tasked with providing counsel and expertise to the SCAG Board of Directors, made up of a cross-section of regional elected officials. The Council offers insight on various issues affecting the five-county region, such as economic development, transportation and both the tourism & entertainment industries. |
| 1999 TO 2010 | LAS VEGAS CHAPTER, SPEEDWAY CHILDREN'S CHARITIES, LAS VEGAS, NEVADA
MEMBER, BOARD OF TRUSTEES <ul style="list-style-type: none">• Elected Treasurer, March 2000; Chairman, March 2001; and to the Ambassador Board, June 2010. |
| 2004 TO 2014 | CRIME STOPPERS OF NEVADA, INC., LAS VEGAS, NEVADA
MEMBER, BOARD OF TRUSTEES |
| 2010 TO PRESENT | UNITED SERVICES ORGANIZATION - USO, LAS VEGAS, NEVADA
MEMBER, LAS VEGAS ADVISORY COUNCIL <ul style="list-style-type: none">• Served as Vice Chair, 2012 to 2016; and elected Chair, 2016-2019. |
| 2011 TO PRESENT | NELLIS SUPPORT TEAM, NELLIS AIR FORCE BASE, LAS VEGAS, NEVADA
MEMBER <ul style="list-style-type: none">• Honorary Commander, 58th Rescue Squadron, 563rd Rescue Group, 23rd Wing, USAF, 2011 through 2013. |