

ADVERTISING



ANNIE SLIMAN

Owner/President
Advertising & Marketing Solutions



Known by her peers for energy and enthusiasm and by her clients for dedication and hands-on approach, Annie Sliman spent the last 25 years building her advertising career in Las Vegas. With experience in all aspects of the business, Sliman specializes in marketing, advertising plan development, campaign creation, media planning and public relations.

As president of Advertising & Marketing Solutions, Inc. (AMS), Sliman's agency consistently produces strategically-focused and innovative work for its wide range of clients. "My greatest satisfaction is in the long-term client relationships we've established," said Sliman. "It's gratifying to see our clients continually enjoying the positive results of the campaigns we've created for them."

In addition to AMS, Sliman is owner/vice president of Survey America of Nevada, a market survey company that uses interactive touch screen technology market research applications. She's a longtime advocate of the Arthritis Foundation and has served on the board for Crime Stoppers (formerly Secret Witness). Sliman also supports other local charities through donated professional services.

MERRELL VIRGEN

Partner
Virgen Advertising



Despite the moniker, there's certainly nothing inexperienced in the way Merrell Virgen's Virgen Advertising has launched its hip, fresh approach to advertising and marketing in Nevada. The full-service agency was the first in Las Vegas to win a national ADDY award, and holds the distinction of being the largest minority-owned agency in the state.

Virgen and his agency have been wracking up accolades lately: Channel 8 named Virgen its 2007 Hispanic Award of Excellence winner; Inc. magazine recently saluted Virgen Advertising as one of the 5,000 fastest-growing companies in the U.S.; and Hispanic Business Entrepreneur named Merrell Virgen its 2007 Entrepreneur of the Year.

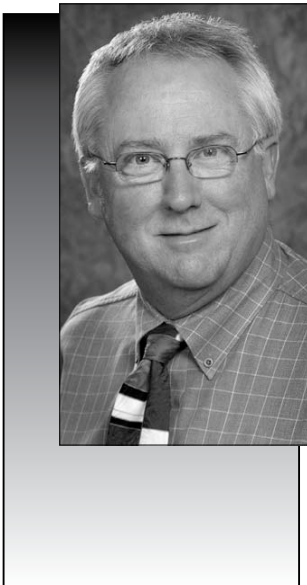
In addition to his professional achievements, Virgen is known for his generosity in the community, giving time, talent and ideas to assist numerous local nonprofits including Aid for AIDS of Nevada, (AFAN), Opportunity Village and United Way.

PUBLIC RELATIONS



WILLIAM MARION

Co-owner
Purdue Marion & Associates



As co-owner of marketing communications firm Purdue Marion & Associates, Bill Marion often draws upon his previous experience as a university literature professor, applying literary criticism and theory to assess and address his clients' needs. "You are always looking at a variety of ways to evaluate any situation — or analyze any text — and there is no right or wrong," said Marion, who is game for any new challenge that arises. "I love being able to respond when there is a crisis or a community relations opportunity, and I love not knowing what's going to happen each day."

In describing his professional role, he made a theatrical analogy. "I see myself as the third man in a two-man act," said Marion, who specializes in political consulting and government affairs. "I'm not the guy who's onstage, I am the guy working behind the scenes to make sure that what's happening onstage is good, and that's how we work for our clients. If I can influence the people who are truly influential, then I have done my job."

MICHELE D. TELL-WOODROW

Chief Executive Officer and Co-founder
Preferred Public Relations & Marketing



November was hectic for Michele D. Tell-Woodrow, CEO and co-founder of Preferred Public Relations & Marketing, an 8-year-old firm that encompasses myriad PR disciplines. "We had the great fortune of creating and implementing many high-profile public relations campaigns last month, launching The M Resort, Spa and Casino on the south Strip; imploding the New Frontier; announcing The Plaza from New York, which is launching in Las Vegas; and turning the Eiffel Tower at Paris Las Vegas red to announce the arrival of the 2007 Beaujolais nouveau," Tell-Woodrow said. "It's been exciting and rewarding to work on campaigns that spark such an international interest in Las Vegas."

The company was also recently selected to become a member of IPREX, one of the world's largest public relations networks, she said, and has also expanded its headquarters to 5,100 square feet of space to better accommodate its 28 employees.

Not bad for a company founded by Tell-Woodrow and her husband on the kitchen table of their townhouse. "It's been an incredible experience building the agency," she said.