



This Week's Program

May 30, 2013

Presenter: Dr. David Schwartz, director of the Center for Gaming Research at UNLV

Program: Gaming trends in US and local.

David G. Schwartz, the Director of the Center for Gaming Research at the University of Nevada Las Vegas, is a writer, speaker, and consultant whose areas of specialty include the history of gambling, gaming statistics, casino surveillance and security, gaming and technology, casinos and social media, and related issues.

In addition to his work at UNLV, Schwartz is an active consultant. As Vice President of Research and Analytics for [Santo Gaming](#), he assists the Las Vegas-based gaming management and consulting firm with a range of projects. Schwartz has published three books about gambling, including [Roll the Bones: The History of Gambling](#). He is also the Gaming and Hospitality editor for [Wynn & Resorts](#) magazine.

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Rotary Recap

By: Susan Johnson and Michael Soden

May 23, 2013



The May 23rd meeting had a different twist with **Steve Silberkraus** opening the meeting. Our members and guests recited the Pledge of Allegiance, and thereafter, in honor of our club's All Stars High School Seniors Soccer Tournament that was held the evening of May 22, the trivia subject was "soccer!" Interestingly enough, the excitement of that announcement resulted in plates breaking in the back of the room. Notably, the U.S. Men's Soccer Team has never won the World Cup; however, the U.S. Women's Team won their first World's Cup against Norway's Team in 1991. It won again in 1999 against China, with the controversial conduct of Brandi Chastain taking off her jersey (showing off her physic and sports bra) and waving it just as the men do when they win! The Men's Team did win 3rd Place in the 1930s, losing to Uruguay. After 1954, the Men's Team did not qualify again to play the World Cup until 1990. While our members and guests did not know all the answers to Steve's questions, they did agree 100 percent of us had a great time the previous night.

Shelia Callum introduced our visitors and guests: **Tim Mala** who works in asset protection and estate planning; **Gerry Holinski**, **Chelynn Sawyer**; **Rose Valaco** (Shelia's neighbor and Rotarian from the Las Vegas Club); Shelia's husband and LV Rotarian, **Michael**, and **Missy Dunn**, our Program Speaker from SWITCH. Past Prez **Susan Johnson** and **Shelia** reported progress updates of the 21st Anniversary Party Celebration. We are in need of silent auction items with values of \$25 or more from our members. In-kind services, such as a lawyer's drafting of a will, are great. And **On Havins** donated his case of wine our Club recently made at Grape Expectations! In addition, **Caroline Orzes** has obtained a signed copy of the book entitled "The Chase" for our silent auction!

Next on the agenda was the "Margolis Doctrine," where our members must confess their vacations, and bring our president a gift. Past Prez **Susan** went to West Coast Casualty Conference at Disneyland in Anaheim last week, and presented Prez **Melinda Margolis** a small stuffed dog with a T-shirt entitled "West Coast Casualty." District Governor Nominee **Larry Skaggs** and Prez-Elect **Michael Soden** went to District Conference in San Diego, CA. They and **Christine Smith**, who made our club's submission for awards, presented our club its awards for Exemplary, i.e. International Service and Youth Projects; and Outstanding, i.e. Vocational Service, Club Service, Public Relations and Club Administration. Notably, our International Service included the Open World Delegation, Corazon Super-Build (Mexico) and our efforts in attempting to develop the Philippines water project (that project did not come to fruition as we lost a partner), and our hosting the Group Study Exchange (GSE) team from India **Chris** received the "Spark Plug" Award for her outstanding submissions. In addition, our club received an award in Foundation, i.e. "Every Rotarian, Every Year" which was acquired during **Ashley Mahaney's** year as president, meaning our club contributed \$100 per capita (or per member) to Rotary International Foundation. Of the 34,529 clubs worldwide, only 2,114 clubs have received that distinction.

Missy Dunn of SWITCH was our Program Speaker. She noted, when one arrives at the SWITCH facility, it is like standing inside the internet. Everything a person does on the computer, whether it be banking on-line, making a bid on E-Bay or paying taxes, is recorded and run through the computers there. The most recently built SWITCH facility entitled "SuperNap" spans 11 football fields, or 407,000 square feet and incurs 100 Megawatts in power each day. It is necessary to keep the facility cool; its 30 cooling towers acquires 90% of its energy from natural gas, with the remaining from solar and coal. It does not use only solar power as that would take up too much space. Boulder City's solar project, which takes up 400 acres of space, only produces 64 Magawatts of energy compared to the 100 needed by SWITCH each day. Rob Roy, SWITCH's CEO has, to date, acquired 218 patents. SWITCH's clients include Intel, Sony, Tivo, PayPal, REI, UFC, Fox, Wynn, MGM, Google, Intuit, Boyd Gaming, University of Phoenix, Cosmopolitan, Turbo Tax, Cisco Systems, Zappos, Activision and Vimeo.

SWITCH has come to Las Vegas because of various points it offers. It has an ideal climate, as Southern Nevada's temperature on average is less than 72 degrees most of the year. The climate is dry which is perfect for what it does. Southern Nevada also has the least amount of natural disasters, such as hurricanes, earthquakes and tornadoes. Las Vegas is also the most connected city in the country, and has the most recognized brand, second only to Google. In addition, with its structures and the like, Las Vegas is the most creative city in the world. SWITCH is helping to employ Nevada, as it has 240 employees, with 4,000 other persons employed by its clients badged to come there. It expects 10,000 more technical jobs will be created in the next few years. It is also helping to diversify Nevada's business from simply gaming

and mining.

Notably, SWITCH is not a concern in terms of terrorists attempting to destroy or bomb. From a security standpoint, Ms. Dunn noted terrorists would try to raid and acquire its information, not destroy it. SWITCH is the second top priority of Homeland Security, with the first being Hoover Dam. With respect to the construction of its building, there is nothing flammable in its construction. It had to invent proprietary air handlers to keep its computers cool. SWITCH does little in terms of marketing or advertising. SWITCH is a privately held company.

Prez **Melinda** presented Past Prez **Jim Frey** the "Spark Plug" award for his many years in chairing the Soccer Tournament. **Mike Peterson**, the new chair, also received the award for his outstanding work last night. There were lots of compliments from fans, players and coaches.

Next on the agenda was "Happy Bucks/Damn It Dollars." Latecomers **Brian Whitaker**, **Russ Bowler**, **Darcy Dougherty** and **Dave Jochman** had to spin the wheel.

Brian spun "P" for "President," meaning Prez **Melinda** had to pay. **Dave** spun "0", **Darcy** "\$1," and **Russ** spun "\$2." **Dave J.** was early for once to report for duty at the Soccer Tournament—one week early that is. **Dave** was happy to be vertical, still in the game, and he and his wife, **Sharon**, are going to Europe. **Dave** also presented Chris S. a golf ball he acquired from the Searchlight course (Harry's Haven, I think he called it). He knows the ball came from the president as it was found to the left of the course, and in a lot of lies. **Mike P.** was "blown away" at how the club stepped up in working the Soccer Tournament. **Chris S.** was happy the awards presentation was completed. **Darcy** congratulated the club on its awards and was happy to hear our speaker. **Jim Paxton** was impressed with the soccer games yesterday. He also noted selling tickets with Jim F. involved receiving a history of UNLV. Past Prez **Ashley M.** was happy to receive the Foundation Award, and noted lots of money was raised last night. **Jim Servino** was happy his wife, **Carol**, graduated and is now looking for a job. **Don H.** was happy we had a fabulous speaker, and donated an "uncirculated" dollar. Secretary **Jay Larsen** was happy about both the soccer tournament success and hearing our speaker. DG Nominee **Larry S.** had a great time at District Conference, and called out Past Prez **Susan J.** as she presided over a reported mock trial and nothing was mentioned in the newspaper about her being a Rotarian. **Nancy Dailey** was happy the family was coming to visit, and both she and her husband, **Richard**, paid a buck for hearing an outstanding speaker. Past Prez **Jim F.** noted he showed up late at the Soccer Tournament, and was happy he did not have to worry about **Ted Gruner** being in the announcers' booth. **Kent Ivey** was happy his daughter acquired her driver's license.

Unfortunately, 8:15 a.m. arrived, and this writer had to leave, and could not report the happenings of the rest of the meeting.

Visiting Rotarians

Michael Bass
(Visiting Rotarian - Las Vegas)

Rose Falcco
(Guest of Callum, Shelia R.)

Guests

Tim Malis
(Guest of Club)

Missy Young
(Guest Speaker)

Chelynn Sawyer
(Spouse of Silberkraus, Stephen Hayward)

Gerry Holinski
(Guest of Margolis, Melinda)

The Four Way Test

Is it the TRUTH?
Is it FAIR to all concerned?
Will it build GOODWILL and
BETTER FRIENDSHIPS?
Will it be BENEFICIAL to all
concerned?

Club Leaders



Melinda Margolis
President



Michael Soden
President-Elect



Jay Larsen
Secretary, Vice President



Ashley Mahaney
iPast President



Nelda Manna
Treasurer



Jack R. Ewing
Club Director, Service
Projects Chair



Jim Servino
Sergeant-at-Arms



Christine L. Smith
Club Director



Larry Skaggs
Club Director, Public
Relations Chair



Susan Holland Johnson
Club Director, Rotary
Foundation Chair

Birthdays



Jim Servino
May 31



Melinda Margolis
June 05



Shelia R. Callum
June 25

Wedding Anniversaries



Robert D. Frizell
May 30



Jim Servino
May 31



Richard Dailey
Jun 10



Nancy Dailey
Jun 10



Russell K. Bowler
Jun 20

Events

[Club Meeting - Dr. David Schwartz, Director for Gaming UNLV](#)
May 30
[21st Birthday Committee Meeting](#)
June 03
[Club Meeting - Nicola Cavanaugh, PhD, neuropsychologist](#)
June 06
[Rotary Round-up](#)
June 07
[Board of Directors Meeting](#)
June 11
[Club Meeting - State Senator, Ina Hardy](#)
June 13
[Club Meeting - Christa May, Learning Elementary, science@space lab](#)
June 20
[Debunking Party at 6pm!!! No club meeting meeting today](#)
June 27
[Debunking Party - Melinda Margolis](#)
June 27