



LVE Employee Spotlight

Cheryl Kocvara

Financial Specialist/Cowboy Christmas Operations Manager

Cheryl Kocvara was born and raised in Southern California. A few months after graduating high school, Cheryl was offered a temporary position as a payroll clerk for a large hospital in Fullerton, Calif. Six months into the job Cheryl was asked to stay on and promoted to payroll assistant. Along her journey she received several job promotions and she eventually became the benefit administrator.



After six years working in human resources, Cheryl decided to venture out and try something totally different. She was hired on as an

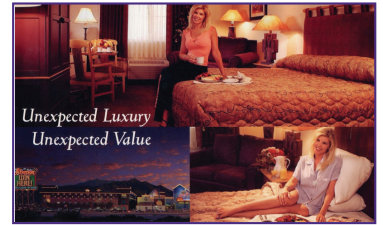
LAPD Dispatcher/911 Operator. During her time at the department, Cheryl went on several ride-a-longs, one of which was with LAPD's Air Unit. Not knowing how challenging this position would be she stuck it out for a year before going back to what she knew best, human resource management. Cheryl accepted a position with Courtyard by Marriott working for two human resource managers in their corporate offices.

In August of 1989, Cheryl moved to Las Vegas and was hired by American West Homes in the marketing department. The housing industry was booming and on weekends she would



partake in conducting lotteries for home sales. Cheryl proofed brochures and helped pick options for the new homeowners. She would walk the model homes and create a "punch list" on what needs to be replaced or improved for each model. Cheryl learned all aspects of home building – all of which came in handy when she and her husband, Frank, built their first custom home.

Working full-time and having two small children, Cheryl made the difficult decision to leave American West Homes and look for part-time work. Cheryl applied at different modeling agencies that hire temporary personnel for conventions. With her background knowledge of computers and technology, her first job was with Showtime, helping out during the famous "ear biting" Tyson/Holyfield fight. Cheryl worked all the big conventions as a model and also appeared in numerous print, television and commercial campaigns. During the Silverton Hotel remodel campaign she was part of their marketing campaign and hit "the jackpot" with a billboard on Interstate 15.



As history sometimes repeats itself, in October of 2011, Cheryl was hired as a temporary employee at Las Vegas Events to



assist during the NFR. In January of 2012 she was asked to stay on part-time working the front desk. The following year she was offered a full-time position as the finance coordinator. Besides working closely with the VP of Finance, Cheryl helps out with the Cowboy Christmas Gift Show, the ticketing department and the front desk. She has always been an avid rodeo fan and has attended the NFR since 1990.

One of Cheryl's favorite past-times is baking. She enjoys trying new recipes and creating inventions of her own. Besides baking, she also loves to travel. Cheryl and her family often visit Hawaii where they own a time share. In addition to Hawaii, they enjoy going to Italy. In fact, while on her last trip to Italy, she and her husband renewed their wedding vows. Cheryl is now looking forward to her next adventure in May which includes Italy, Paris and London.

FAVORITE QUOTE

"Happiness is not something readymade.

It comes from your own actions. "

- Dalai Lama

THE KOCVARA FILE

Born: June 26, 1963

Family: Frank (husband), children Derek (26) and Hailey (24)

Pets: 2 Labradors; Rico and Roxy

Hobbies: Baking, reading, traveling and working out.