Vintage Las Vegas

2008 HUMANITARIAN AWARD DINNER

Congratulations,
Rossi and Mary Jo,
for all you do
for the community.

LAS Vegas CONVENTION AND VISITORS AUTHORITY

An event benefiting

National Jewish Medical and Research Center

Saturday, May 10, 2008
Four Seasons, Las Vegas

Honorees

MARY JO & ROSSI RALENKOTTER

Co-Chairs

Simone & Dr. Jerry Schwartz

NATIONAL JEWISH
Medical and Research Center

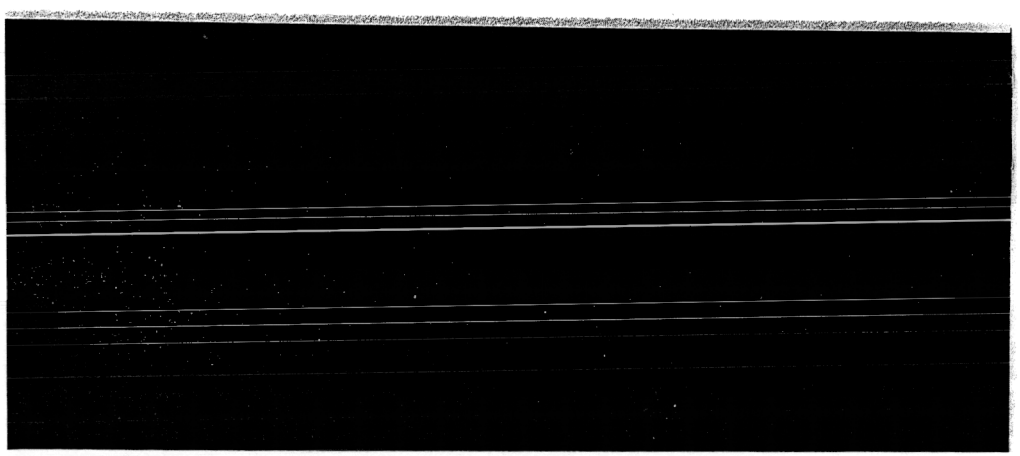
Global Leader in Lung, Allergic
and Immune Diseases

HUMANITARIAN AWARD

The prestigious National Jewish Humanitarian Award recognizes individuals across the country who have made significant civic and charitable contributions.

They have lived their lives according to a doctrine that promotes the dignity and worth of all individuals.

Their concern is not for themselves alone, but for the greater community, and their personal successes have given them the wherewithal to foster human welfare and champion social reform. Their distinguished service to humanity marks them as humanitarians.



Dear Friends,

Thank you for supporting the Humanitarian Award Dinner, benefiting National Jewish Medical and Research Center. We are the leading institution in the country focusing on respiratory, immune and related diseases. Your generosity supports our world class patient care, expansion of our patient services, innovative scientific studies and unique education programs.

National Jewish was founded on the spirit of giving. More than 108 years ago we opened our doors to provide free care to patients in need. We have always focused on the health needs of the underserved, and we continue to provide millions of dollars in charity care annually.

For the past ten years in a row, we have been named the #1 respiratory hospital in the country by *U.S. News & World Report*. Our bold strategic plan will guide us as we remain the global leader in the research and treatment of respiratory, immune and related diseases for another decade. Our efforts will be focused on integrating our cutting edge scientific research and comprehensive treatment programs in order to provide the best possible care for our patients.

Your generosity supports our talented scientists as they conduct groundbreaking research at National Jewish in order to develop new drugs and treatments to potentially cure the life-threatening diseases we treat, most notably in their pursuit of proactive, personalized medicine. While we have always created comprehensive, customized treatment plans for our patients based on their age, medical history and weight, tools being developed now allow physicians to take a patient's genetic profile into account, thereby giving doctors improved ability to predict and prevent diseases.

We educate the next generation of medical experts, training doctors and graduate students alongside distinguished physicians and scientists in our clinics and laboratories. Our experts also educate those medical professionals from throughout the United States—and even the world—who have been in the field for many years through continuing medical education programs, and by hosting conferences on asthma, COPD, immunology, infectious disease and our other areas. In addition, we reach out to communities outside of Denver by distributing asthma toolkits and information to physicians and underserved patients throughout Colorado, and by performing lung function tests throughout the country.

National Jewish is here to help and to heal. Please know that your support gives bright hope to patients worldwide.

Sincerely,

Michael Salem, MD, FACS
President and CEO
The Carole and Albert Angel Family Presidential Chair

Mary Jo Casey Ralenkotter

Mary Jo Ralenkotter has been a resident of Las Vegas for more than 45 years. A native of Portland, Oregon, she moved to Las Vegas with her family in 1961.

She is the epitome of what John F. Kennedy once said in a speech to the country; "We all make a living by what we get, but we make a life by what we give."

Mary Jo is actively involved in the community and with local charities including the Boys and Girls Club, St. Jude's Ranch for Children, Lupus Foundation, Opportunity Village, Make-a-Wish Foundation, St. Anne's School and her alma mater, Bishop Gorman High School.

Her professional experience represents a diverse portfolio of work in healthcare, tourism, law enforcement, fashion retail, coaching and modeling.

Mary Jo attended Arizona State University and the University of Nevada, Las Vegas.

She has been married to Rossi Ralenkotter for two decades, when a lifelong friendship evolved into romance. Mary Jo and Rossi have four daughters, a son and seven grandchildren.

Rossi Ralenkotter

Rossi Ralenkotter is President/CEO for the Las Vegas Convention and Visitors Authority. A 34-year employee of the LVCVA, Mr. Ralenkotter previously served as the Authority's Executive Vice President and Senior Vice President of Marketing.

He has a Bachelor of Science degree in marketing from Arizona State University and a master's degree in business administration from University of Nevada, Las Vegas. Mr. Ralenkotter, a 54-year resident of Las Vegas, is a member of the Las Vegas Ad Club, which inducted him into the Las Vegas Advertising Hall of Fame for lifetime marketing achievements. He also has received Lifetime Achievement honors from the American Marketing Association and, most recently, the Travel and Tourism Research Association.

Mr. Ralenkotter is a member of the American Society of Travel Agents, the International Association of Convention & Visitors Bureaus, the American Society of Association Executives and the Hotel Sales Marketing Association. He has been named as one of the Outstanding Young Men of America, and to Who's Who of America. Mr. Ralenkotter served as a Nevada delegate to the White House Conference on Travel and Tourism in 1995. In 2004, Brandweek magazine selected Mr. Ralenkotter as the Grand Marketer of the year.

National Jewish Medical and Research Center

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National Jewish Medical and Research Center
Humanitarian Award Dinner

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Las Vegas Humanitarian Award Dinner

HISTORY OF HONOREES

2006/07	Sandy C. Peltyn, *De Simone Consulting Engineers*
2005/06	Lou Emmert, Sprint
2004/05	Congresswoman Shelley Berkley
2003/04	Don Snyder *Boyd Gaming*
2001/02	The Honorable Jim Gibson, Mayor *Henderson*
2000/01	Pat Mulroy, General Manager, *So. Nevada Water District*
1999/00	Richard Bunker, Past President *Nevada Resort Association*
1998/99	Gov. Kenny Guinn
1997/98	John Wilhelm *Hotel Employees & Restaurant Employees International Union*
1996/97	Chuck Ruthe *Boyd Gaming*
1993/94	Jim Joyce (posthumously)
1991/92	Arnie Adamsen *Las Vegas City Council* Jerry Tarkanian *UNLV*
1988/89	Selma Bartlett *First Interstate Bank* Jessie Emmett *PriMerit Bank* Angie Wallin *No. LV Chamber of Commerce*
1987/88	Dr. Elias F. Ghanem *Las Vegas Medical Centers*
1985/86	Gov. Richard and Bonnie Bryan
1984/85	Kenny C. Guinn, Ed.D.
1983/84	Congressman Harry Reid
1982/83	Benny Binion *Binion's Horseshoe Hotel*
1981/82	Chief Roy L. Parrish *Clark Country Fire Dept.*
1980/81	Ben Schmoutey *Culinary Workers Union 226* Tom Arnold *So. Nevada Central Labor Council*
1979/80	Thalia Dondero *Clark County Commissioner*
1978/79	Sheriff Ralph Lamb
1977/78	Morris A. Shenker *Dunes Hotel*
1976/77	Mel Exber, President *Las Vegas Club Hotel & Casino*
1975/76	Charles J. Rich *Dunes Hotel*
1973/74	Mike O'Callaghan *Governor of Nevada*

City of Las Vegas
Office of the Mayor and City Council

WHEREAS: on Saturday, May 10, 2008, National Jewish Medical and Research Center, the global leader in the research and treatment of respiratory, immune and related diseases, will honor Rossi and Mary Jo Ralenkotter by presenting them with the National Jewish Humanitarian Award for their charitable and community leadership; and

WHEREAS: Rossi Ralenkotter, a 34-year employee of the Las Vegas Convention and Visitors Authority, is currently serving as their President and CEO. Mr. Ralenkotter has been inducted into the Las Vegas Advertising Hall of Fame and has also received Lifetime Achievement honors from the American Marketing Association and Travel and Tourism Research Association; and

WHEREAS: Mr. Ralenkotter has been named as one of the Outstanding Young Men of America, to Who's Who of America and in 2004 he was selected grand Marketer of the year by Brandweek magazine; and

WHEREAS: Mary Jo Casey Ralenkotter, a true philanthropist, is actively involved in the community with local charities including the Boys and Girls Club, St. Jude's Ranch for Children, Lupus Foundation, Opportunity Village, Make-a-Wish Foundation, St. Anne's School and her alma mater, Bishop Gorman High School; and

WHEREAS: Mrs. Ralenkotter's professional experience represents a diverse portfolio of work in healthcare, tourism, law enforcement, fashion retail, coaching and modeling. Mary Jo has been married to Rossi for over twenty years and they have been blessed with four daughters, one son and seven grand children; and

THEREFORE: We, the Mayor and Members of the Las Vegas City Council, do hereby take great pride in proclaiming May 10, 2008 as:

Rossi and Mary Jo Ralenkotter Day

In the City of Las Vegas and urge all citizens to join with us as we express our sincere gratitude for their dedication and many years of philanthropic service to our city.

Mayor Oscar B. Goodman

Mayor Pro Tem Gary Reese

Councilman Larry Brown

Councilman Steve Wolfson

Councilwoman Lois Tarkanian

Councilman Steven D. Ross

Councilman Ricki Y. Barlow

CONGRESSWOMAN SHELLEY BERKLEY

May 10, 2008

National Jewish Medical and Research Center
14724 Ventura Boulevard, Suite 900
Sherman Oaks, CA 91403

Dear Friends:

It is my great pleasure to welcome everyone gathered here to honor the recipients of the 2008 National Jewish Humanitarian Award, Mary Jo and Rossi Ralenkotter.

Tonight I join with the National Jewish Medical and Research Center in honoring Mary Jo and Rossi for their selfless contributions to the Southern Nevada community. Mary Jo has been actively involved with the Boys and Girls Club, St. Jude's Ranch for Children, the Lupus Foundation, Opportunity Village and the Make-A-Wish Foundation. Rossi, as President/CEO of the Las Vegas Convention and Visitors Authority, has done much to make Las Vegas a leading tourist and convention destination. He has also received Lifetime Achievement honors from the American Marketing Association and the Travel and Tourism Research Association.

May the good work of the Ralenkotters, as well as the efforts of the National Jewish Medical and Research Center, continue to inspire us to strive for a community where we can all enjoy healthy lives and achieve our dreams.

Once again, congratulations to Mary Jo and Rossi for an honor well deserved, and best wishes for a wonderful evening.

Sincerely,

Shelley Berkley

SHELLEY BERKLEY
Member of Congress

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OFFICE OF THE GOVERNOR
STATE OF NEVADA

CERTIFICATE OF SPECIAL RECOGNITION

PRESENTED TO:

MARY JO & ROSSI RALENKOTTER

Congratulations on this very prestigious award. The citizens of our Great State appreciate your dedication and devotion to your community.

HUMANITARIAN AWARD

MAY 8, 2008

JIM GIBBONS, GOVERNOR

HARRY REID
NEVADA

MAJORITY LEADER

United States Senate

WASHINGTON, DC 20510-7012

May 10, 2008

National Jewish Medical and Research Center
14724 Ventura Boulevard
Suite 900
Sherman Oaks, California 91403

Dear Friends:

Welcome to the National Jewish Medical and Research Center's 2008 Humanitarian Award Gala.

The National Jewish Medical and Research Center is consistently rated number one in the nation for treatment of respiratory illnesses—an achievement for which they should be commended. The Center has improved the lives of people across the nation with respiratory, immune and allergic disorders including thousands of Nevadans. I thank the sponsor of tonight's event and appreciate the efforts of every person who has contributed in some way to the success of the Center's mission.

Tonight you honor Mary Jo and Rossi Ralenkotter, two people who are well known for their generosity and contributions to the Las Vegas community for over 35 years. There is not a weekend that goes by that I don't see them in the newspaper, supporting a charitable organization or cause. They are truly worthy of the recognition you give them tonight and I add my thanks and congratulations to Mary Jo and Rossi for their giving spirit.

Have a wonderful evening and I wish you all continued success.

Sincerely,

HARRY REID
United States Senator

U.S. HOUSE OF REPRESENTATIVES

Certificate of Special Congressional Recognition

Presented to

Mary Jo Ralenkotter

In honor of receiving the
National Jewish Humanitarian Award
Congratulations on being selected for this prestigious award and
thank you for all your contributions
to the community of Las Vegas

May 10, 2008
DATE

DEAN HELLER
Member of Congress

U.S. HOUSE OF REPRESENTATIVES

Certificate of Special Congressional Recognition

Presented to

Rossi Ralenkotter

In honor of receiving the
National Jewish Humanitarian Award
Congratulations on being selected for this prestigious award and
thank you for all your contributions
to the community of Las Vegas

May 10, 2008
DATE

DEAN HELLER
Member of Congress

Proclamation

CITY OF NORTH LAS VEGAS
Your Community of Choice

Whereas, *It is the policy and pleasure of the City of North Las Vegas to recognize special individuals in the community such as Rossi and Mary Jo Ralenkotter; and*

Whereas, *Rossi and Mary Jo Ralenkotter will be presented with the National Jewish Humanitarian Award for their charitable and community leadership; and*

Whereas, *National Jewish Medical and Research Center is the only institution in the United States dedicated solely to the treatment and research of lung, allergic and immune diseases; and*

Whereas, *for ten consecutive years, physicians have ranked National Jewish Medical and Research Center the number one respiratory hospital in America.*

NOW, THEREFORE, WE, THE CITY COUNCIL OF THE CITY OF NORTH LAS VEGAS, *do hereby proclaim May 10th , 2008 as:*

ROSSI AND MARY JO RALENKOTTER DAY

in North Las Vegas, and urge our citizens to congratulate them for their community leadership, as well as support this worthwhile event.

IN WITNESS WHEREOF, *we have set our hand and caused the Seal of the City of North Las Vegas to be affixed this 2nd day of April, 2008.*

Michael L. Montandon, Mayor

William E. Robinson
Mayor Pro Tempore

Stephanie S. Smith
Councilwoman

Shari Buck
Councilwoman

Robert L. Eliason
Councilman

ATTEST:

Karen L. Storms, CMC, City Clerk

CITY OF NORTH LAS VEGAS
Your Community of Choice

STATE OF NEVADA

Executive Department

Certificate of Recognition

On this day, May 10, 2008, I,
Lieutenant Governor Brian K. Krolicki,
and the State of Nevada wish to acknowledge

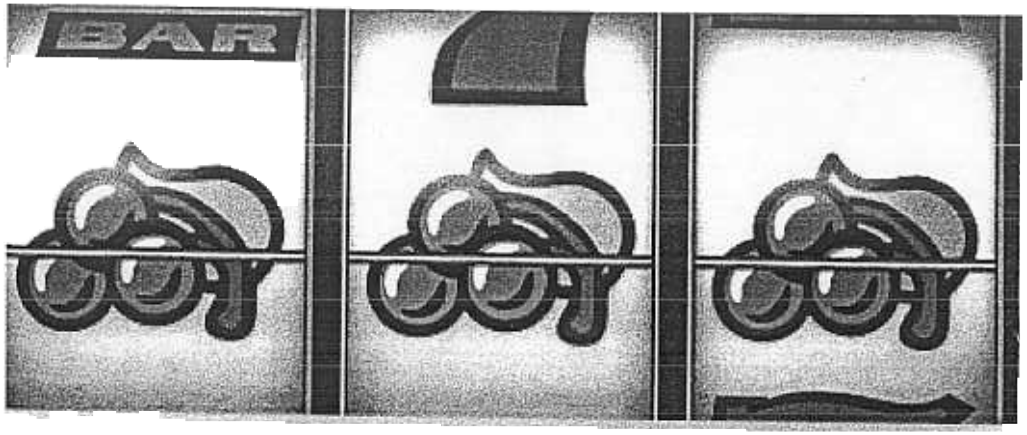
Mary Jo and Rossi Ralenkotter

National Jewish Humanitarian Award

Recipients

In recognition of your community leadership and noteworthy charitable contributions to southern Nevada. Congratulations and best wishes in all of your future endeavors.

Brian K. Krolicki
Lieutenant Governor



THANK YOU

The faculty, staff and patients at
National Jewish Medical and Research Center
would like to thank the companies and individuals listed
on the following pages for their generous support.

•

We would also like to thank our highly valued donors
and guests who joined after the printing deadline.

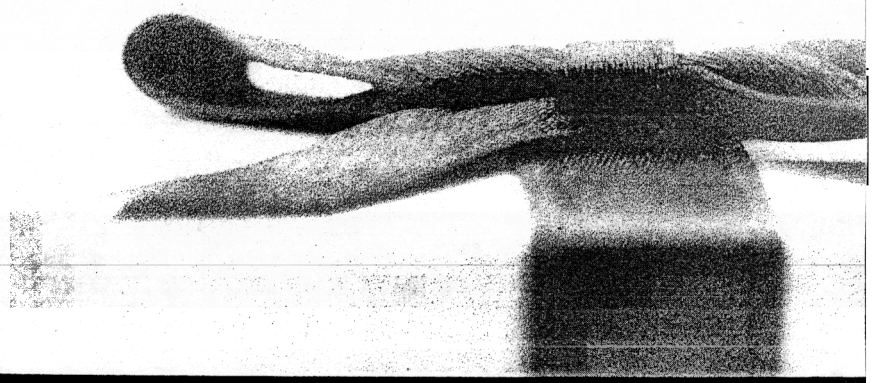
Innovative Ways to Give...and Receive

Innovation and personalization are concepts applied to our world-class research and patient care – and to the ways you can give to National Jewish. We will work with you to identify the gift option that is best for you.

Options include:

- A gift of real estate, stocks or other property
- A gift annuity that pays a high, guaranteed fixed income for life
- A gift through your estate

Contact our Planned Giving office to learn more about how you can benefit from making a charitable investment with National Jewish.



Call Steve Black at 1-818-905-1300 or e-mail BlackS@njc.org.

NATIONAL JEWISH Medical and Research Center

1-800-222-LUNG
www.nationaljewish.org

The Whale
$25,000

We are deeply grateful for the generosity of the supporters on the following pages, as well as those sponsors who joined us after our printing deadline.

THE LAS VEGAS CONVENTION AND VISITORS AUTHORITY

proudly supports

MARY JO AND ROSSI RALENKOTTER

and their efforts on behalf of the

NATIONAL JEWISH MEDICAL AND RESEARCH CENTER

The High Roller
$10,000

We are deeply grateful for the generosity of the supporters on the following pages, as well as those sponsors who joined us after our printing deadline.

Congratulations

MARY JO AND ROSSI

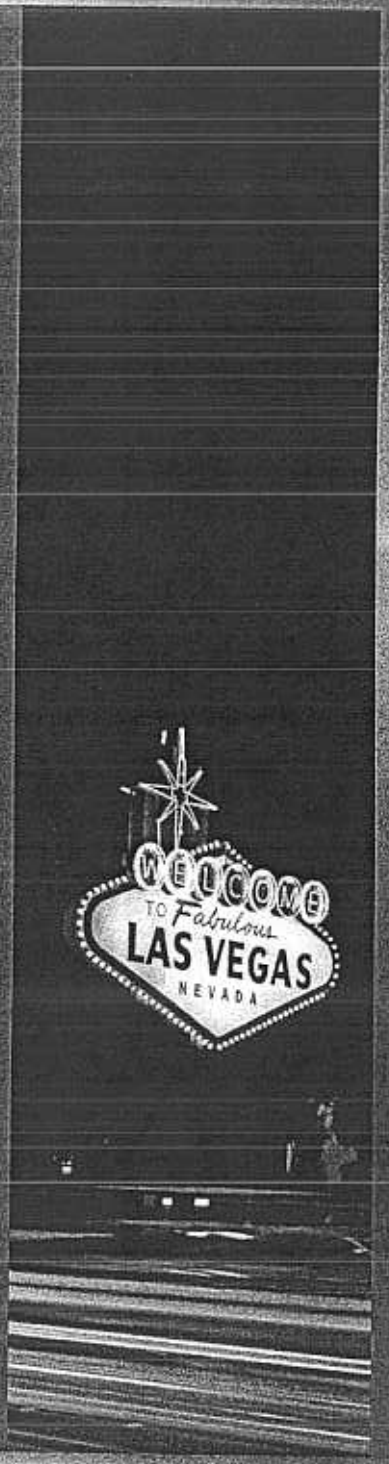
on your
Humantarian Award

ARAMARK

CONGRATULATIONS

MARY JO
and
ROSSI

ON RECEIVING
THE 2008
HUMANITARIAN
AWARD



From Your
Vintage Vegas
Friends

Kitty Rodman
and
Claudine Williams

Congratulations

to

Mary Jo and Rossi Ralenkotter

THE LIATIS FOUNDATION

"Love is all there is."

Congratulations to

Mary Jo and Rossi Ralenkotter

on being recognized
for your efforts on behalf of

National Jewish
Medical and Research Center

Thank you for making a difference.

Linda Schimberg

To Las Vegas'
Best Cheerleaders.
Congratulations
on this honor.

Steve & Elaine

Wynn RESORTS

Preferred Customer
$7,500

We are deeply grateful for the generosity of the supporters on the following pages, as well as those sponsors who joined us after our printing deadline.

Giving back
is in our DNA.

Brownstein Hyatt Farber Schreck
is proud to support the efforts of
National Jewish Medical &
Research Center in honoring
Mary Jo and Rossi Ralenkotter

Because life isn't
about who you know,
but what you do.

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Farber | Schreck

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Las Vegas | Los Angeles | Orange County
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Santa Fe | Washington, DC

100 City Parkway, Suite 1600 Las Vegas, NV 89106

GLOBAL PROFESSIONAL CONSULTING
Business Development & Strategic Partnerships

CONGRATULATIONS

MARY JO & ROSSI!!!

You make Las Vegas a better place.....

Only Vegas!!

Congratulations to

MARY JO AND ROSSI RALENKOTTER

on receiving the

2008
National Jewish
Medical and Research Center
Humanitarian Award

Dr. and Mrs. Sherif Abdou
HealthCare Partners

Mazel Tov (or as we say in Vegas, "Woo Hoo!")

Thanks to Mary Jo and Rossi for their generous support of National Jewish Medical and Research Center.

RBR PARTNERS

Pit Boss
$5,000

We are deeply grateful for the generosity of the supporters on the following pages, as well as those sponsors who joined us after our printing deadline.