

SHOWCASE OF THE STARS

PROFILES

by Percy Villa



There are about two dozen men who had the foresight about the future of our town 20 or more years ago and one of those is Alex J. Shoofey, executive vice president and general manager of Hotel Sahara.

He typifies the drive, imagination and skill which have made the big Las Vegas Strip bigger and a world famous resort.

His background is a typical executive success story.

Born in Canada, Shoofey grew up in New York, graduating from high school and later the School of Commerce of St. John's University with a degree in business administration.

World War II found Shoofey in the Adjutant General's Office with duty stations in Europe, Japan and Manila.

After his Army discharge in 1946, Shoofey came to Las Vegas, "because I thought I had a future in the West." He soon found his future in 1947 when he joined the staff of the Club Bingo, forerunner of Hotel Sahara.

His civic and philanthropic work have won him awards from Boys Club of America, the National Jewish Hospital in Denver, Colo., Friends of Youth and the Nevada Safety Council. He presently is Clark County Chairman of the Tuberculosis Drive.

In 1962, Shoofey married the former Joan Adams (Miss Nevada of 1957), one of the most beautiful women I've ever met.

The most important topic in the lives of both Joan and Alex is their adorable two year old Teri Lyn (she



ALEX

made the front page of the magazine (Fabulous) during Valentine's week.)

While Alex looks in trim, he constantly watches his diet. He has a grapefruit almost daily.

The Shoofey's live like most people would dream of living at 3551 Pueblo Way.

His favorite entertainer is friend and pal of many years - Buddy Hackett.

He is conservative in all

his clothes, avoids any suggestions of flashiness.

There are presently 1,700 people working at the Sahara Hotel and it is refreshing to report that those that I've known employed there speak highly of their boss - A.S.

His hobby is water skiing, hunting, boating and recently he has taken up tennis. He is good at skin-diving. He skis both on water or snow.

Alex is very discerning about what he eats, although not finicky. Likes meats and manages to eat a steak a day.

He argues and vehemently, for what he believes in. He doesn't hold grudges.

He is regarded as a business man's business man.

He is an apt pupil at anything that intrigues him. He likes people most who can contribute something to his knowledge.

He is a hard worker and many times he worked around the clock "Until my job is finished."

He and Joan like to go or give parties. They like to dance, go for long drives and act like newlewedds.

He is a man of great drive ("Ten years ago if I had reached this plateau I would have been satisfied. Now I've got to go on.")

Alex Shoofey, is a credit to Las Vegas and those that know him feel that it was

people like him who brought this town to its present level.

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