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Coming Nov. 14

Lisa Minelli

LAS VEGAS

PROFILES

by Percy Villa



The other day when I called RON AMOS, publicity director for CAESARS PALACE and told him that I wanted to do a 'Profile' he answered by saying, "you must be kidding, what did I do to rate a 'Profile'?"

Amos was born in Bingham Canyon, Utah, September 23, 1933.

Prior to being employed by Caesars Palace, he was

associated with the Hotel Sahara publicity and public relations department, which followed a one year career in the newspaper, wire service and promotion fields.

He was Sports Editor of the Las Vegas Review-Journal for more than five years. He was elected by his contemporaries as "Sportswriter of the Year" in Nevada for four consecutive years, received two letters of commendation from former Gov. Grant Sawyer, and won several writing and community service awards.

He is past member of the board of directors of the National Sportscasters and Sportswriters Association, and National Public Relations Committee for the Amateur Athletic Union.

His background also includes serving as a "special assignment sports correspondent for the Associated Press, Sports Editor of the Las Vegas SUN, and a reporter for the Salt Lake Tribune in Salt Lake City.

Amos is about the youngest PR man (34 years old) in this town (and even looks younger).

He is a graduate from the Utah State University in Logan, in 1957 with a bachelor



RON

of science degree in Journalism. He later completed a year of graduate work in Journalism and Management at the University of Utah

Ron played tennis and basketball at Ephrium Utah Snow College and at Dixie, St. George, Utah. He won the Inter - Mountain Collegiate Athletic Association tennis single championship. He is 5 feet 10 inches tall, weighs a trim 160 pounds, has dark hair and brown eyes.

He married the youngish and attractive Helene, 14 years ago. They are parents of three healthy looking boys, Mike 13, Mitch 8, and Mace 5.

On at least five occasions a week Ron works nights, very closely with Sid Gathrid, ad chief. They're a happy team.

He enjoys reading the ISRAELITE every week mainly because he wants to see who my friends are, and who I like this week ("and whom Jack Tell is mad at.")

Ron is kind and considerate of people big or small. And this is the guy who thought he didn't rate a 'Profile'. He sure dresses up the profession. He always strives to be a gentleman and has many friends.

Ron's a "good guy" and "good guys" are what Vegas needs bad.



PHOTO/RAMA

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LAS VEGAS, NEVADA

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