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**HERB McDONALD RETURNS TO SAHARA**

A man whose professional career has been punctuated with more than its share of personal triumphs has returned to the scene of some of his greatest achievements -- Del Webb's Hotel Sahara in Las Vegas. The man is former Webb corporate executive Herb McDonald.

After a two-year hiatus as vice-president of golfer Jack Nicklaus' Golden Bear Enterprises, it was announced this week by Sahara Vice President and General Manager Edward M. Nigro that McDonald has been named Director of Special Projects for the Strip hotel.

During his two-year stint with Golden Bear Enterprises, McDonald organized what will probably become the fifth "major" golf tournament on the PGA tour, the Jack Nicklaus Memorial, scheduled in May at the Nicklaus-designed Muirfield course in Ohio. He is still the president of that prestigious competition. The tournament broke the U.S. Open record for attendance in 1977.

"Herb McDonald's contributions to the growth of Las Vegas and our own hotel are recognized by everyone connected with the industry," commented Nigro. "He is an innovator and an achiever, and we are delighted to have him back."

A native Californian, McDonald first came to Las Vegas in 1946 after resigning his post as west coast director of publicity for Music Corporation of America. As show producer for El Rancho Vegas he brought many of the entertainment world's brightest stars to this city for the first time. His idea for a low-priced buffet was copied by most of the other hotels and the famous Strip "chuckwagon" was born.

In the mid-fifties McDonald, then in his thirties, became managing director of the Las Vegas Chamber of Commerce. He helped organize the Better Business Bureau, the Bureau of Economic Development, brought the California Auto Club to southern Nevada and began work on the Convention Center and Nevada Southern University.

But he really shifted into higher gear after



**HERB**

joining the staff of the Sahara. His bold promotional ideas based on sound logic and an uncanny instinct about motivating visitors resulted in such renowned projects as the Sahara Invitational PGA Golf Tournament, the World Airlines Parties, the popular Sahara Safari vacation package and other outstanding promotional efforts.

McDonald's personal list of credits include his being named Las Vegas "Man of the Year" by the Lions Club, national runnerup as "Man of the Year" by the Sales Promotion Executives Assn. and numerous honors for his help in promoting the Convention Center, the Boy Scouts, the Salvation Army, the University, the City of Hope and the Chamber of Commerce.

With the return of McDonald, his wife Darlene and daughter Kimberly, Las Vegas will once again benefit from his unceasing efforts on behalf of the growth and welfare of the greatest resort city in the world.

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