

Major Executive Promotions At The Riviera



Arthur Waltzman

Arthur Waltzman, president of the Riviera since 1984, will immediately become Chairman of the Board and Chief Executive Office of the Las Vegas Strip resort.

Mark Sterbens, executive vice-president, has been named President and Chief Operations Officer.

In addition, Dov Odents, vice-president of Food



Mark Sterbens

and Beverage and Special Projects, has been promoted to Executive Vice President in charge of Construction, Planning and Development.

The announcement was made by owner Meshulam Riklis.

The promotions reflect the rapid growth of the Riviera, Riklis said. The Riviera is in the midst of a \$200 million expansion program that will make it the largest resort in the world with the world's largest casino.

"The huge expansion of the Riviera has necessitated a restructuring of the management to allow the most efficient means of developing and operating," Riklis said.

Waltzman, 62, came to the Riviera in 1984 when it was in Chapter 11 bankruptcy proceedings. He led the resort out of Chapter 11 and has overseen its most profitable years ever, paving the way for the current expansion.

Sterbens, 36, has been with the Riviera for 10 years, and has held the positions of Director of Sales, Vice-President of Operations and Executive Vice-President.

Sterbens, who supervises all marketing at the Riviera, has played a major role in the success of the property, Riklis said.

"The Riviera is going to be the largest and most sensational property in Las Vegas, and these changes will allow us to concentrate on those areas that will allow us to grow dramatically, but at the same time continue to operate smoothly during the expansion," Waltzman said.

Waltzman, as Riviera Chairman of the Board, will

New "Splash" Star At The Riviera



Guest star Shimada battles Ninja warriors in Jeff Kutash's "Splash" at the Riviera Hotel & Casino. Winner of top honors from the Academy of Magical Arts for five consecutive years, Shimada's masks, swords, exotic costumes, parasols and fans have intrigued audiences of all ages and nationalities. Highlights of Shimada's fiery act are dramatic pyrotechnical displays and a battle with four flame-breathing dragons. "Splash" plays nightly in the Riviera's Versailles Theatre at 8 and 11 p.m. The show includes two drinks. Reservations and ticket information can be obtained by calling (702) 794-9301. Tickets can be purchased at any Ticketron outlet or at the Riviera Box Office.

MONTREAL (JTA) — Canadian Jewish leaders held what was described as a frank meeting recently with External Affairs Minister Joe Clark to discuss Canada's new high-level talks with the Palestine Liberation Organization.

Leaders of the Canadian Jewish Congress, Canadian Zionist Federation, B'nai B'rith Canada and the Montreal Jewish community met under the umbrella of the Canada-Israel Committee, the sole body authorized to speak and act for Canada's 350,000 Jews on Canadian-Israeli affairs.

work on financial matters concerning the development of the property and oversee areas of the resort relating to revenues.

Sterbens, in the position of President and Chief Operations Officer, will continue to oversee marketing of the Riviera.

Odents, 52, will supervise future expansion of the Riviera, including the final 1,600-room tower planned along Riviera Boulevard and a huge expansion of the resort's convention facilities.

Odents has been with the Riviera for 4½ years after serving as general manager for several hotels in Israel. He also oversaw the construction of a number of hotels in several nations, including Ramada and Sheraton properties.

The Riviera will be going through the most challenging period in its 34-year history in the next few years, Riklis said.

He pointed out that when the expansion is complete, the Riviera will boast nearly 4,000 guest rooms and suites, a 125,000-square-foot casino, four showrooms, two 200-seat lounges, 12 restaurants, more than 250,000 square feet of convention and meeting space and a 43-story tower, by far the tallest hotel in Nevada.

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