



Living the High Life with A-LIST Concierge Services

BY CINDI R. MACIOLEK

We all know what it's like to live and work in Las Vegas. Not only are our days and nights packed, we have an unending stream of visitors to entertain. Our lives are fulfilling, but that also means that sometimes, we just don't have the chance to get everything done on our lists. And, on occasion, that means giving ourselves a little treat right here in town.

Luckily, we have the answer to your dilemma: VIP concierge services to the rescue. Over the years, a number of companies specializing in spectacular nightlife planning made their homes in Las Vegas. However, today's concierge services have expanded beyond the nightclub scene to include more traditional services that we just can't live without.

Whatever your requirements, two local companies will respond to your every need, with the usual stipulations: nothing illegal, immoral or utterly unreasonable. Both companies service A-Listers from around the world as well as around the corner. And, whether you want an on-going relationship or a periodic pick-me-up, you'll be sure to enjoy the company of these savvy business owners.

IT'S ABOUT THE EXPERIENCE

Ever dream of sitting next to George Clooney or Pamela Anderson at a major event in town? How about front row center at a Madonna concert? Want to shake hands with Bobby Flay next time you have dinner in his restaurant? Maybe impress your loved ones with a five-star chef making dinner for you in your home?

If any of these are even close to your desires, you'll need to go to Striker. For 10 years, Steven Striker of Striker VIP has been giving his clients the kind of access that truly makes their Vegas experience one that is unforgettable.

"Even though we serve the elite customer, it's not about the money, it's about the experience," said Striker. "I'm giving them something they couldn't get for themselves. We put people in situations they only dreamed of. We aim to under-promise and over-deliver."

According to Striker, his clients are top-notch. They don't want just limos, they prefer chauffeured Bentleys or Rolls Royces. They fly private jets, not commercial. The list goes on and on. Striker prequalifies each and every client, and if he doesn't feel they have the budget for him to properly service them, he declines the opportunity.

"There are a lot of people in town who claim to be VIP hosts or concierges, but getting people into a nightclub is just 1/100th of what we do," says Striker. "When it comes right down to it, people call me because they know me and respect me. People work with someone because they like them, not because they give them the best deal in town. I've elevated myself above what's out there. I'm not on sale, I'm for sale."

Striker cut his teeth working with players in the NFL in California where he ran a small management company. It gave him the experience necessary for working with his current clientele.

"Those in the higher echelon can have very temperamental personalities, changing things at the last minute," said Striker. "Our



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customers are very ultra demanding. You have to be buoyant enough to respond but also to let them know that their changes will cost money.

"I walked away from an amazing career," continued Striker, "But I decided to take the average Joe with dough and teach him how to go. It was a leap of faith, but I've never looked back and I've never advertised a day since I started this company."

Once of his current gigs is as concierge to the stars of the World Series of Poker. "Those players are superstars," said Striker. "Fans will throw themselves at them. It's really a sport. The players have to be tough mentally and

physically."

Although Striker works with a lot of visitors, he definitely services the locals market. "We give the best of the best to the best of the best," said Striker. "We try to make sure that any door opens to them that far exceeds anything available to visitors. People who live here often look for off-Strip venues. They want to get away from the noise. We give the same sort of experience to locals as we do with visitors. We treat everyone with respect."

He and his crew are a full-service luxury concierge. They can arrange spa days, golf excursions or tennis lessons, get you the tickets you want to a sold-out event, or help to get a custom suit made for you in a few days. Striker VIP can provide whatever you desire.

Locals often call him for private party planning. Striker VIP handles everything the client wants, from food to cocktails to waitresses and entertainment. They research the client to be able to personalize the event, then schedule and manage the entire project. Striker tends not to mark up his vendors, but rather charges a fee for his services of set-up and supervision.

Striker VIP is also a registered travel agent, and can provide not only entertainment for your guests, but a place to stay as extravagant as a private mansion with a heliport. And, if you want a private helicopter ride with lunch prepared by Wolfgang Puck, he can do that, too. Have a need for bodyguards? No worries. Striker has access to a top-notch security force.

"A VIP service takes away the hassle, and I'm the luxe guy," said Striker. "I dazzle you with my service. I can handle it all with one call, and I pride myself on that. We not only want to deliver what you expect, we add the wow factor. We'll give you something you don't know how to ask for but really want. We personalize our service."

OFFERING TASTE, DISCRIMINATION AND DISCRETION

Sometimes life gets just a bit too hectic, and you wish you could clone yourself in order to do everything on your plate. While hiring a personal assistant might be one option, Affluent Lifestyle Concierge (ALC) provides another.

The personable, approachable, and effervescent owners, Nana Rush and Ch-a Mosley, saw an opportunity to service the high net worth individual or family who enjoys luxury but is not necessarily extravagant.



Their clients value their time and view Rush and Mosley as a necessity. Generally, the ALC client is too busy running their business to manage much of anything else.

“People come to us to get things done,” said Mosley. “We’re very discreet about our clientele. We’re in the background. You won’t find us posing in photos with celebrities to promote our business. We’re here to provide a service.

“We built our business on our own merit by tapping into our contact base and hitting the pavement,” continued Mosley. “We’ve also had a lot of good word-of-mouth to bring us new clients.”

Although they come from opposite sides of the country—Mosley was born and raised in Los Angeles while Rush hails from Atlanta—they met during their college years at Georgia Tech and quickly found they had a lot in common. The two longtime friends have

similar backgrounds with fathers in the public eye. Rush’s father is a referee in the NBA and Mosley’s dad is an actor who starred on the television series “Magnum P.I.” Both women were surrounded by high profile individuals and families growing up, and they understand the needs of this market. They knew this was their target client when they began their business.

“We’re more cost effective, yet just as valuable as a personal assistant,” said Rush. “We found that from an entertainment standpoint, the locals have just as much need as visitors. However, from a personal or professional standpoint, locals require different sorts of services, and we can provide that as well.”

ALC views the company as a single point of contact to handle any details you require. Clients can work with them on an a la carte basis only when needed, or they can sign up for packages ranging from 16-100 hours per month, to provide a consistent support

system. All packages offer 24/7 access to make certain that the client’s needs are met.

While ALC can arrange events and travel, they offer an array of services aimed strictly at locals. For example, when you travel, they can have your home cleaned and your refrigerator stocked before you return. Forgetful about your loved ones’ special days? ALC offers a reminder service, suggests gifts and provides shopping assistance. Need errands run, deliveries made, to find a repairman or a specialty physician, or someone to wait for the cable guy? ALC provides it all.

“We focus on people who really don’t have time and just want to have things taken care of,” said Rush. “We handle it with taste, discrimination and ease, and our clients have the disposable income to use our services.”

These two vibrant, intelligent entrepreneurs know that life in Las Vegas is not just about business, even if you own your own. Las Vegas residents understand that life is to be lived, and ALC can arrange luxury vacations, spa days and personal chefs just for you in addition to keeping your guests happy and safe. While you’re out having fun, ALC can arrange all your activities while providing security or an escort.

As for your guests, there’s no limit to the indulgence ALC can organize. One particular package for six includes private jet service, limo transfers from the airport, two night’s accommodations at a top Strip hotel, customized spa services and a yoga/Pilates party.

If you’re looking for a guided shopping spree, a cigar treat, a nature hike with a gourmet food basket, or a day on the links followed by dinner at a premium restaurant, ALC can arrange that for you as well. And, if you’re really in the mood for some excitement, don’t forget about an afternoon of sky diving, race car driving or the ultimate zero gravity experience.

“We understand the need to be discreet while still providing remarkable service to our clients,” said Mosley. “Las Vegas is a small town that’s easy to navigate, and it has so much to offer.”

Rush added, “We’re both college educated, well traveled and intelligent. When you hire us, you’re hiring quality brain power.”

And, not just brain power. Be prepared, because while these two ladies are professional, discreet and hard working, they are a lot of fun! □