



Michael Anton Henle
702-361-6358 (home)
702-279-3483 (cell)
www.mikehenle.com

My 43 years of journalism and marketing experience provide a wealth of knowledge in freelance writing, marketing, advertising, public relations and event planning and coordination of events.

Name: Michael Anton Henle

Education: Rancho High School graduate, 1969; attended Dixie College, St. George, Utah, one semester, journalism; received Certificate in Public Relations Skills from UNLV Continuing Education.

UNLV, 1970-72, general education; Certificate in Public Relations Skills, UNLV, December 2010.

Work History

August 2010 present: Cashier, PetSmart, 9775 W. Charleston Blvd., Las Vegas.

2008-Present: Freelance writer, the Spectrum, Cedar City, Utah.

- Manage public relations duties for Mesquite Gaming, Mesquite, Nev. (including the Teacher Games, Mesquite Marathon, Seniors Softball, Hot Air Balloon Festival, Elvis Rocks Mesquite, etc.).
- Freelance writer covering off-road racing events with a blog along with pre-race and post-race follow ups. Work includes posting on Twitter and

Facebook.

March, 2008: Publicity director, Mint 400 off-road race; coordinated all publicity including print, television and radio.

- Currently manage the monthly PR for the Southern Nevada Off Road Enthusiasts, which sanctions off-road races each year.

February-October, 2008: Publicity director for Death Valley Raceway.

May 1, 2006-April 15, 2007: B & P Public Relations, freelance writer, publicizing the Vegas Grand Prix.

1997-present: Publicist for Findlay Automotive Group chain of dealerships; coordinated promotions/fund raisers for involvement with Child Haven, collecting more than \$20,000 during a 21-day fund raiser; and also spearheaded Partners in Education program that generated more than \$40,000 for Clark County School District during a three-month period.

1995-2009: Managed public relations, marketing and advertising and government affairs for Rolladen Rolling Shutters; wrote television and radio commercials, provided voice over for each of the commercials and wrote publicity releases.

- Developed the marketing campaign produced for the passage of Senate Bill 100, allowing home owners who live in a community governed by home owners association to install rolling shutters. Senate Bill 100 was signed by Governor Kenny Guinn on June 6, 2003.
- Developed the marketing campaign produced for the passage of Senate Bill 216 allowing home owners in common interest communities to install rolling shutters. The law was signed by Governor Jim Gibbons during the 2009 legislative session.
- Monitored and helped spearhead legislation of SB 216 which created the new law relating to usage of rolling shutters on common interest communities. The law was signed by Governor Jim Gibbons during the 2009 Nevada Legislative session.
- 1992-1994: Wrote four real estate features for the New York Times; addressed the growth of Southern Nevada in stories that also appeared in various other newspapers throughout the country.

1989-present: The Idea Co. public relations, advertising and public relations.

Provide public relations for Henderson businessman Bobby Ellis with work that includes governmental along with written public relations regarding his fishing career.

- Coordinated marketing and public relations campaigns for Westar Development, Watt Homes, Horn Co. Homes, BR Homes, John Laing Homes, Wheeler's RV, Rancho del Norte co-op; Realty Executives, Lennar Homes; Findlay Automotive Group, Gaudin Automotive Group; Desert Automotive Group; Help-U-Sell Real Estate and Findlay RV.

1996-1999: Director of Public Relations, Las Vegas Motor Speedway; managed all super speedway public relations for Indy Racing League Las Vegas 500, NASCAR Craftsman Truck and NASCAR Winston Cup events.

1992-94 – Freelance writer working for the New York Times with stories featuring the growth of Las Vegas. Stories published highlighted real estate focusing on the Forum Shops at Caesars; Water concerns for a growing valley and the growth in Laughlin, Nevada.

1970-74: Sahara Hotel, served in several positions including bell hop.

1968-89: Las Vegas Review-Journal:

Sports writer, covered high school sports, boxing, auto racing and UNLV athletics until 1985; promoted to real estate editor, and served in that position for five years.

1966-67: Las Vegas Sun, high school sports and boxing.

Personal

Health: Excellent; able and willing to travel.

Family: married, 41 years to Carmen Rivero Henle; family includes three grown sons, John, 37; Joe 35 and Jeffrey 29.

Hobbies: Participate in four-wheel activities each week at areas throughout Southern Nevada; love to travel and write about various topics ranging from auto racing to travel; spend many weekends in Duck Creek, Utah.

Local affiliations: Member, Canyon Ridge Christian Church; Dunes and Trails four-wheeler club.

References: furnished upon request.

Contact Information: 702-361-6358 (office); 702-279-3483 (cell); email: mkhenle@yahoo.com; web site www.mikehenle.com.