

# Distinguished Nevadan Nomination Form

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**Deadline: December 31**

**Please send all nominations to:**

**Scott G. Wasserman, CEO and Special Counsel to the Board of Regents**  
**2601 Enterprise Road, Reno, NV 89512**  
**e-mail: Scott\_Wasserman@nshe.nevada.edu Fax: (775) 327-5049**

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1. **Salutation:**  Mr.  Mrs.  Miss  Ms.  Dr.

2. **Nominee's Name** (*Please ensure correct spelling.*):

Gregory Wright Ferraro

3. **Nominee's Mailing Address:** 165 West Liberty St., Suite 210, Reno, NV 89501

4. **Nominee's Phone Number: Work:** 775-331-4555 / greg@theferrarogroup.com

5. **Employment History** (*Attach additional material if necessary.*):

Please see biographical information (attached).

6. **Educational Background** (*Attach additional material if necessary.*):

Please see biographical information (attached).

7. **Reasons for Nomination** (*Please include outstanding accomplishments, achievements, and contributions to Nevada and its people. Please be specific and provide considerable detail. You may attach additional pages if necessary.*):

Please see biographical information (attached).

8. **Other NSHE Awards** *(Please list other awards this individual has received.):*

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9. **Nominated by\*:** Full Board of Regents

\* Candidates for the Distinguished Nevadan Award may only be nominated by a current member of the Nevada Board of Regents. (Added 6/05)

## Curriculum Vitae for Gregory Wright Ferraro

Gregory Wright Ferraro, a 1985 graduate from the University of Nevada, Reno, is a fourth-generation Nevadan whose roots reach back to great-grandparents who were born in the ranching, railroad and mining towns of Paradise Valley, Eureka, Palisade, and Wadsworth, Nevada in the late 19<sup>th</sup> century.

While attending grade school in Lovelock, Yerington and Sparks, and spending summer months in Boulder City with his father, from an early age he grew to understand and would never forget that, as his future mentor U.S. Senator Paul Laxalt would often remark, “The soul of Nevada belongs to her small towns”.

Following graduation from Reno High School in 1981, he entered the University of Nevada, Reno and studied Journalism in the College of Arts and Sciences. He was a member of Sigma Nu fraternity, worked for the Sagebrush selling print advertising, was elected to ASUN student government as a Senator from the College of Arts and Sciences, was President of the Blue Key Honor Society, and was selected to become a member of Coffin and Keys.

As a graduate of the University of Nevada, Reno, he became a member of the third generation of Nevada graduates in his family which includes his grandmother (Margaret Walker '36 BA), both parents (Robert S. Ferraro '57 BS and '59 MS and Patricia Reynolds '60 BA and '77 MA) and his older sister Christi Ann Ferraro ('84 BS and '93 MD).

After graduation in the summer of 1985, Greg joined U.S. Senator Paul Laxalt's staff in Washington, D.C. and served as assistant to the general chairman in Laxalt's office at the Republican National Committee. He was fortunate enough to also have had the opportunity to shadow another prominent Nevada graduate, Frank Fahrenkopf, who was Chairman of the RNC.

Once Laxalt decided he would not seek re-election to a third term in the U.S. Senate, former Nevada Congressman Jim Santini entered the race to replace Laxalt and Greg was hired by Santini to be his speechwriter and research director. During the campaign, he met and worked closely with two of Nevada's finest campaign strategists, Sig Rogich and Billy Vassiliadis.

After Santini's defeat, Greg accepted Rogich's offer to join the prominent statewide Nevada firm, R&R Advertising, as a PR manager. During his two years working for Rogich, he was involved in numerous PR and political campaigns including Senator Laxalt's brief run for President of the United States.

In 1988, Greg was hired as an assistant to Robert Broadbent, Director of Aviation at McCarran International Airport and also the designated leader of Clark County's lobby team in Carson City. In his role as assistant to Broadbent, Greg was introduced to the arena of direct advocacy. During the 1989 Nevada Legislature, he lived and worked full-time in Carson City advancing Clark County's legislative agenda. It was here that he met another one of his mentors and close friends, State Senator William J. Raggio.

Greg briefly moved back to Washington D.C. to lobby on Capitol Hill for a large utility trade association but soon returned to Nevada after accepting an offer to become the Assistant to the County Manager of Clark County where he was the issue manager and spokesperson for the County for three years.

In 1993, Billy Vassiliadis had initiated a buy-out of Sig Rogich at R&R Advertising (later R&R Partners) and asked Greg to join him in running R&R so Greg subsequently moved to Reno to oversee the northern Nevada office.

Greg spent 12 years at R&R Partners, which grew into a national communications company, where he was president of the government and public affairs division. Over the course of a dozen years, he helped established R&R's Carson City lobby practice and served as a senior advisor on numerous political campaigns including state leader for Dole for President in 1996, Guinn for Governor (twice), Sandoval for Attorney General, and the lead strategist for successful school bond campaigns in Washoe County.

In 2004, Greg founded The Ferraro Group which today has offices in Las Vegas, Reno and Carson City and currently represents public relations and public affairs clients including Apple, United Health Care, the Nevada Resort Association, Nathan Adelson Hospice, Cox Communications, Vegas PBS, JP Morgan Chase, NV Energy, Dunkin' Donuts to name a few among other respected and established companies.

That same year, Greg was commissioned by Governor Kenny Guinn to serve a four-year term on the Nevada Judicial Discipline Commission. In 2007, he was re-appointed by Governor Jim Gibbons and served as chairman of the Nevada Judicial Discipline Commission most notably presiding over the Halverson case in 2008.

He was the Communications Chair in Nevada for the Bush/Cheney reelection campaign in 2004. In 2006, Greg was a one of the senior advisors that led Congressman Jim Gibbons to victory as Governor.

In 2008, Greg was inducted into Junior Achievement's Northern Nevada Business Leaders Hall of Fame. That same year, Greg managed Senator Raggio's last political campaign in his victorious race over Sharron Angle.

Greg was one of three senior consultants that managed Brian Sandoval's successful campaign for Governor and he remains close friends with the Governor whom he met on the campus of The University of Nevada, Reno 32 years ago.

In 2011, The Ferraro Group was named PR Firm of the Year in Las Vegas by the Las Vegas Business Press and in 2013 Greg was recognized by Campaigns & Elections national magazine as one of the United States' top 500 influencers.

Each odd numbered year in Nevada for the past quarter century, Greg has been deeply involved with the Nevada Legislature. Each session he is focused on behalf of his clients in the critical

debates that have shaped and continue to shape Nevada. Greg and his colleagues at The Ferraro Group are regarded as one of the most experienced and effective lobby teams in Nevada.

He is currently a member of the Executive Advisory Committee of the E.L. Wiegand Foundation, former Chairman of the Executive Committee of The Nature Conservancy, trustee emeritus of The University of Nevada Foundation, and a former director of First Independent Bank of Nevada.

Over the years Greg has helped the Reynolds School of Journalism in several ways including joining a committee of prominent Nevadans seeking to secure funding for the Robert Laxalt Distinguished Writers Program. The program honors the legacy of Robert Laxalt who Greg had a special relationship with as an admirer and a friend. Greg also helped spearhead the creation of the Jim Joyce Endowment to explore the relationships between politics, government and journalism. This was in honor of Nevada graduate Jim Joyce, a person of extraordinary talent who was very helpful to Greg in his career.

From the board rooms of many of Nevada most prominent businesses to the contentious hearing rooms of the Nevada Legislature to the campaign war rooms of Nevada's biggest political races, Greg Ferraro has never forgotten the small Nevada towns from whence he came and is always striving to make Nevada a better place.

Greg and his wife, Carolyn, have three children and live in Reno, Nevada.