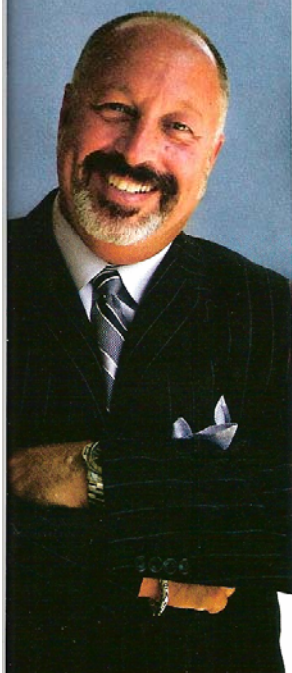




Profile of

STEVEN STRIKER

Owner and Founder, Striker VIP



By Bob Shemelgian

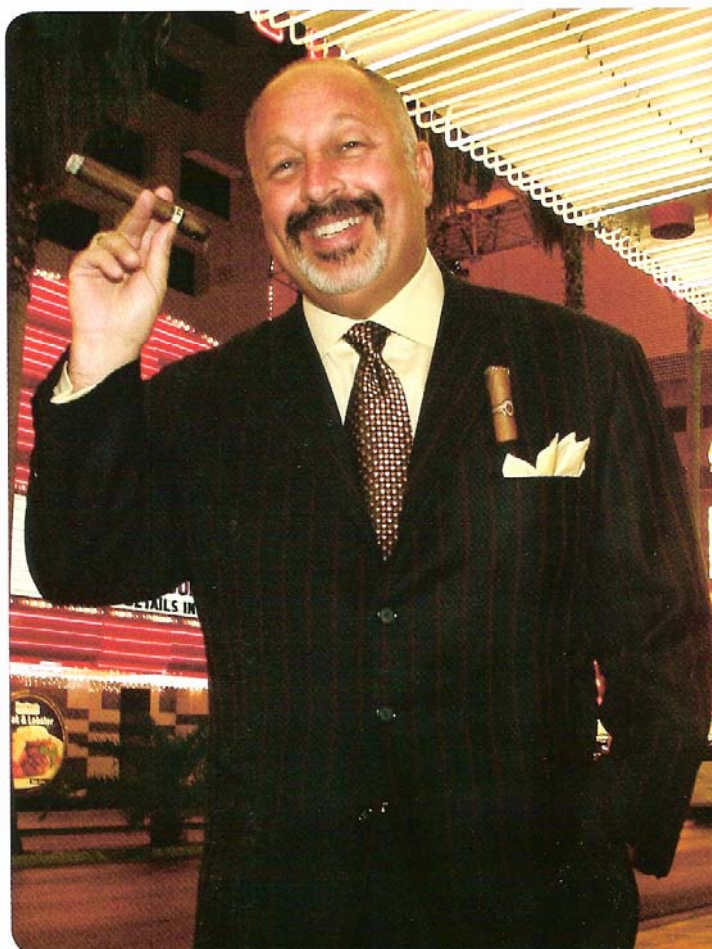
The ultimate insider, Steven Striker 53, offers his Striker VIP hosting service to those who can afford a red carpet invitation to the best of the best that Las Vegas has to offer.

I love your suit. Is it true you always wear one?

I think first impression is everything. I believe in aesthetics and I believe in looking the part, being the part and having that upper hand. My shirts and suits are custom made. My tailor is Dion Julian out of Hollywood. He's an amazing guy. He's changed my life.

What exactly is Striker VIP?

We're a luxury, lifestyle concierge corporation for the elite traveler. We cater to people who understand it's not about how much, it's about the experience. We make sure they can get whatever and whenever. Parties for two to 2,000 who want to experience the best of the best: Food, restaurants, golf, spas, front-row tickets to the most amazing shows, you name it. We not only create nightlife, which is done here in Las Vegas, we create "daylife." We have amazing packages. We can put bachelors in a "Cannonball Run," driving Ferraris, Maseratis or Lamborghinis. We can put someone in a fighter jet over Las Vegas and have them filmed in the cockpit so they can have a DVD of themselves in a fighter jet fighting against their friends.



What's your company slogan?

The slogan for our company is: "Be king." That's not to say, "Be queen" is not it as well, because we have a lot of great women clients. Our logo is a crown and we're in the process of doing our own crown jewelry. We're going to do rings, earrings, bracelets and watches. I wear a platinum crown necklace. Every night, several people come by and offer to buy it off my neck.

You work very hard both day and night. Where do you find the energy?

When you love what you do and you do what you love, sometimes you forget time. I look at my watch and at 4 in the morning, I'm still spry and excited and running around. I imagine it will catch up to me one day. But until then, I'm having a good time.

How did you get into this business?

I'm a caregiver. I sincerely love people. I don't have a front. I'm approachable. Years ago I was blessed to be in the Bay area and I was in the NFL — I managed the 49ers. I had a small management firm that worked with

top-tier players, and we handled autographs and personal appearance and I watched how those athletes were treated. The velvet ropes parted the red carpet was rolled out and they threw tulips at the toes of Jerry Rice, which is deserved. The man is an icon. But 10 years ago I said to myself, I want to take the average Joe with dough and teach him how to go, and I walked away from a phenomenal job in a great industry to better who I am and to deliver my message to guys that have the money but don't know what to do with it.

How would you define Las Vegas' "in" and "out" crowds?

Defining it is simple. You're either in or you're out. You're either in a distinct group of known people who make this town light up, the "in-crowd," they call it. Or you're just a passenger on a bus. Our clients pass that bus in a Ferrari. Our clients want to feel differently. They don't want to be in the herd. They want to be individualized and personalized.

“ I have the keys in my pockets to doors people have never even imagined. ”

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Some people will do anything to be treated like a king... Luckily, all you need is Striker VIP.

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Would you say Las Vegas is well suited as a destination for your service?

This is the most amazing town in the world. I think the last five years this town has gotten to the point where so many people come here — an average of 300,000 every weekend, plus the trade show business coming to town, plus 1.7 million living here, you're probably looking at close to 2.5 million people who all want to go out on a Friday night and go out to the same places you want to go. And there's one thing in this town which not very exciting — a line. There are no lines for Striker VIPs. There are no sold-out tickets for Striker VIPs. Everything is available

to us. If you wait until the last moment, they're going to obviously be premium-priced, but I can still get you seated next to (George) Clooney at the last moment.

Sounds like you have a very effective, smooth-running operation.

Our synergy within our group is amazing. My choice personally is to hire women, not to say there aren't great men out there. It's just to say that's my style. Women have a sensory acuity that men can't develop over time, no matter how hard we try. Their attention to detail is second to none. A woman is: Ready, aim, fire. A man is: Ready, fire aim. The young ladies who work for us are not only gorgeous, but

they're articulate and genuinely intelligent people.

They say behind every successful man is a woman. Tell me about your wife.

My wife, Danielle, is an accomplished dancer, singer and actress. She starred on Broadway with Anthony Quinn in Zorba the Greek. I met her 18 years ago. It's weird because I'm only 24 years old (laughs), and today she's the most important person in my life. At Striker VIP, her official title is boss. And her unofficial title is vice president of corporate business development. I absolutely adore her.

What separates you from your competitors?

I love competition. I played professional sports, I used to fight (mixed martial arts) competitively. Competition makes me sharp, but having said that, I have put myself in a niche that I don't think anyone can duplicate right now. First of all, I show up, and half the battle is being there every day — being the guy who does what he says and says what he does. I know who my customer is. He's usually 35 to 55. He's a president, vice president or owner of a corporation. He travels three times a year to Las Vegas. He knows what he wants and he asks for it.

Through what other channels are Striker VIP's services offered?

We network ourselves with international concierges. We've got a great network in Canada that sends quality buyers to us. We work with travel agents around the world. We don't compete with concierges or travel agents, instead we provide a vertical marketing project for them. We provide more food on the menu for them. And it's gourmet food.

Who is the quintessential Striker VIP client?

He's an educated person — anywhere from a master's degree to being the CEO of a corporation. He trusts no one except for one or two people. And it doesn't have to be a he. We have a lot of female executives who utilize our service. They're equally as intelligent and successful, and they like to come out for little fun, and they want to know it's going to be full-tilt fun. And it's something they can't necessarily plan themselves. I open doors. I have the keys in my pockets to doors people have never even imagined.

