



PRESS RELEASE

Seattle Native Excels as Sporting Events Manager

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Perhaps one of the biggest keys in any hotel operation is that of a special events executive.



Putting heads in beds is oftentimes the result of one or more individuals whose days and nights are spent dreaming up ways to get customers into a property.

In 31 year-old Sporting Events Manager and Seattle, Wash. native Christian Adderson, Black Gaming has an energetic and tireless worker whose mind is probably still working at 3 in the morning.

When Adderson isn't personally working events such as the annual Mesquite Motor Mania event presented in January, he's living out of a suitcase meeting with promoters at conventions all over the nation.

It was at a convention in Denver that Adderson met prominent youth wrestling promoter Ed Gutierrez whose Jacobs Challenge event brought more than 400 competitors to the grounds of the CasaBlanca in January.

Other Adderson events have included the Mesquite Marathon in November and USA Senior Softball each March.

In the case of the Mesquite Motor Mania which drew more than 800 cars from 15 states, expansion is already planned with the 2011 extravaganza to include street drags like the ones featured in classic car gatherings in Kingman, Ariz.

A five-year employee of Black Gaming, Adderson gained his bachelors degree in psychology and a minor in sports management from Washington State in Pullman, Wash. in 2001.

"After I got my bachelors degree, I wanted to get my masters," Adderson explained. "I went to San Jose State for 1 ½ years and the state of California cut the program, so all of the interns were out."

Understandably discouraged, Adderson returned to Seattle to work at Snoqualmie Ridge Golf Course where he was a groundskeeper.

He then interviewed with the NFL Seattle Seahawks and was told he needed more experience in sales and marketing.

"Because of the advice, I returned to Snoqualmie Golf Course and went into sales and marketing," explained the never-say-die Adderson. "I'd start at 5 a.m. as a groundskeeper, get done at 2 p.m. and then go to work in sales and marketing."

Adderson's old boss Tom Wolff ended up in Mesquite working as an agronomist for Black Gaming's golf courses the Palms and CasaBlanca. The two maintained a communication and Wolff advised Adderson to speak with Black Gaming executive Ann Sunstrum.

"I was tired of being a poor college student," laughed Adderson. "I talked with Ann and flew down for an interview. We went to the gun club and went shooting. I came back and finished my interview and was offered the job."

Not one to let grass grow under his feet, Adderson scurried back to Seattle in May of 2005, packed his belongings and began the 20-hour drive across the Cascades to Boise, Ida., where he hopped on I-15 and headed for his new-found home in Mesquite.

And to say that Adderson fell into Mesquite like a ball in a glove is an understatement. In fact, Black Gaming President Randy Black -- himself a promotional dynamo -- lauds Adderson.

"Christian is a young personable sport guy doing a great job of attracting sports venue events to Mesquite," said Black. "He is very enthusiastic."

Adderson welcomes the challenges dealt him.

"I looked at this as a great opportunity," explained Adderson. "I was 26 at the time and had no family, so the timing was perfect. I looked at this as a good chance to get some experience."

Right off the bat, Adderson put together the World Series of Beer Pong which was presented in January of 2006.

The event was so wildly successful that it was featured in Playboy Magazine.

From there, the rest of the events have come together in rapid succession and while Adderson must take credit for many of them, he's also quick to point out that Black Gaming has a dedicated staff that works together to put people in the CasaBlanca, Virgin River and Oasis hotels.

"One of the greatest examples of this team working together was the Teacher Games last November," he said adding that the logistics of the event featured

sites all over Mesquite. “We had softball games and basketball games at Virgin Valley High School, we had billiards, poker and bowling at the Virgin River and we had Bunco at the CasaBlanca.

“We worked together and everyone should be proud of the final result.”

The Teacher Games are unique in that schools from several states compete with the top finishers donating the winnings back to their individual school. In all, Black Gaming gave out more than \$20,000 and virtually every competitor said he or she would be back in 2010.

Adderson has had no problem at all attracting people to Mesquite especially considering the city’s impressive softball, baseball and golf facilities, along with the fact that its affordability is considered key during tough economic times.

“The University of Oregon’s baseball team stays in our hotel and plays at the fields here,” Adderson boasts. “Then, too, we had more than 100 teams in March last year for the Senior Softball USA.”

Indeed, for such a small city, Mesquite has endless activity.

Adderson had no problem at all adapting to the area after being born and raised in Seattle. In fact, his parents Kevin and Pat Adderson even bought a townhome in Mesquite and his mom is so happy with the city that she makes the trip monthly.

“There’s no question that this was a 180 degree difference after living in Seattle,” said Adderson. “But I really like Mesquite since it’s nice and quiet here. I can play golf 365 days a year if I want and the people are friendly.

“And if I want to go to Vegas, it’s only 90 miles down the road.”