

Betty Willis, one of the first female commercial artists to work on neon signs, designed the now landmark in 1959. This was the same time Paul Anka, Johnny Horton, and Bobby Darin were at the top of the music charts! Willis attended art school and after graduation, found work creating ads for local casinos. She was approached by local businessman Ted Rogich who thought the city needed its own flashy sign to advertise itself amidst all the great entertainment and casinos in the area.

When Willis designed the Vegas sign, she sold it to Clark County – without copyrighting it – for a whopping \$4,000. She called it a gift to her hometown and didn't create it to get rich. That's why the sign is duplicated across every type of souvenir – from t-shirts, to keychains, the sign has become an icon!

This 25-foot-tall welcome has become one of the best selfie spots in the city. Making it a "must see" when you travel, both sides are there to greet you and send you off. You can even park your car now and admire the sign in peace.



The silver circles that spell out "welcome" represent silver dollars as a salute to Nevada as the "Silver State." But how does it light up? In 2014, Clark County installed solar panels by the sign that provide enough solar-powered energy to power the sign all day long. This is great that this landmark can "go green" and still provide that welcome greeting for visitors.

August 22 - 25, 2024

39th Annual Intergroup/Central Offices of Alcoholics Anonymous

A.A. World Service / A.A. Grapevine

FUN FOOD AND FELLOWSHIP

Las Vegas Intergroup Hospitality Team will host a Welcome Reception Thursday Evening in Private Hospitality Suite with Appetizer Platters and Beverages for those in attendance.

Buffet Lunches are included in Registration Fee on Friday and Saturday.

Registration Fee \$159

Room Block includes Tuesday/Wednesday/Thursday and Sunday \$55 RN+\$20 Resort Fee+13%

Friday and Saturday \$125+\$20+13%

Plaza Hotel & Casino 1 Main Street, Las Vegas, NV 89101

Please book rooms directly with the hotel. Do not use third party booking agents because we will not get credit for the room.

Seminar Hotel guests will receive a 33% Discount on the Resort Fee and Complimentary Parking

Call 1-800-634-6575 Mon-Fri 8am-10pm Sat-Sun 5am-10pm and give them the Group Code **S39THAN**

<https://book.passkey.com/go/S39THAN>

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