



# STRIKER WHILE THE IRON'S HOT

by stephanie sims

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Millions of people visit Las Vegas each year, hoping to have the time of their lives and experience all the clubs, shows and restaurants the city has to offer. But upon arrival, most of the shows are sold out, all the good restaurants and golf courses are booked out and the clubs have a three- to four-hour wait in line.

But this is a no-brainer situation for Steven Striker, and he comes to many a visitor's rescue.

**Striker is a big deal in Las Vegas. He knows everyone and everyone knows him.** But this is essential for his business, Striker VIP.

**"People can come to Vegas to party, but I'm the one who can set up anything for them," Striker said. "I'm who to know here. It's all about who you know."**

Besides hitting up clubs, Striker VIP offers other various night and day activities, including spa services, golf outings, poker tournaments, front row seats to any sporting event, show or concert, personal shoppers, skydiving and private catering and dining with world-class chefs at Vegas' most famous restaurants. Of course, you'll need to get to the activity you choose, but Striker has that covered, too. Take a private limo, town car, Hummer or any other exotic car of your choice. Or perhaps you'd like a private chartered jet or helicopter? Striker can make it happen.

But how did Striker become the guy who knows everybody and who everybody knows in the first place? Before founding his company, Striker was a manager of the San Francisco 49ers. His career there, he said, consisted of doing anything for the team and bringing them whatever they wanted—even “a red carpet and petals at their feet,” Striker recalled with a laugh. At one away game, a 49er asked him where the bathroom was. When Striker pointed him in the right direction, the player put a jock strap on his finger.

“At that point,” he said, “I thought, ‘That’s it, I’m done.’ I wanted to be in the limelight helping people, not some guy in the background.”

Striker VIP caters to high rollers, from club owners in Vegas to national and international celebs including “Today” anchor Matt Lauer, athletes Jerry Rice, Sugar Ray Leonard, Dan Marino and Jason Kidd, jewelry designer David Yurman and “Entertainment Tonight” host Mark Steines, among others. **Ninety percent of his clients are repeat customers or referrals, meaning excellent customer service is a must.**

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“I have about 14 events booked every weekend,” Striker said. “For most events, we have a staff of beautiful hostesses that take care of clients, and I stop in and say hello and thank them for choosing us. For celebrities and other extreme high rollers, I supervise their activities myself.”

“I have a very personal, hands-on business,” he added. “And we get the best—that’s our niche. When Matt Lauer was doing a piece on Striker VIP for ‘Today,’ he asked me, ‘What’s so special about you?’ I told him, **‘I’m not special. I just make people feel special.’”** cp