



LVE Employee Spotlight

Rebecca Nau, Corporate Marketing

Drive, passion and dedication are traits that have defined Rebecca since she was a 10 year old, playing Little League baseball and trying to compete with the boys. She has defined challenges in her life and has always recognized opportunities to

better herself and all of her teammates.

Though born in Grand Rapids, Mich. Rebecca claims she is a Wisconsin girl at heart, or more specifically a Madison girl. Seeing the world as a set of challenges to overcome while playing fair to everyone playing the same game of life. Throughout her life she has moved to five different states, but was a resident of Madison, Wis. for almost ten years, ten years that has defined her goals and view of the world.

Rebecca graduated from University of Wisconsin – Madison in Dec. 2016 with a Bachelor of Arts in Journalism with emphasis in Strategic Communications and a Bachelor of Arts in Communication Arts.



Her time as a college student would be considered untraditional, as Rebecca self-funded her education, sometimes managing three jobs with a full class load. Rebecca prides herself as being a hard worker and assumes the initiative to achieve her goals. While college took longer than anticipated, Rebecca recognized the time as an opportunity to

gain as much experience and knowledge preparing her to graduate college knowing exactly what she wanted to accomplish and who she is as a person and as a professional.

Rebecca has held numerous marketing and event production positions throughout her career ranging from a diverse set of industries. She has held positions at The Edgewater, a boutique hotel in Madison, Wisc. The hotel held numerous events ranging from ESPN's Russillo & Kanell show, Oyster Fest, Oktoberfest and nightly summer events. Rebecca also held positions at Red Rock Saloon, a country bar and music venue and TDS Telecom, where she organized, managed and produced events throughout the different markets in Dane County. She also assisted in social media content and sponsorship negotiations.



While enrolled, Rebecca was an active member of the Sports Business Club, University of Wisconsin's initiative due to the absence of sports marketing being an available major to pursue. Throughout Rebecca's life she always knew she wanted to work within sports. Since a child, she always gravitated towards any sporting event. Not until she participated in All Star Cheerleading in high school, where she attended The Cheerleading Worlds within Orlando, Fla. did she want to put her love for sports and event planning, organizing and marketing together.

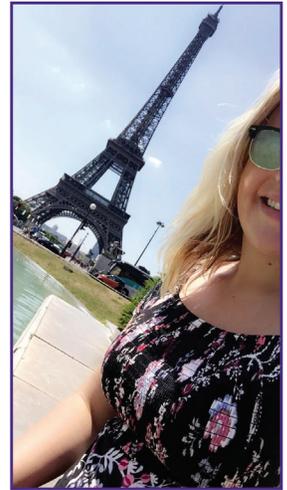
Rebecca's high acumen of sports lead her to multiple job opportunities throughout her young career. She landed a high-sought internship with Andretti Autosports and gravitated towards any opportunities to organize, manage or market a sporting event.

Her high acumen again lead her to her current job position with Las Vegas Events. She overheard a group of businessmen talking about the upcoming Big Ten Championship Game, Wisconsin vs. Ohio State. Rebecca, not shy, politely introduced herself and projected her opinion on whom she thought was going to win, the spread, who the final four were going to be, who was going to win it all and why. Rebecca announced, even as a Badger alumna, picked Ohio State to win by 14, her final four were: Oklahoma, Clemson, Georgia and Alabama. She choose Oklahoma to win it all.

When Rebecca is not in the office she loves to travel the world. She has visited 13 countries, 40 states and still counting. So far, her favorite places she has been, Germany, Australia, and Prague. Her favorite road trip was Summer of 2017 Wisconsin to Las Vegas, where she stopped at the Grand Canyon.

Rebecca also dedicates herself to daily weightlifting, as this is something she claims is time for herself. In less than one year of dedicated heavy weight lifting, she has achieved and surpassed her goal. Currently she can squat 230 pounds, something she did not think would be possible after a significant knee injury in high school. She hopes she can push her body even further and achieve 315 lbs. by summer 2019.

When she was offered the opportunity to represent Las Vegas Events she packed her Wisconsin apparel and wool socks and exchanged them for the polar opposite of the Wisconsin Tundra. Rebecca saw this opportunity for her to be able to learn and grow as an individual and a professional in world's greatest city for events and entertainment. She looks forward to represent Las Vegas Events with the pride and dignity she has thus attained so far in her young career.



FAVORITE QUOTE

"You only miss 100 percent of the shots you don't take."
– Wayne Gretzky

THE NAU FILE

Birthday: June 5, 1991

Hobbies: Working out, traveling the world (13 countries, 40 states and counting), watching/attending sporting events (On Wisconsin!!! Blackhawks, Da Bears, White Sox and Bulls.), cooking, dancing, going to concerts/events