

Alan Feldman is a well-known Las Vegas leader whose work over the past several decades has had a meaningful impact on the Nevada community — especially in the areas of public education on responsible gambling, community health, and nonprofit leadership.

### **Championing Responsible Gaming and Public Health**

One of Alan’s most significant contributions has been his advocacy for responsible gaming and problem gambling awareness in Nevada. After more than 30 years as a senior communications and public affairs executive with major resort companies such as Mirage Resorts and MGM Resorts International, he shifted his focus strongly toward community health and policy.

- **Leadership on Problem Gambling:** Alan was elected chairman of the Nevada State Advisory Committee on Problem Gambling, where he helped guide statewide strategies for prevention, education, and treatment related to gambling harm — a public health issue affecting many Nevada families.
- **Responsible Gaming Programs:** During his time at MGM Resorts, he spearheaded the launch of *GameSense*, a pioneering responsible gaming program designed to encourage healthier gambling behaviors among casino guests. It has since been implemented across MGM properties and is recognized for reaching hundreds of thousands of visitors with helpful messaging.
- **Board and Advisory Roles:** Beyond Nevada, Alan has served as chair and later chair emeritus of the International Center for Responsible Gaming, an organization that funds research and education on gambling behavior and harm reduction. He has also served on advisory boards tied to problem gambling and responsible gaming initiatives.

### **Academic and Community Engagement**

Alan has continued giving back through *education and mentorship*:

- **UNLV Involvement:** Alan joined the University of Nevada, Las Vegas (UNLV) International Gaming Institute as a Distinguished Fellow in Responsible Gaming and Director of Strategic Initiatives. In these roles, he supports research, educates students, and contributes his expertise to studies on gaming, media, and policy.
- **Public Education & Grants:** Alongside his colleagues, Alan has been involved in programs and grants — such as collaborative research funded through partnerships with major media and sports organizations — aimed at advancing responsible practices around gaming and betting in broader society.

## **Recognition and Awards**

The Las Vegas community and gaming industry have acknowledged Alan Feldman's outstanding service:

- In 2024 he was inducted into the American Gaming Association's Hall of Fame — a rare honor recognizing a lifetime of contributions to the industry and community, particularly his advocacy for ethical gaming practices.
- The *Peter Mead Memorial Award*, for excellence in gaming media and communications, highlighting his long term commitment to ethical standards and supporting those affected by gambling disorder.

## **Long-Term Impact**

Overall, Alan has truly made our community better. His commitment to leadership in the gaming industry, public health advocacy, community engagement and philanthropic causes will have an enduring impact on the Las Vegas community. Alan has helped shape how Nevada — and the broader gaming community — thinks about balancing economic opportunity with human well-being. Alan is truly a Distinguished Nevadan.