

Distinguished Nevadan Nomination Form

Deadline: December 31

Please send all nominations to:

**Dean J. Gould, Chief of Staff & Special Counsel
Board of Regents
4300 South Maryland Parkway, Las Vegas, NV 89119
e-mail: dean_gould@nshe.nevada.edu Fax: (702) 889-8495**

1. **Salutation:** Mr. Mrs. Miss Ms. X Dr.

2. **Nominee's Name** *(please ensure correct spelling):*

Tyrus W. Cobb

3. **Nominee's Mailing Address:** _____

4. **Nominee's Phone Number: Work:** _____ **Home:** _

5. **Employment History** *(attach additional material if necessary):*

See attached bio

6. Educational Background *(attach additional material if necessary):*

See attached bio

7. Reasons for Nomination: *(Please include outstanding accomplishments, achievements, and contributions to Nevada and its people. Please be specific and provide considerable detail. You may attach additional pages if necessary.)* See attached bio

8. Other NSHE Awards *(please list other awards this individual has received):* _____

9. Nominated by Regent: Regent Trachok



Tyrus W Cobb

Dr. Tyrus W. Cobb served as Special Assistant to President Reagan for national security affairs from 1983-1989. He initially served as the Director of Soviet, European and Canadian Affairs, and from 1987-89 as Special Assistant to the President for International Security Issues. He was the Executive Secretary for President Reagan's summits with Soviet General Secretary Mikhail Gorbachev in Geneva (1985) and Reykjavik (1986).

Ty was also the President and CEO of Business Executives for National Security (BENS) from 1991-1995, and President/CEO of the Yosemite National Institutes from 1995-2002. Mr. Cobb served in the United States Army from 1963 until he retired as a Colonel in 1987. During the span of his career, he served overseas in Viet-Nam, Germany, and Italy. He was a tenured professor at West Point (1977-1983) and has lectured at many major universities in the U.S, the Soviet Union/Russia, and China.

Ty was born in Reno, Nevada, and received his Ph.D. from Georgetown University, his Masters degree from Indiana University, and his Bachelors degree from the University of Nevada, Reno.

He is currently the CEO of the Northern Nevada Network. Ty was appointed to be the Civilian Aide to the Secretary of the Army (CASA) on July 8, 2005, where he represents the Secretary in the state on defense and national security issues.

He is married to Suellen Small Cobb and has three children and five grandchildren.

Tyrus W. Cobb

CEO, THE NORTHERN NEVADA NETWORK **2002-Present**

Provides Information regarding current issues impacting Northern Nevada to leading members of the Reno-Sparks business community.

SPECIAL ASSISTANT TO PRESIDENT REAGAN, THE WHITE HOUSE **1988-1989**

Senior Director for International Programs and Technology Affairs. Reported directly to the President and his National Security Advisor.

- Managed U.S. policy on numerous issues impacting the global environment, including climate change, acid rain mitigation, clean air and water policies, and nuclear waste clean up
- Under Colin Powell, produced comprehensive national strategy on “Strategic Trade”
- Coordinated policy issues relating to nuclear proliferation
- Managed negotiations on international science and technology (S&T) agreements
- Oversaw efforts at regulating global arms sales
- Promoted U.S. cooperation with U.N. and other international organizations

DIRECTOR, SOVIET, CANADIAN & EUROPEAN AFFAIRS **1983-1988** **THE NATIONAL SECURITY COUNCIL (WHITE HOUSE)**

Responsible for the Soviet Union, Canada, and West Europe. Directly responsible for the coordination of U.S. policy toward Canada, France, Italy and 14 other European countries. Coordinated policy analysis and formulation for the President and the NSC.

- Served as Executive Director for President Reagan’s Summits with General Secretary Gorbachev in Geneva (1985) and Reykjavik (1986)
- Assisted in formulating and executing strategy designed to promote positive change in the former Soviet Union
- Responsible for developing long-term Western consensus for dealing with Moscow
- Devised strategy for coordinated NATO/West policies in dealing with the USSR

PRESIDENT & CEO **1991-1995** **BUSINESS EXECUTIVES FOR NATIONAL SECURITY (BENS)**

A national non-profit organization of more than 1,000 business leaders committed to bringing the expertise of the business community to national security issues

- Transformed BENS into influential national security policy organization
- Developed highly regarded defense management policies that were praised by Cabinet officials and Congressional leaders
- Implemented recommendations of senior business executives from across U.S.

PRESIDENT & CEO, YOSEMITE NATIONAL INSTITUTES

1995-2002

A nonprofit providing science education in America's national parks since 1971

- Residential, science-based programs considered premier in the nation
- In the course of five years, revenues doubled and surpluses were created
- Development efforts grew from \$33,000 in FY 1995 to \$1,715,000 in FY 2000
- Participant reach was extended through the creation of the Diversity Initiative
- Appointed to the Marin Open Space, Parks and Cultural Affairs Commission

PRESIDENT, TWC ASSOCIATES

1989-2002

A consulting/public relations firm

- Formed and developed a highly successful consulting group specializing in international trade, energy, security and environmental issues, with sub-focus on non-profit management

PROFESSOR, TEACHER, RESEARCH DIRECTOR, SOLDIER

- Serving as Civilian Assistant to the Secretary of the Army for Nevada (CASA)
- Now serving on the Board of Trustees, Army-Air Force Mutual Aid Association (AAFMAA)
- As a tenured professor at West Point, taught courses on international relations.
- Taught Soviet Politics/Military Policy as adjunct professor at Georgetown University
- Lectured in China, the USSR, West Europe and the USA
- Served 25 years in U.S. Army, retiring as Colonel
- Served overseas in Germany, Italy and 2 tours in Viet-Nam in Infantry and Intel Posts
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EDUCATION: Ph.D. Georgetown University (1982)
M.A. Indiana University (1970)
B.A. University of Nevada (1962)

LANGUAGES: Russian, Italian (Practical Fluency)
German, French, Spanish, Viet-Nameese (Studied)

PERSONAL: Married, three children; five grandchildren