

DUST IN THE WIND

A Class of '76 Reunion Newsletter

Volume 1

Issue 2

2005

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DEPOSITS DUE FOR REUNION

Deadlines have passed for deposits for the reunion. If you haven't signed up yet or haven't sent in your deposit, please do so soon.

Make checks payable to:

Judy Newmarker
8271 E. Kinmount
St.
Long Beach, CA
90808



ALL IN THE FAMILY FOR JIM MCKUSICK

By Sonya Padgett
View staff writer

As boys, Jim McKusick teased and strong-armed his brother Mike Geary as only an older brother can.

Now that they're adults, McKusick, 41, still teases his 36-year-old half-brother, but Geary gives back what he gets and it's all in good-natured fun.

That's a good thing too, since they run a business together, live in the same neighborhood and spend a lot of free time together.

McKusick is president and Geary vice-president of the Geary Co., a local advertising agency established in 1969 by Geary's father and McKusick's step-father, Richard Geary. This year marks the 30th anniversary of the business. Their clients include the Hyatt Regency Lake Las Vegas Resort, Friendly Ford and the Fiesta, among others.

The brothers, who started working for their father as teenagers, took over the company in late 1989 after Richard Geary fell ill with cancer. He died in 1990 at the age of 55.

Over the past few years, McKusick and Mike Geary have expanded the business by adding staff and clients, and moving into new office space. McKusick said he thinks their father would approve of the changes.

"We think he would be really tickled with (how the business has changed)," McKusick said.

Richard Geary taught McKusick and Mike Geary quite a bit about the advertising business, so it's no surprise that his presence at work is missed by his two sons.

"He was our mentor," Mike Geary said. "We learned so much from him."

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ALL IN THE FAMILY

(Continued from page 1)

Last year, they moved the company from a building on Industrial Road into a one-story house at 3136 E. Russell Road near Pecos Road. They remodeled the home, turning it into an office building. The two-car garage became the employee break room and bedrooms became offices. Approximately 1,100 square feet was added for more offices and the back yard was paved for employee parking.

"I like to call it creative fertile ground," McKusick said. "Every room has a window."

In the old building, employees worked in cubicles; now, everyone has their own space. The "office" makes for a home-like atmosphere that puts clients and workers at ease, McKusick said.

"When you feel good, you're more creative," McKusick said. "I'm into that creative thing."

Signs decorate the doors as gentle reminders to keep doors closed but minds open.

The company, with a staff of 13, has grown since the brothers took over, but it's been a controlled growth, because the duo want to maintain a family-like atmosphere.

"I don't like being huge," McKusick said. "I like the family feel and I like knowing everybody. I know what's going on with everybody. I think everyone puts their heart and soul into (their work). I can have a hands-on relationship with all of our clients."

Since McKusick and Mike Geary started running the business, the range of clients has grown.

In the early years, McKusick said the company's clients consisted mostly of entertainers, from Paul Anka to Pia Zadora. Now they do more work for businesses, including helping the Hyatt Regency Lake Las Vegas Resort with its grand opening last month.

Richard Geary established the Geary Co. in 1969 after Elvis Presley's manager asked him to handle Presley's tour.

"(Col. Tom Parker) liked our dad's style. He basically said, 'How would you like to open an ad agency and do Elvis' tour?' " McKusick said. "Our dad had a great relationship with the colonel."

Richard Geary was selling billboards at the time. Before moving to Las Vegas, he worked for an advertising agency in San Francisco where he climbed his way up from the mail room to handling national marketing accounts for products such as Borax and Palmolive.

McKusick, who was born in Queens, N.Y., moved to California when he was 8 months old and his mother married Richard Geary when McKusick was 4 years old. McKusick has fond memories of the work he did for his father.

"One of my first jobs was hanging posters when Elvis Presley came to town," McKusick said.

While that was exciting, McKusick never imagined he would work in advertising and public relations. Instead, he dreamed of being a teacher, and possibly coaching kids' sports.

But when he went to college and took some communications classes, he realized he enjoyed what his father did for a living. McKusick went on to get a communications degree from UNLV.

Mike Geary, on the other hand, knew early on that he wanted to work with his father.

"I really enjoy sitting in the darkroom or writing, directing," said Mike Geary, who was born in Glendale, Calif., and grew up in Las Vegas.

McKusick said his brother is made for the business.

"It seems like he clicks a lot quicker with creative people, whereas I click better with (business people)," McKusick said.

At first look, the brothers appear very different. McKusick's brownish-blond hair, fair complexion and tall, muscular frame is a subtle contrast to Mike Geary's dark hair, tanned skin and slender, athletic physique.

And where McKusick is gregarious and talkative, Mike Geary is contemplative and reserved -- at first.

(Continued on page 3)

UPDATE FROM REUNION CHAIR

GOLF TOURNAMENT

The Golf Tournament deposit is now due. The deposit is \$65.00 per person.

I have paid the deposit and submitted the Agreement with Angel Park Golf Course. The deposit was due, absolutely, no later than October 1, 2005 and I failed to get the reminder to you to pay the deposit. I need to be reimbursed for the deposit to Angel Park Golf Course.

Please make check, money order or cashier's check payable to: Judy Newmarker or LVHS Reunion. \$65.00 per person.

Mail to: Judy Newmarker

8271 E. Kinmount St.

Long Beach, CA 90808-3330

Questions: write to: jsk9295@aol.com or call: 562-508-8481.

Still waiting for some people, who RSVP'd for the reunion, to submit their payment. The reunion deposit is \$65.00 per person.

PLEASE MAKE YOUR GOLF TOURNAMENT AND/OR REUNION DEPOSITS TODAY. BOTH ARE \$65.00 PER PERSON.

TOURNAMENT INFORMATION:

TIME: 8:00 AM - 12:30 PM** Tournament 1:00 PM - 2:30 PM Bar-b-que

INCLUDES: Green fees, practice balls, cart, drink cart NO HOST Bar-b-que

Trophies/Prizes

YOU MUST ARRIVE AT ANGEL PARK GOLF COURSE BY 7:15 AM TO REGISTER FOR THE TOURNAMENT. YOU CANNOT SIGN-UP FOR THE GOLF TOURNAMENT AFTER MAY 15, 2005. THIS MEANS: NO ON-SITE, DAY-OF REGISTRATIONS!!!

ROOM RATES

We have finally received the room rates for June 16 & 17, 2006 for the Hard Rock Hotel & Casino. The room rate is \$298.64 per night, all inclusive.

The room rates, for the week-end, is normally \$399.00 a night. We are able to save \$100.00 per night. I have blocked 20 rooms for our reunion.

MCKUSICK

(Continued from page 2)

"When we were kids, we didn't get along real well," McKusick said, adding that their problem was typical sibling discord. "Now we get along great. I think we're a good challenge to each other."

As Mike Geary warms to the subject, he points out their similarities.

Both are avid sports fans and enjoy watching their children play soccer. They're also beach fanatics.

"We'd go to the beach every day if we could," McKusick said.

In the past, they both surfed. Now McKusick said, "it's body-surfing."

"Or falling down," Mike Geary quipped.

Both men are devoted to their families; everything they do is connected in some way to their wives or children.

McKusick has two sons and a daughter with his wife of 18 years, Teri. Geary and his wife Tammy have been married 16 years and have a daughter and son.

They enjoy their work and said they plan to continue expanding the business, working with clients they like and most importantly, having fun.

(Reprinted from the Las Vegas Review Journal's The View Wednesday, January 05, 2000)

MORE REUNION REMINDERS

This is a reminder about deposits.

1. If you RSVP'd for the Reunion but have not paid your deposit yet, please do so today*.

The deposit amount is \$65.00 per person.

2. If you signed up for the Golf Tournament, please remit your \$65.00 per person deposit today.*

Mail your check, money order or cashier's check to:

Judy Newmarker
8271 E. Kinmount St.
Long Beach, CA 90808-3330

562-508-8481

If you have any questions, please contact me at jsk9295@aol.com or call the above number.

IMPORTANT NOTICE:

*If you have been unable to pay the deposit due to financial constraints, please contact me. We can work out a payment

schedule. I know some of you are single parents and I know, first-hand, how difficult it can be to come up with \$65.00 at one time. The question arises: "Do I send the \$65.00 for the Reunion or do I put food on the table for my family?"

I know \$65.00 is a great deal of money when you are trying to raise a family and/or have been laid off. There are a myriad of reasons this amount of money can be difficult to pay at one time. For others, \$65.00 is just a 'drop in the bucket'.

I ask you to please, please contact me so we can work out a payment plan. This will be kept completely confidential. There is no reason to be embarrassed. As a single mother, I have been in the situation where \$10.00 is a lot of money.

So, rather than keep me guessing as to why you haven't paid or make a

promise to send the money but don't because you *can't*, call me. My number is 562-508-8481 or write jsk9295@aol.com.

GOLF SIGNUPS

Here is a list of people who signed up for golf and have paid:

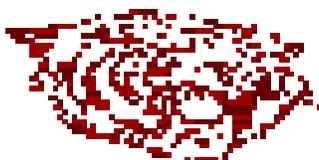
Russell Pushard
Dennis Berry
Rick Schofield
James Deakin

If you signed up for golf and do not see your name here, please forward the money as soon as possible to: Judy Newmarker, 8271 E. Kinmount St., Long Beach, CA 90808-3330

CONTRIBUTIONS

If you would like to contribute any items for *Dust In The Wind* please send them to:

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Long Beach, CA
90815



**LAS VEGAS
HIGH SCHOOL**

Wildcats

