

Paul Bible

'62 (economics)

After graduating from the University of Nevada in 1962 and Georgetown University Law Center in 1965, I had a three-year military obligation in the Judge Advocate General's Corps (JAG). I was stationed in Korea for 13 months and in Vietnam for eight months. The most important thing that I learned from my experience in the military was the absolute necessity for structure and discipline in any type of an organization, whether it's as big as the military or as small as a law firm or a small business.

Shortly after my return from Vietnam I learned the importance of business cycles. In the 1980s the chairman of the Federal Reserve, Paul Volker, ratcheted up the prime rate of interest until it went above 20 percent. The impact of those high interest rates on businesses—especially small businesses—reversed an upward business cycle. While Volker has generally been attributed as being the chairman of the Fed who broke the back of long-term inflation, he also broke many small businesses.

About that time, a friend of mine gave me a book I recommend to everyone who does any kind of sales or has to negotiate with people: *How To Read A Person Like A Book*, by Gerald Nierenberg and Henry Calero. It teaches you how to decipher nonverbal communication, which tells you what someone is feeling even when their verbal

message is different. If you want to really perfect that skill, you have to work at it all the time. Playing live poker or tournament bridge are two ways that you can do it while you are enjoying an avocation.

One of the most significant events in my life happened in 1983 when Governor Richard Bryan appointed me the chairman of the Nevada Gaming Commission. The most important commission action during my tenure was to revoke the license of the Stardust and have a supervisor take over the operation. This action was based on evidence from the Gaming Control Board that the owners of the property were skimming profits from the casino for the benefit of organized crime.

I believe the Stardust action showed Wall Street that the Nevada gaming authorities were dedicated to ensuring the integrity and honesty of the gaming industry in Nevada.

I learned a valuable lesson about decision-making from Bart Jacka, the chairman of the Gaming Control Board. Before Bart would make a decision, he would get everyone who had studied the issue together in a room to discuss everyone's ideas, then he would say, "OK, I'm going to sleep on it." The next morning he had a decision.

My father [Sen. Alan Bible '30 (economics), '70 (doctor of laws)] taught me that you have to give back to your community. You need to build bridges to help young people attain a better life for themselves and their families. You can do that in a number of ways. When you're young and not in a position to make significant financial contributions, you can volunteer. Later, you can donate money

I really didn't appreciate the importance of donating to young people until the late '80s when I was the president of the Truckee Meadows Community College Foundation. A scholarship that my wife, Judy, and I established was to help single-parent head-of-households, which were primarily women with children. At an awards ceremony, I awarded the scholarship to a young woman who came to the podium with two little kids tugging at her legs. When I gave her the check, which was tuition for the next semester, she had tears in her eyes and said, "You don't know how much I appreciate this. This means I can make a better life for my little girls." Charity is its own reward.

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There has been a tremendous change in Nevada with respect to state support for higher education. This support is shrinking because it takes a two-thirds vote of the legislature

to raise taxes and no one can be elected to the legislature who does not pledge to oppose new taxes. This means the private sector must assume responsibility to keep the University of Nevada system competitive. [N](#)

From a conversation with Paul Bible in September 2007 with Nevada Silver & Blue associate editor Melanie Robbins '06M.A. Bible, a 1962 economics graduate of the University of Nevada, Reno, is the chair of the University of Nevada, Reno Foundation. He is a founding partner of the Bible Mousel PC law firm in Reno, which specializes in gaming, mining and corporate law.

A professional portrait of a middle-aged man with graying hair, smiling and looking slightly to the right. He is wearing a dark blue suit jacket, a light blue and white checkered shirt, and a pink patterned tie. His arms are crossed, and he is wearing a watch on his left wrist. The background is a dark, neutral color.

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