

City of Las Vegas

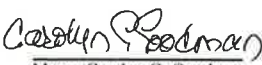
Proclamation

Charlie Desiderio Day

- WHEREAS;** On December 26, 1936, Charlie Desiderio was born in Brooklyn, New York. Charlie was born with an entrepreneurial spirit. His first jobs include being an Army Vet stationed in Panama, where he spent his time as a helicopter photo journalist; an owner of a New York Garment Shop, where he owned his own women's clothing label; and an owner of a New York Pizzeria. In the 70's and 80's, Charlie was a Ham Radio operator. He ran his operations through the basement of his house, where he spent countless hours speaking with people all over the world. Charlie also assisted with the NYC Marathon every year, and eventually ended up being the man in the car heading the lead runner, and
- WHEREAS;** On September 12, 1965, Charlie married his beautiful wife, Marie. Family meant everything to Charlie, and he always made sure his family came first. Together, Marie and Charlie, proudly raised two daughters, Donna and Dina, and a son, John, and
- WHEREAS;** in 1996, Charlie moved with his loving family to Las Vegas, where he would go on to spend 15 fulfilling years being involved in the Las Vegas community. Charlie was a marketing guru, and he thought he'd put his best efforts to work in the non-profit sector. He started out at Las Vegas Untied Way, then Catholic Charities, and eventually found his career home at the Salvation Army, where he spent 11 years as their Director of Development and Marketing, and
- WHEREAS;** Charlie took his job seriously and created some of the most tight-knit non-profit and business sector partnerships in the Las Vegas community, and was able to prove his expertise time and time again in fundraising for the Salvation Army. Charlie wore many hats. He coordinated, marketed, and produced a number of events to support good causes and bring awareness, including: the Salvation Army Kettle Kick-off events, Toys for Tots toy drives, National Association of Letter Carriers food drives, Back to School drives, and Coats for Kids drives over the years, and
- WHEREAS;** Charlie did not shy away from difficult issues in the community. In fact, he took working with the homeless and those with drug addiction issues as a challenge, and dedicated his life to representing the underserved. He served on the City of Las Vegas' Neighborhood Partners Fund board for several years, and was an active member on the Corridor of Hope taskforce. He was involved in disaster services provided by the Salvation Army, as their International Public Officer. When his daughter, Donna, was diagnosed with Juvenile Rheumatoid Arthritis, Charlie sat on the board of the Arthritis Foundation, and
- WHEREAS;** Charlie was a devoted foodie. He began writing restaurant reviews and doing a radio show reviewing restaurants. He was "The Las Vegas Restaurant Guy" on KNUU radio, and The Beat of Las Vegas for KSHP Radio. He was also an active board member on the Nevada Restaurant Association. Charlie's favorites included Paymon's Mediterranean dishes, Ellis Island's baby back ribs, and his favorite Italian restaurant was Terra Rossa at Red Rock. Charlie enjoyed the holidays, and being able to share a beautiful meal with his family. In fact, carving the turkey at Thanksgiving was one of his favorite things to do.
- THEREFORE:** in honor of Charlie's inspiring life and contributions to his family and community; we, the Mayor and City Council of the city of Las Vegas, proudly proclaim December 7, 2011 as

Charlie Desiderio Day

in the City of Las Vegas and ask our citizens to join us in recognizing his important contributions to our community.

 Mayor Pro Tem Stavros S. Anthony	 Mayor Carolyn G. Goodman	 Councilman Steve Wolfson	 Councilwoman Lois Tarkanian
 Councilman Steven D. Ross	 Councilman Ricki Y. Barlow	 Councilman Bob Coffin	

Submitted to City Council
Date 12/7/11
By: Councilman Wolfson





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Charlie Desiderio

SALVADOR ARMY



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