



**Robert Morgan**  
(’04 accounting)

Seattle, Wash. Russell has been executive director of the Republican Assembly Caucus since 2002. She received her master’s in political management at George Washington University in Washington D.C., and is pursuing her Ph.D. in public affairs at UNLV.

**Robert Morgan** (’04 accounting) was hired as a staff accountant at the certified public accounting firm of Kafoury, Armstrong & Co., in Reno. In his new position, Morgan will participate in both tax preparation and audit engagements.

**Robert Livingston** (’05 construction technology) has been promoted at Q&D Construction to project engineer on a private residence designed by Will Bruder and being built in the geometry of a snake sculpture. Livingston joined Q&D, of Reno, early in 2005 as a project intern on Northstar-at-Tahoe’s luxury high camp restaurant, Schaffer’s Camp.



## David LaPlante a ‘shining star’ in a Web-based universe

*By Heather Shallenberger*

David LaPlante has successfully harnessed the power of the fabled Twelve Horses ... and has reaped great rewards from their elusive gifts.

LaPlante, the Reno-based owner of Twelve Horses Services, has become one of northern Nevada’s most intriguing success stories. His company enjoys a growing reputation as the leader in a unique and highly important Web business field. Twelve Horses provides the applications, infrastructure and professional services to automate and integrate e-mail and Web-based marketing.

In essence, LaPlante’s vision and direction has helped Twelve Horses capture the spirit of the mythical tale of the Twelve Horses (mystical creatures with great speed and strength) by providing Web customers with power, intelligence and creativity.

“We’ve taken several channels of communication that businesses are comfortable using—and not used to using together—and put that into one platform,” LaPlante said. “There really isn’t anyone else out there that’s got a single platform for e-mail, mobile text messaging, voice mail, fax messaging and Web integration.”

LaPlante has done all of this against conventional wisdom.

“The perception is that Reno has struggled with having a tech economy and the primary criticism is there’s not a skilled work force,” said LaPlante, who came to Nevada in 1988 from Colorado as a ski racer. “But the University is capable of graduating students that can work in a technology business and support global brands.”

LaPlante, who graduated from Nevada with dual majors in finance and economics, gives credit to the University and his professors for giving him the skills that have accompanied him throughout his career.

“I ended up with two degrees when I only expected to have one ... and that was through the quality of the instructors,” said LaPlante, a recent recipient of the Marketer of the Year award presented by the region’s chapter of the American Marketing Association.

The future of Twelve Horses, as well as its master, is like a star in the sky, brilliantly shining with success—yet clearly rooted in northern Nevada.

“In Reno we have things that you don’t have everywhere,” LaPlante said. “I can leave this desk right now and be on a chairlift in 25 minutes. You’re not going to get that in Silicon Valley, you’re not going to get that in Manhattan, you’re only going to get that in a few locations ... and Reno is one of them.”