



SIGMUND “SIG” ROGICH (Class of 1962)

Rogich Middle School in Las Vegas is named in honor of Sigmund "Sig" Rogich.

Sig Rogich was born in Iceland and moved at the age of seven to Henderson, Nevada.

Sig has worked on behalf of his adopted homeland and community, becoming one of the leading political and corporate advisors in Nevada and the United States.

Mr. Rogich served as Assistant to President George H. W. Bush for the creative development of public events from 1988 to 1992, and he was Director of President Ronald Reagan's Tuesday Team, Official Guide to Mikhail Gorbachev on his nationwide tour of the United States, and U.S. Ambassador to Iceland.

Rogich is President of Rogich Communications Group based in Las Vegas, The Rogich Communications Group is an international crisis management and public/government relations firm offering counsel in the areas of strategic planning and business development. The company also works in crisis communication, issues management, corporate and media relations, business and community relations, political advising, and special projects.

The Rogich Communications Group maintains a diverse client list ranging from Fortune 500 companies to niche operations in the industries of gaming, entertainment, aerospace, transportation, engineering, health care, and technology.

Sig currently serves as Chairman of the Board for the Clark County Public Education Foundation, and as President of the Clark County Library Foundation. He is also involved in the Community College of Southern Nevada Foundation, Opportunity Village, and the Las Vegas Water District Advisory Board. He earned a degree in journalism from the University of Nevada, Reno.

These biographies are based on research and could contain discrepancies.

If there are any excerpts you feel should be changed please feel free to contact me at Dave@lvhsaa.com

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