

# NEVADA

Silver&Blue

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## BREAKING GROUND Research at Nevada

### Great Faculty

LEADING THE WAY  
TO A STRONGER NEVADA

WHAT I'VE LEARNED  
**BARBARA C.  
THORNTON**

ALUMNI PROFILE:  
**Scott Allen Frost**





Photo by M.D. Welch

Scott Frost '88 in front of the recently opened Hussong's Cantina located in the Silver Legacy Resort Casino in Reno.

## Alumni Profile: Scott Allen Frost '88 (marketing)

Age: **46**

Occupation: **President of Titan Brands**

### What has your life been like since graduation?

While working for Searle Pharmaceuticals, I co-owned a day care in Sparks. I was 23. That was one of the toughest jobs I've ever had. Searle moved me to the Bay Area when the company launched Ambien. I became one of the top Ambien salesmen in the country. I honed my sales skills and really learned how to read people and figure out what motivates them.

From there I got into telecommunications, which led me to Las Vegas. I was on a business trip in Newark, N.J., on Sept. 11, 2001. Being so close to that horrific experience, I realized that life is precious. I came home and decided to start my own consulting firm. This freed me up to follow my passions and allowed me to work in a variety of different fields, meet some fantastically smart people and have some very colorful experiences. In 2006, three other partners and I started Titan Brands.

On May 10, 2009, I was paralyzed from the chest down in an off-road motorcycle accident and was almost killed. I realized I was the same guy from the shoulders up: I could still talk, be creative and motivate people. Being 100 percent dependent on others around you to get things done, I learned very quickly that you have to

give to get, and you better be a really nice guy because no one likes to help a jerk. After nine days in the ICU, I spent the next 80 days in a rehabilitation hospital working hard to regain function of my body. To take my mind off the grueling rehabilitation, I continued my work with Titan. My partners and I negotiated a lease, funded and built our first restaurant, Hussong's Cantina at Mandalay Bay Resort and Casino in Las Vegas. Most recently, we opened our third restaurant, Hussong's Cantina at the Silver Legacy Resort Casino here in Reno. I am excited to be working in my hometown again.

### What is your fondest memory from your days at Nevada?

I had some great professors, and I took full advantage of everything that campus life had to offer. I had the quintessential 80s college experience. There isn't a thing I would change about my four years at Nevada. I was an active member in the Sigma Nu fraternity. I was very fortunate to have great brothers, many of whom I am still friends with today. I was active in student organizations and politics.

My fondest memory is running for ASUN president in 1987. I filed five minutes before

the deadline, had no idea what I was doing and ran a creative grassroots campaign, which was hard work and a lot of fun. I can honestly say I knocked on every dorm room door on campus; I literally had calluses on my knuckles. People still talk about my 24-hour long "Meet the Candidate" barbecue that I held outside the Jot Travis Student Union. To say I had some interesting conversations is an understatement. The experience helped me fine-tune my public speaking skills and taught me to think on my feet, which is one of my strengths today. I also had to deal with the sting of defeat, which is a real character builder.

### What have you done that you are most proud of?

I am most proud of my two children, both of whom decided to enroll at Nevada. I am really proud of how I handled my accident; facing this adversity made me a stronger and better man. Anything is possible if you put your mind to it. It sounds cliché, but it really is true. Sometimes you literally have to will things to happen. It's been great to be a partner in my company and contribute to its growth and success each day.

### What advice would you give someone who is just starting out after college?

Realize that there are a myriad of possibilities. Technology and a true global economy have created so many opportunities that simply didn't exist when I graduated. Keep your eye on the big picture. Become an expert in something and exploit your expertise in a field that you are truly passionate about. Know that you don't have to "punch a clock" to make a living. If you want to be your own boss or build your own company, you are going to have to work harder, experience more failures and sacrifice more than most people are willing.

The rewards to this journey, however, far exceed all expectations. ☑