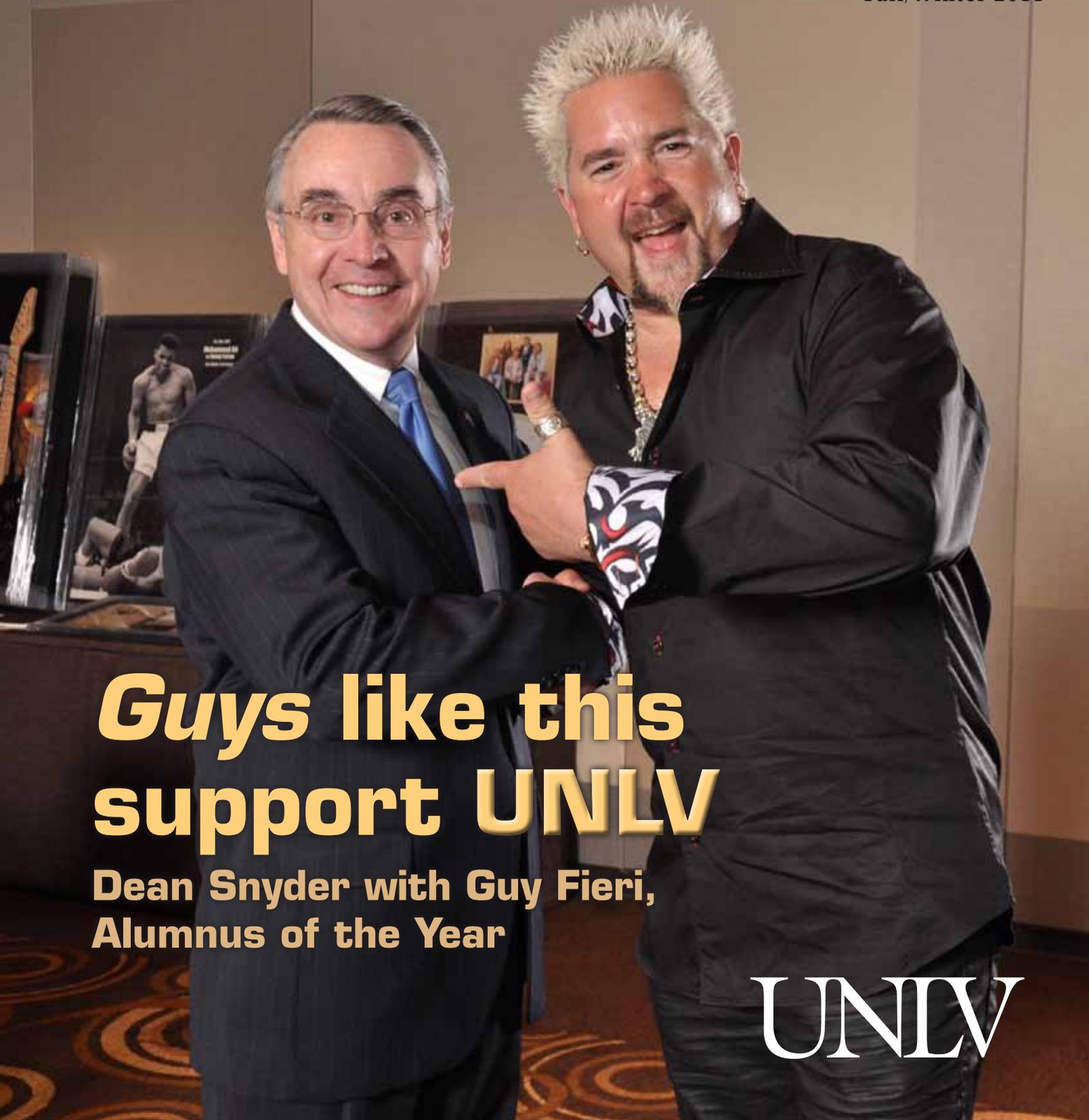


PREMIER

Fall/Winter 2011



Guys like this support UNLV

Dean Snyder with Guy Fieri,
Alumnus of the Year

UNLV

PREMIER

The official magazine of the
William F. Harrah College of Hotel Administration

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Dean Donald Snyder recently spent three weeks in Asia after a 30-year absence. He was impressed by the vitality of the Asian hospitality industry, and seeing these economies firsthand made him contemplate how Harrah Hotel College students can best compete in the domestic and international marketplace. One point reinforced by Snyder is that students need to be geographically flexible and open to opportunities worldwide. Having said that, he also commented on the importance of “going back to basics” and discussed changes the hotel college is making with that and with budgetary considerations in mind.

After a tough Nevada legislative session, how has the hotel college emerged from universitywide budget cuts?

The college was initially charged with planning for a budget reduction of nearly \$1.5 million. I said from the beginning that I wanted to take a strategic approach by managing a worst-case scenario and then moving to implement necessary changes to meet that need and position us better to deal with future budget challenges. This approach has served us well; we have been acknowledged around the university and in the community for the effective way we have dealt with this considerable challenge.

The strategic planning process, which we restarted last fall, gave us a much clearer understanding of where we are, how we got here, and where we need to go in building on the college’s world-class reputation. It also gave us a better perspective on student and

employer needs, something I learned even more about on my recent trip to Asia.

I am absolutely convinced we will emerge more focused, more capable of dealing with change, and more sustainable. In other words, the college is prepared to move aggressively forward to take advantage of opportunities.

The final budget cuts we were asked to deliver were closer to \$900,000. The fact that we planned for a greater reduction gives us more flexibility to deal with the unexpected. I could not feel better about how we have collectively worked through this very difficult challenge.

How has the strategic planning process affected the hotel college’s curriculum?

Having been on the other side of the desk and hiring students, I’ve learned that an undergraduate degree that is more broad-based and creates a solid foundation is better than one that is too focused and specific. It’s been determined that most students early in their careers don’t have a good sense of what they want to do. To an employer, someone who comes in with a solid foundation provides more flexibility for career development over time. The conversations we had with students and employers reinforced that belief, and that’s why we are going back to the basics. We want to provide a core academic foundation.

In 2004, the college substantially expanded its focus and curriculum, not unlike private business and other government public-sector entities did during that period of incredible economic growth. We went from offering

one bachelor of science degree to offering four, and we went from one major to nine, plus three minors.

Yet when we initiated the planning process last fall, our conversations with students and employers reinforced the faculty's initial concern that perhaps we had expanded too broadly in 2004. We determined that going back to our roots made sense.

Starting fall 2012, we will go back to offering one bachelor of science degree and one major in hospitality management. And for those students who want to be more specialized, we will have four concentrations: meetings and events management, restaurant management, gaming management, and professional golf management.

I've been very impressed with how our faculty has stepped up to the challenge of being flexible in what they teach and in taking on more teaching duties.

There have been some changes at the UNLV Singapore campus. Can you provide an update?

UNLV Singapore is UNLV's first (and only) international campus, accepting its first students just five years ago. From 35 students in the first class, the campus will have nearly 500 undergraduate students this fall.

With the departure of the founding dean of the campus (Dr. Andy Nazarechuk) in June, we turned to the interim leadership of Jonathan Galaviz, a consultant with considerable financial, strategic, and Asian expertise. His focus has been on placing the campus on a more solid and sustainable financial foundation, working to more closely connect with the main

campus (academically and procedurally), and assisting in identifying the skills and attributes needed for the permanent leadership of the campus.

I am pleased we are now positioned to move forward with the transition to permanent leadership by the end of this year, and I am especially pleased with who has accepted this key position. Richard C. Linstrom, UNLV's vice president and general counsel, will assume the senior leadership position in Singapore as associate dean and as managing director for UNLV Singapore Ltd.

Since I was appointed dean of the hotel college in 2010, I have worked very closely with Richard on a broad range of issues related to both Singapore and our main campus. His breadth of experience and perspective, along with a demonstrated history of senior leadership, provides the type of permanent leadership the campus needs and deserves.

Until Richard moves to Singapore to assume his new role later this year, I am pleased that Jonathan will continue in his role as interim head of campus. Jonathan, Richard, and I will work closely together in the coming months to ensure continuing progress and a smooth transition of leadership.

You can read more about UNLV Singapore and the exciting changes under way by visiting <http://hotel.unlv.edu/about/>, where we have posted my "Dear Colleague" letter dated Aug. 8. ■■

Golfathon

Congratulations to this year's Golfathon participants. The event, benefiting Par for The Cure, was held at Angel Park Golf Club on April 29. Shawna Richardson, '10, coordinated the tournament, during which 25 Professional Golf Management students each played 100 holes of golf dedicated to breast cancer research funding. Although donations are still being received, at press time the students had raised nearly \$9,000 with proceeds equally split between Par for The Cure and the UNLV PGA Program.

Events like this symbolize UNLV's effort to expose its students to the importance of giving back to the community. Having an alumna organize and plan the event is a testament to the impact UNLV has on students and their actions as professionals in their industry.

The event was also highlighted in the July 2011 issue of *PGA Magazine*.

2011 Golfathon participants:

<i>Cameron Alford</i>	<i>Joseph Filla</i>	<i>Robbie Lively</i>
<i>Kai Aoki</i>	<i>Felix Fritzen</i>	<i>Joey Matts</i>
<i>Teague Balen</i>	<i>Eric Glenn</i>	<i>Lee Morton</i>
<i>Stan Bednarski</i>	<i>Chase Kanarek</i>	<i>Paxton O'Connor</i>
<i>Gavin Butcher</i>	<i>Ashley Keller</i>	<i>Patrick O'Hara</i>
<i>Christopher Cain</i>	<i>Sean Kenny</i>	<i>Shawna</i>
<i>Jonathan Caine</i>	<i>Adrian Kim</i>	<i>Richardson</i>
<i>Daniel Chait</i>	<i>Jeff Kragt</i>	<i>Jonathan Sanders</i>
<i>Stephen Dowling</i>	<i>Chris Leppard</i>	<i>Joe Wells</i>

2011 Golfathon benefiting breast cancer research:
<http://unlvpgagolfathon.dojiggy.com> ■

Gaming Lab Renovation Funded by KONAMI

On the heels of KONAMI's \$1 million gift to the College of Hotel Administration, the company again stepped forward to assist with a second project. KONAMI volunteered to fund the renovation of the recently renamed KONAMI Gaming Laboratory, located in the UNLV Stan Fulton Building. The original lab space and building opened in fall 2000.

This renovation allowed UNLV to upgrade the entire lab space to the latest technology, computer systems, furniture, and gaming equipment. Additionally, a new state-of-the-art classroom space is also located within the lab. With these changes, the existing Southwest Systems Surveillance Room is also undergoing a complete overhaul through gifts from Southwest Surveillance Systems and other related companies.

The space will continue to be used for academic classes, for both lectures and hands-on gaming courses, in addition to gaming research, seminars, symposia, and certificate programs. Groups such as the Nevada Gaming Control Board and Gaming Regulators as well as groups from around the world come to UNLV to seek out gaming and hospitality education and training.

For more information about scheduling your custom educational program, visit the UNLV International Gaming Institute



at igi.unlv.edu. For more information about holding a meeting or event in the UNLV Stan Fulton Building, visit sfbevents.unlv.edu.

A special thank-you to the donors who supported the KONAMI Gaming Laboratory and the Southwest Surveillance Room renovations:

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Basler Vision Technologies
Cambridge Design
DEQ
Derse
EYE-Fi
Gaming Partners International
Global Cash Access
IndigoVision
InPro Corporation

International Game Technology
JT Painting Company
KONAMI
Level 1
Lithonia
Lutron
Madden Business
Martin-Harris
Matrix Flooring
Gary Platt Manufacturing
Progressive Cabinets
Rocky Mountain Gaming & Hospitality
Shaw Flooring
Shuffle Master
Southwest Surveillance Systems
Trendway
Western Money Systems
Wolff Gaming ■

Konami Gaming, Inc. Gives \$1 Million

Judy Nagai

For students studying gaming management, the bright lights of the Vegas Strip are now shining down on them at UNLV. On Aug. 6, KONAMI, parent company of Konami Gaming, Inc., announced its gift of \$1 million to the William F. Harrah College of Hotel Administration. This is the first gift of this size specifically focused on supporting professional development, research, and related activities for the purpose of expanding the knowledge base related to the gaming industry.

“We are deeply grateful for the generosity and support of KONAMI,” says UNLV President Neal Smatresk. “With this focused investment in our gaming management program — including the formation of a scholarship endowment that will benefit students in perpetuity — KONAMI has become a valued partner in maintaining high-quality academic programs and student support in our hotel college.”

“When KONAMI was initially licensed by the Nevada Gaming Commission in January 2000, our founder and chairman, Mr. Kagemasa Kozuki, indicated we would we would make a commitment in the local community where we operate,” states Tom Jingoli, '96 MS, KONAMI vice president and CCO. “UNLV was a natural fit for us to make a significant donation, as KONAMI has a long history of investing in education.”

Of the total \$1 million, \$500,000 has been designated to establish the KONAMI Gaming Fund. This endowment will exist in perpetuity and provide annual funding to support student professional-development opportunities. This includes student



attendance at industry conferences, seminars, and trade shows. While students may receive scholarships to attend school, they may not have the funds to travel to industry conferences, and this donation makes it possible.

“This gift is going to allow for scholarships and professional-development opportunities that were before, at most, a dream to most gaming students and faculty. KONAMI’s investment in our education at UNLV makes me even more proud to be a part of this major,” says David Mikowski, a senior gaming major and president of the UNLV Gaming Management Association.

Four hundred fifty thousand dollars of the donation has been designated to support academic priorities that will help improve or expand upon programs and activities, research, or other initiatives that might otherwise not be funded. The remaining \$50,000 was designated to the UNLV Foundation for a five-year membership in the Academic Corporate Council annual giving program, which supports the mission of UNLV by maximizing private, unrestricted support through annual corporate contributions. Gifts are designated toward providing funding for institutional program development,

research, and emerging needs.

“The donation is more than just a financial commitment to the university; it is a long-term investment in our community. I have spoken to both UNLV President Neal Smatresk and Dean Don Snyder, and we expect to offer internships and training classes for the university. Our hope is to expose the students to the manufacturing side of the gaming industry and the wide variety of career opportunities we offer,” states Jingoli.

To honor and recognize the generosity of KONAMI, the existing one-of-a-kind casino laboratory located in the UNLV Stan Fulton Building has been renamed the KONAMI Gaming Lab. This lab features classroom-style learning, state-of-the-art slot machines, surveillance and security cameras, and table games. Students use this lab to gain an understanding of how the casino floor operates, is secured, and is managed.

“We are enthusiastic about this relationship with KONAMI,” says Dean Don Snyder. “This gift adds more of the manufacturing aspect of the hospitality industry to our instruction, providing students with an even more well-rounded education.” ■

Scholarships Available for Children of Alumni

Education is simply the soul of a society as it passes from one generation to another.
-Gilbert K. Chesterton

The UNLV Alumni Association very generously awards up to 25 scholarships in the sum of approximately \$110,000 per year. You or your child(ren) might be eligible to apply for one of these scholarships to attend undergraduate or graduate school.

Gael Hancock, '09 M.S. Hotel Administration, joined the UNLV Alumni Association at a hotel college faculty meeting in 2008. At the time, she was a master's student who had not completed her degree, but she knew she wanted to belong to the association. Little did she know this would eventually work to her advantage. Her son Ian began studying engineering at UNLV in 2010 and applied for the Child of Alumni Scholarship. Because Hancock had been a member for two years, Ian was eligible for this scholarship and is a recipient.

"Even though you reap the many benefits of your alumni membership, having my child receive a scholarship



because I am a member of the Alumni Association was really a valuable contribution to his education — especially because it is renewable for up to four years," says Hancock.

This is just one more benefit of joining the UNLV Alumni Association — receiving a scholarship to attend at the undergraduate or graduate level.

Below is more information about the scholarships available to UNLV Alumni Association members.

Child of Alumni Scholarship

Each year, there are up to 12 Child of Alumni Scholarships available for UNLV students who are children of UNLV alumni. These scholarships are awarded at \$1,500 per year and are renewable for up to eight semesters. If you are a lifetime member of the UNLV Alumni Association or an annual dues-paying member for three consecutive years, your child could receive this scholarship.

Alumni Graduate Scholarship

The Alumni Graduate Scholarship is

for a graduate student who completed a degree at UNLV and is a member of the UNLV Alumni Association. Graduate scholarships are awarded in the amount of \$1,500 per year. Students may receive the scholarship for a maximum of two years, or four semesters. The student must be enrolled at least half-time (six credits/semester). There are up to nine of these scholarships awarded per year.

Alumni Association Outstanding Faculty Award Scholarship

This scholarship is awarded annually to one undergraduate student and one graduate student per year. The recipient is chosen by the college, department, or school of the winner of the Alumni Association Outstanding Faculty Award. The scholarships are awarded at \$1,500 each.

To find out more about scholarships, visit the financial aid website at <http://finaid.unlv.edu/>. To become a member of the UNLV Alumni Association, visit <http://alumni.unlv.edu/>. ■

Conrad N. Hilton Foundation Donates \$1 Million Marian Alper

When Hilton Hotels founder Conrad N. Hilton established the charitable foundation that bears his name in 1944, Las Vegas was home to a handful of hotels around Fremont Street and El Rancho Vegas, the first resort on what would later become the Las Vegas Strip. Today, Las Vegas would be unrecognizable to the business pioneer and philanthropist—but the foundation he started continues to have an impact here and on the global hospitality industry.

This spring, the Conrad N. Hilton Foundation approved a \$1 million grant to UNLV that will help prepare students in the William F. Harrah College of Hotel Administration to be leaders in the fields of tourism, hospitality and leisure

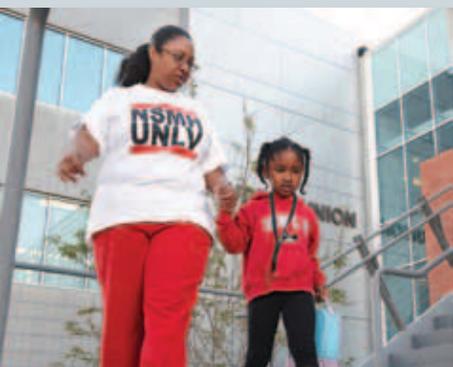
sciences. The gift is designed to boost student recruitment, retention and development by funding graduate assistantships, conference travel, faculty seminars, career services enhancements, an industry speaker series, and more.

"During these tough economic and fiscal times, private sector support is especially critical," says Donald D. Snyder, dean of the Harrah Hotel College. "The Hilton Foundation gift provides this type of support; but it is their focus on specifically helping students and the quality of their education that is especially valuable. They are true partners in helping us deliver on our promise of being student-focused, even in tough times." ■



As a truck driver for Swift Transportation for 2 1/2 years, Karla Washington learned that sometimes the road may be long and winding, but the lessons learned while driving are invaluable. Indeed, Washington's personal route to success has had several detours and roadblocks, but now, as a student and senator for UNLV's hotel college, she feels she has truly found her way.

"I definitely didn't take the easiest path as a youngster. I guess you could say I've always been a rebel," comments Washington, who dropped out of high school in 1988. "My GPA then was 1.46. I carry a copy of my high school transcript with me everywhere to remind myself where I came from and to show others. My transcript looks nothing like that now. Your past doesn't have to be your future."



Washington credits the birth of her young daughter, Kennedy, with turning her life around and sparking her interest in returning to school.

"I knew I wanted her to get an education one day," says Washington. "I also knew that if Kennedy was going to be anything like

me, she would question everything I have ever done and ask, 'Did you go to college?' I wanted to be able to say yes."

In 2006, Washington started her academic journey at Santa Monica Community College in California.

"I spent my first semester studying graphic design, but I quickly realized that wasn't for me. I hated sitting in front of a computer on Photoshop all day. I wanted to work with people."

After meeting with a counselor and completing her

associate's degree with an excellent GPA, Washington transferred to UNLV's William F. Harrah College of Hotel Administration.

"It was an honor to get accepted to the program, and I really knew hospitality and UNLV would be the right fit for me," recalls Washington. "I'm always smiling; please and thank you are the first words out of my mouth. I believe in being nice to people and that the little things mean a lot, so hospitality was really my bag."

Since coming to UNLV, Washington has immersed herself in the university in a variety of ways. She works in the Office of Civic Engagement and Diversity; serves as a presidential student ambassador, a program assistant for the Engelstad Scholars Program, and a senator for the hotel college; and was recently elected president of the National Society of Minorities in Hospitality. In addition, she received the Las Vegas Strip Minority scholarship and a book scholarship from the UNLV Bookstore. Washington credits the faculty and staff of UNLV as well as her daughter with her success.

"I truly feel that the faculty and staff have played a huge role in helping me succeed. UNLV cares about people. I feel that every day on campus. When I'm walking around, professors, deans, and staff members will say, 'Hey Karla, how's it going? How's Kennedy?' It's genuine. We all go to school together, and we all have to be on the same team."

Though Washington knows the birth of her daughter was the best thing that ever happened to her, she says graduating from UNLV will rank high on her list of accomplishments: "I will graduate in 2012, and I hope everyone brings some ear plugs to the graduation! My daughter is by far my greatest accomplishment, but graduating from college — wow — that's something I didn't expect from myself."

To hear Karla Washington in her own words, please visit <http://go.unlv.edu/videos> ■

The



THE COSMOPOLITAN

Cosmopolitan Takes On *Las Vegas*

Robyn Campbell-Ouchida, '00 MA

For Harrah Hotel College Advisory Board member Anne Hanson, helping Las Vegas' newest hotspot, The Cosmopolitan Las Vegas, with its human resources functions as they related to the property's opening was a challenge unlike any other. Hanson, who is the owner and president of CamCris Consulting, a human resources consulting firm, has nearly 25 years' experience in the field, with 16 of those years in Las Vegas.

"I started having conversations with The Cosmopolitan property executives in March 2010," says Hanson. "When they lost their director of talent, I submitted a proposal for my services, knowing that they had a big job ahead of them before the property opened that December." Hanson's company was hired that July.

Hanson, who formerly worked for GES Expositions in Las Vegas, had formed CamCris in 2008, utilizing her skills in this arena. "When I was hired to work with The Cosmopolitan, they already had a very strong human resources process put together," she recalls. "They had hired the core personnel for their Talent Center, and although people could apply for positions, at that point they could apply only 'generally.'"

Due to that fact, Hanson's first project on the job was to coordinate getting all the individual positions posted, something she completed by the beginning of August. "This was a huge job because although we already had a lot of applicants, their applications had all been thrown in general piles — such as food and beverage or casino — not into individual jobs." She notes that one of the most important things to do during this stage of a project's development is to make sure to keep track of all the applicants' flow-through.

The senior human resources team met every week leading up to December's scheduled opening. During these meetings, personnel would see how

the positions and their fulfillment were tracking, and based on those numbers, they continually tweaked advertising and recruiting efforts. "My team put together departmental screenings and interview forms," comments Hanson. "It's crucial to be sure you make the right decisions to get the right people where they need to be. It's also very important to raise the flag when there are challenges before they become more difficult ones to solve." Hanson notes that the employment phase is the most critical when you're opening; after that, training becomes critical.

"The Cosmopolitan really had a vision to handle people individually — they had a nice waiting area and on-site candidate drug testing. We were able to get onto the property in November, and that made all the difference. It assisted with logistics on the training side and coordinating the cultural training for immersion.

"One of our largest projects was called 'dress rehearsal,' and was like 'play days' at other just-to-be opened properties. I helped organize a majority of that, which included all of our third-party partners (including retail and food and beverage). Each of the Cosmo employees was given the opportunity to participate with a guest. It took a lot of logistics, project management, details, and tracking."

Hanson's advice to others working on a large project pre-opening? "You need to super plan a pre-opening and continually update that pre-opening



From left: Anne Hanson, Marcus Lidey, and Colleen Birch in The Chandelier, the property's iconic lounge

plan," she reiterates. "One interesting part of this was obviously the current state of the economy. But for us, that meant that the volume of applicants (and there were more than 150,000 of them) was phenomenal. We had so many high-quality people applying for the 4,100 jobs that it made our jobs easier."

Marcus Lidey

Before joining The Cosmopolitan as director of VIP operations, Marcus Lidey, '04, worked at Caesars Palace as the director of luxury hotel operations. "A good friend of mine was working for The Cosmopolitan and explained the core culture of the company and thought it would be a good fit for me," says Lidey. "After an exploratory interview, I found that the vision was, in fact, an exact fit for me."

Lidey explains that the application and interview process Hanson helped develop was very thorough. "First, an application was completed and qualifying questions were asked to ensure a general fit for the position. After that, I interviewed with executives and members of the senior management

team. I met with the head of our People Department, where the vision and articulation of taking care of people were explained," says Lidey. "I also had the opportunity to meet with leaders of all the departments I would be interacting with. Lastly, I met with our chief strategy officer, where the general description and vision were explained. The entire process was more conversations than interviews and was very comfortable."

"As a UNLV student, there was a lot of emphasis placed on interacting with the hotels in our city. There was a frequent presence of hotel staff on campus, and there were many professors who encouraged interacting with the hotels and many who included this as part of their curriculum. This high degree of interaction helped accelerate the translation of what I was taught at UNLV."

Lidey notes that the high level of creativity, positivity, and knowledge that manifested itself during every interaction he had was very evident. "These traits carried through after the interview process and made it very easy to work together to open our hotel."

"The most exciting part about my job is the people I work with on a daily basis. We call our employees 'co-stars,' as we all work together to create an amazing and memorable experience for our guests. We attracted and selected the best talent, and it is displayed through their high level of engagement every day."

Colleen Birch

An alumna who had also had a direct hand in the property's successful opening is Colleen Birch, '99, who serves as the property's director of revenue management and distribution.

"In September 2008, I made a choice to leave Harrah's Entertainment after 11 amazing years and accepted a position with the Fontainebleau Las Vegas," says Birch. "I was excited about the opportunity to be a part of something that I felt was going to change the landscape in Las Vegas, be a part of an opening team, and assume additional responsibilities with the new role. Nine months later, I was unemployed, as Fontainebleau filed for bankruptcy in June 2009. I was fortunate enough to

find immediate employment with a great company in town; however, my desire to open something amazing was still alive.”

Shortly after, Birch was recruited for her current role with The Cosmopolitan, renewing her faith in believing that things happen for a reason. “The Cosmopolitan’s CEO John Unwin called me. We had previously worked together, and he invited me to lunch to discuss a potential position. I was immediately intrigued for many of the same reasons that had caused me to leave Harrah’s Entertainment for Fountainebleau. I knew the property was going to be something special; working with John again was an added bonus, knowing his passion, vision, and commitment to quality, both in product and commitment to service.”

Having joined the project in November 2009, more than a year prior to opening, Birch had the opportunity to be involved in a variety of areas outside of the scope of her actual job responsibilities. From providing the design team with operational feedback on the front-desk units to participating in the selection process of the in-room amenity program, the opportunities were endless. “Leading up to opening, my involvement was exciting. Now, post-opening, I smile when I see delight in a guest’s face, knowing that I had a contribution in creating a little bit of The Cosmopolitan.”

Birch credits her UNLV education for laying the groundwork for her career in the hospitality industry. “I came to UNLV as a junior, having taken several years off from my first attempt at school. My first job in the city was at the Caesars Palace front desk. School by day, swing shift by night — it was the first time during my college years that I was excited about what I was learning. At work, I’d reflect on classroom discussions or projects and understand how the classroom was preparing me for the industry.”

In addition to participating annually in the mentor program, Birch visits the campus each semester to speak to a class, offering more of a life-lesson discussion versus an overview of her job function, basically what she wishes someone had shared with her as she was nearing her exit from school into the professional work force.

“The five bullets that I spend time elaborating on are: 1) diversify your skill set; 2) earned versus entitled; 3) be a partner; form solid relationships; 4) listen and learn; and 5) marketplace awareness. These are mantras that I still practice in my professional career.” ■■

Selling the Sin Side of the City Has Its Limits

Afsha Bawany

To attract more tourists, Las Vegas needs to promote different aspects of its personality, says Seyhmus Baloglu, a UNLV Harrah Hotel College tourism professor. Nightlife and gaming alone are not sustainable marketing tactics and won’t be enough to pull Las Vegas out of its economic slump, especially with increasing competition for travelers’ dollars.

“Promoting the basic attributes of a destination no longer helps destinations attract travelers because so many other places are advertising the same features,” says Baloglu. “Destinations must have multiple personalities.”

Baloglu and his graduate students tested the theory of “destination personality” to find out who visits Las Vegas and why. The theory is often used in finding out why consumers pick products but has not been applied widely to consumer travel behavior.

The researchers asked tourists to associate personality characteristics with their perceptions of Las Vegas. A majority described visitors as young, fun, sexy, and wealthy and the city itself as vibrant, showy, sexy, and daring. They also noted that the city is not friendly or sophisticated.

Las Vegas could be a prime vacation spot to more people if they knew more about what the city and region have to offer and if the city would make more investments in nongaming attractions, Baloglu’s research shows.

The research shows that our lifestyles, activities, interests, and opinions influence not only our choices in consumer products but also where we travel, Baloglu says. We’re less likely to consider locales that do not fit with our personality type. If the public has an image of Las Vegas as being solely for the wild, under-30 crowd, the city will lose any potential visitors who don’t fit in that box.

The surveys also indicate that Las Vegas may need a little sprucing. First impressions are everything, and travelers consider any city’s main attractions as indicators of whether or not the city is friendly and inviting. If visitors have to trek through downtrodden areas or are constantly solicited with unwanted information, they could label the city as an unpleasant place to visit.

And what about being unsophisticated? Baloglu suggests the city must make an investment in promoting and creating more nongaming attractions, such as museums. The Smith Center for Performing Arts, slated to open in 2012 in downtown Las Vegas, is an example of a potentially exciting new attraction for visitors, Baloglu says.

He also encourages heavily promoting outdoor activities, such as hiking, skiing, and boating, as well as the city’s proximity to national parks and recreation areas, such as Red Rock Canyon, Valley of Fire State Park, and Lake Mead.

“Tourists who experience a match between how they see the destinations and themselves are more likely to have favorable attitudes toward those destinations. They are likely return to those places and recommend them,” Baloglu says.

The study, titled “Brand personality of tourist destinations: An application of self-congruity theory,” was published in the February edition of the *Journal of Tourism* and is authored by Seyhmus Baloglu, associate dean for academic research and professor of tourism and convention administration at the UNLV Harrah Hotel College. It is co-authored by Ahmet Usakli, who was a graduate student at UNLV and is now a professor of tourism management at Nevsehir University in Turkey.

Conducted in 2009, half of the study’s respondents were first-time visitors to Las Vegas, with a majority visiting from the United Kingdom and Canada, followed by Arizona, California, Utah, New York, Iowa, and Washington. ■■

AN EDUCATION IN *Shopping*

Robyn Campbell-Ouchida, '00 MA

Can shopping be considered homework? It certainly can when it's for Assistant Professor Mehmet Erdem's HMD 453 class, Management of Hospitality Service Delivery Systems. For the past two semesters, students in this course have learned about the evaluation, design, and management of service delivery systems through operations management topics from a service perspective. In addition, they've explored other related topics such as customer satisfaction and managing organizational change. The mystery shopping assignment counted as a quarter of the students' final grades.

Erdem and instructor Bobbie Barnes worked together to develop the curriculum component to support the shopping program that Caesars Entertainment already had in place for its management team. Barnes piloted the program during the summer of 2010 and found it to be so successful that she encouraged Erdem to incorporate it as part of his regular semester curriculum.

"The ability to objectively evaluate



service skills is an important competency for hospitality supervisors and managers," says Barnes. "During the class, we also discuss ways to coach and motivate employees to perform at a higher service standard. Both are critical education components

for students studying hospitality management."

During the spring semester, 56 students participated in the secret shopper project. This was the second semester the project had been completed, and this time, eight Las Vegas properties owned by Caesars Entertainment were evaluated. The eight-week project kicked off with a secret shopper workshop and concluded with the students presenting their executive reports and findings to corporate representatives from Caesars: Vice President of Total Service Terry Byrnes and Director of Total Service, Continuous Improvement Lily Thill.

"At the beginning of the spring semester, Terry Byrnes and Caesars Director of Total Service Ken Janssen presented the project to my students," says Erdem. "During this workshop, they certified the students as mystery shoppers based on an existing internal shopping program for Caesars Entertainment management."

Each student was assigned a property

to visit and an evaluation form to complete for each service interaction. “Eight total interactions are evaluated, everything from the arrival at parking valet to dining to a retail experience,” explains Erdem.

The eight service positions that students evaluated were: 1) telephone operator, 2) valet — arrival, 3) casino security, 4) restaurant hostess, 5) restaurant server, 6) retail store, 7) front desk agent, and 8) valet — departure. Although the students had varying experiences with employees in all of these positions, nearly every group commented on the fact that casino security officers and their security podiums were often hard to locate.

After the evaluations had been completed, students were grouped into teams with others who had shopped the same property to compare notes and determine recommendations. Each team calibrated its individual results and completed a table with a final scoring before preparing an executive summary report using the gap analysis audit and/or the services blueprint. Each “property” team prepared a class presentation based on its group findings.

For student Shana Pougatsch, the experience was eye-opening. “I expected to learn about the different personalities it takes to run various hotels and, more specifically, this business,” she says. “Most people who come to Las Vegas believe that front desk agents, security guards, or even porters know every detail about their property and that they truly love their jobs. But, as we saw during the assignment, this can be far from the truth, as security guards were hard to find and many employees didn’t have knowledge about their own property or sister properties.”

Pougatsch also notes that her favorite part of the assignment was interacting with the front desk agent. “I used to work a front desk position, so it’s interesting to compare my interactions with people in similar positions. It’s

always fascinating to see what can be done differently to enhance a guest’s experience. My team ‘shopped’ at Bally’s, where the front desk’s motto is ‘Every Guest is a New Adventure,’ which I strongly believe and think every employee needs to take into consideration.”

Another student, Yooyoung Kim, described her mystery shopping experience as giving her a plethora of emotions. “My overall experience as a guest was delightful, but just because Las Vegas is well known for tourism and hospitality does not mean that every service is perfect. I was pleased with some of the employees whom I received service from, but on the other hand, I had moments where I wasn’t so pleased.

“It was very true, as we learn in school, that service itself holds the challenge of consistency due to the fact that it may differ depending on whom you encounter and when. Since I had many thoughts during the process of this project, I loved the fact that I was able to give my opinions to Caesars executives.”

Kim went on to say, “The assignment was valuable in helping me to think more about my encounters with customers and taking their points of view into consideration. In the future, when I lead employees of my own, I will reference this experience to let people know that working in hospitality should be like being in a performance. This was one of the most important lessons I have received at UNLV.”

At the conclusion of each team’s presentation, they presented a one-word description that most clearly conveyed the average of their interactions. These words included “friendly,” “energy,” “inconsistent,” “delightful,” “impersonal,” and “polite.” Although no operators wish to hear the negative descriptors, they are helpful in regard to training purposes.

According to Byrnes, the reason for working with UNLV on projects like this is twofold: “We want students to know that serving people is at least as important

as investments in products or marketing and, also, that succeeding in service requires a gracious spirit, a clever design, the right people, and a long-term commitment by everyone throughout an organization. Seeing how complicated businesses like ours measure, create strategy, and deliver and offer rewards for customer service can be applied to almost anything. Whether the students go on to design or deliver service experiences, they’ll surely learn a lot from the mystery shopping.

“Most notably, how our employees start with a customer goes a long way toward how the interaction will play out,” continues Byrnes. “We serve customers best when we start with a great welcome and an introduction. Also, it’s important for employees in all departments to know the answers to the many questions guests always ask.

“We want to be involved with UNLV in as many ways as possible! UNLV grads can be both current and future employees as well as customers, so we want to get to know as many as possible along the way,” says Byrnes. ■

Properties shopped:

**Bally’s
Caesars Palace
Flamingo
Harrah’s
Imperial Palace
Paris
Planet Hollywood
Rio**

UNDA

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BOB BOUGHNER CAREER SE

Bob Boughner Center Celebrates Four Years of Assisting Students

Bobbie Barnes, '93, '05 M.Ed.

Next time you visit the UNLV campus, make sure to stop by the Bob Boughner Career Center located on the main floor of Beam Hall. There you will find a selection of resources for students, alumni, and employers.

Student and alumni services include personalized career counseling, including resume reviews and job-search assistance.

Hospitality employers both large and small are able to receive assistance with posting jobs and scheduling on-campus recruiting.

Since the center's founding in 2007, the center has evolved from a career office to a student-centered hub for the college. Despite the economic climate, the center staff has worked to create unique opportunities for students to develop professionally as well as interact and network with local, national, and international employers.

"In these turbulent times of job losses and university budget cuts, our center services are critical to the success of our students," says the career center's director, Bobbie Barnes. "We simply would not be here for our students and alumni without Bob Boughner's support."

2010–2011 Activity Highlights

- Provided students and alumni the opportunity to network with hiring employers at career events held throughout the academic year, including Fall Marketplace, Spring Career Day, and the Tourism and Special Events Mixer.
- Coordinated 140 classroom visits by industry professionals.
- Instructed 47 classroom presentations on a variety of topics, including Hospitality 101, Succession Planning, Career Search Tools, Resumé Writing, Dress for Success, Networking, and Career Success in Hospitality.
- Assisted on average 400 students monthly during the prime activity months (August, September, October, November, January, February, March, and April) with resume reviews, interview scheduling, and career counseling sessions.
- Hosted hospitality employers at 23 marketing tables and 15 information sessions.
- Held monthly support group meetings for students and alumni seeking assistance with job search and placement.
- Paired 132 students with Las Vegas industry executives as part of the Hotel College Mentor Program.
- Coordinated mock interviews for 384 students at Caesars Entertainment Employment Center as part of Hospitality Professional Development course curriculum.

To learn more about career resources for students, alumni, and employers, access the Bob Boughner Career Services website at hotel.unlv.edu/students/career/BBCSC.html. ■■



2010-2011 Donor Honor Roll UNLV William F. Harrah College of Hotel Administration

Thank you to the loyal donors who supported to the William F. Harrah College of Hotel Administration during the 2010-2011 fiscal year. While the university continues to feel the repercussions of our country's economic challenges, our alumni and friends have continued to pledge their commitment to support today's students as they prepare to become tomorrow's leaders in the hospitality industry. This Honor Roll recognizes alumni, friends and companies who make it possible for students to receive a premier hospitality education at UNLV.

We are pleased to share that thanks to the support of all the people listed on these pages, the college received \$4,592,764 in cash, pledges and in-kind donations from 538 donors. Additionally, through scholarship endowments and annual giving, the college awarded \$480,585 in scholarships to students during the 2010-11 academic year. The college also recently announced that more than \$599,000 has been awarded for the 2011-12 academic year. This outstanding support allows the college to strengthen the student experience by provide much-needed scholarships and professional development funds, as well as provide for faculty research opportunities and ongoing development, to name just a few of the many ways gifts may be utilized.

Gifts from alumni and friends play an integral role in helping the college maintain the highest standards of excellence so that the faculty can respond to shifting academic priorities. Annual donors are the foundation of the college's development program. Please know how much your contribution is appreciated and valued. On behalf of the entire college, we recognize and are grateful for your past, current and future support. It is with gratitude and heartfelt thanks that we acknowledge the following benefactors listed in the Harrah Hotel College Honor Roll.

We'd also like to extend a special thank you to alumnus Chuck Lehman, '71, who matched the first \$5,000 received from alumni during the Spring Rebel Ring Phonathon program. This resulted in doubling the impact of gifts received, which raised a total of more than \$15,000 from 111 alumni.

Recognition of the Dean's Associates July 1, 2010 – June 30, 2011

The Dean's Associates program provides unrestricted donations to fund priority projects and activities within the college. Most importantly, this includes supporting student professional development so that students may represent UNLV at national and international academic conferences, meetings and industry events. Our students are the future of the industry and they are truly a worthwhile investment. We wish to thank the Dean's Associate members for their annual support through unrestricted gifts, which is vital to continue setting the bar as a premier international hospitality program.

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The scholarship I received from the Sun & Hae Lee Foundation inspires me to study and provides more motivation to work hard. I believe that a scholarship is a reward to someone who has worked hard. Attending UNLV brings me one step closer to my career goals. So receiving this scholarship helps keep me moving forward with my education.



– *Jae Hyo Park*

The scholarship I received means all A's to me: Accomplishment, Acknowledgment, and Acceptance. It also means all E's: Enjoyment, Empowerment, and Entrepreneurship. Since I received my scholarship, I have seen: Individualism, Interconnections, and Innovation. The O's I have received include: Options, Opinions, and Outlook. I wish to give a ... Thank U, and U, and U.



Thank you for giving to me and all of the other scholarship recipients for UNLV's Harrah Hotel College. More important than giving us less of an IOU, you have given us the opportunity for the Big G: Graduation.

– *David Mikowski*

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Paying for a college education would be a major stress for anyone, but in the middle of our economic recession, that stress is magnified. With my MGM Mirage Academic Excellence Scholarship, I have been able to focus instead on maximizing my studies and all that entails, including special projects and extracurricular activities, while at UNLV. Throughout my college years, I have continued my volunteer work with local food bank Three Square and have established a chapter on campus. This chapter has hosted many successful food drives and assisted with various special events for Three Square as well. Of course, I still work part time, and those earnings allowed my participation in a European-trip program this past summer sponsored by the Harrah Hotel College. I am so grateful for the chance to experience this trip of a lifetime, the memories of which will stay with me forever.



The MGM Mirage Academic Excellence Scholarship has given me the gift of an unencumbered education. By relieving my financial burden, I have been allowed the chance to take part in many different activities that have enriched my college experience. My time at UNLV has given me the environment to grow and learn and become a more confident and successful woman.

– **Erica Bobak**

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Sarah & Jeffrey Schrier, '91
Charlie Schuyler
Jonathon Seigle
Renee Rivera-Shaffer & Eugene
Shaffer
Virginia & Anthony Shanks
Paige Sharp
James Shaw, '80
Sherri & Joel Shows, '83
Gail & Dan Shunk
Silver State Schools Credit Union
Tina Sisley
Daurean Sloan
John Smith

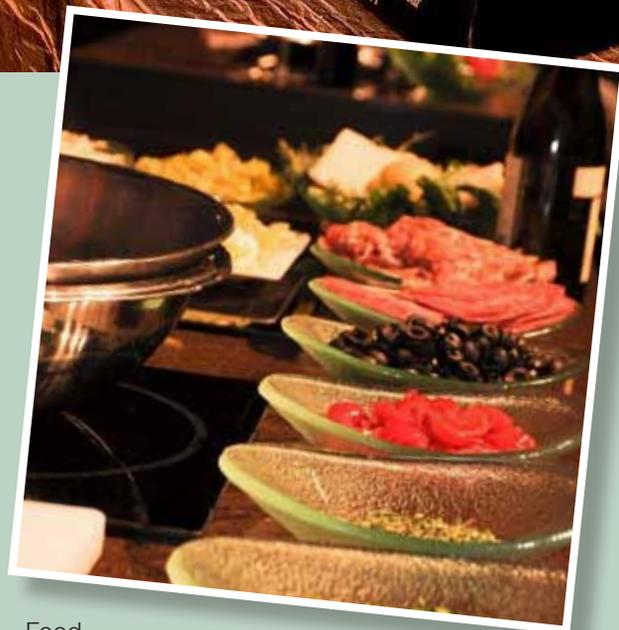
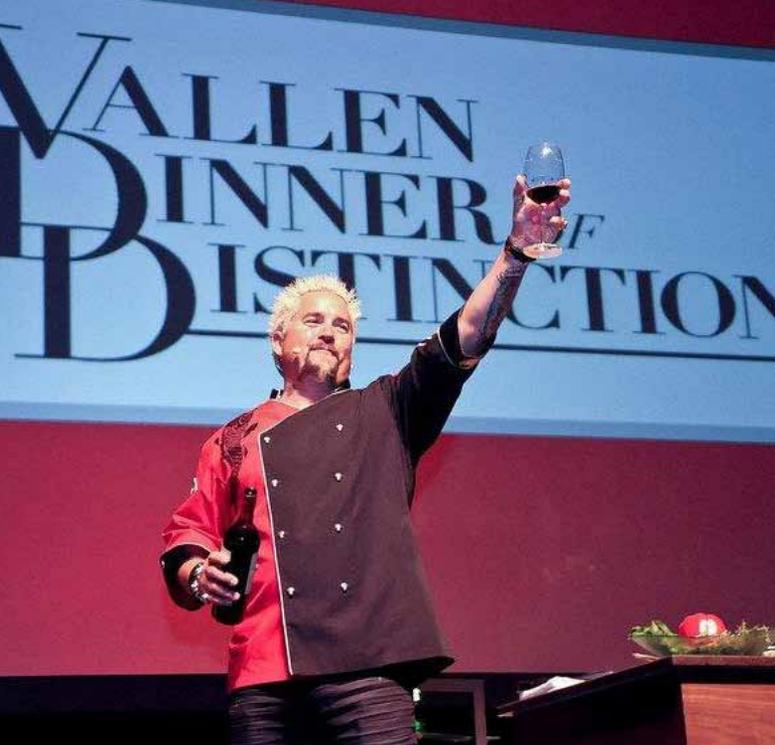
Karen Smith, '91
Cynthia & David Snyder, Sr., '73, '80
Lexie Sorensen
Brian Soule, '09
Barbara, '92 & Gunter Stannius
Kelly Stone, '05
Sun Buggy Fun Rentals
Caroline Sung
Lynda Tache, '97
Eva & Tony Tamberchi, '79
The Foreman's Properties
The Tour Academy at TPC Las Vegas
Whitney Their & Mark Gillespie
Zachary Thomas, '09
Touro University
Tropicana Resort & Casino
Travis Tuls
UNLV PGM Program
UNLV PGMSEA
Upper Crust Pizza LLC
Amy Vandermark, '10
Gigi Vega
VZ Academy of Ballroom Dance, LLC
Gregory Walker
Susan Walker
Robin & Michael Walsh, '94
Joe Wells
Susie Whitney
Ellen Whitemore
Tony Wideen
Sonia & James Wilcox
Joseph Wilkerson
David Williams
Ed Williams
Hilary Williams
Tammy & Calvin Wisser, '79
LaVonne Withey
Aurora & Buck Wong
Sheila Wudtke
Wynn Resorts
Xona Resort Suites
Eric Yang
Jeffrey Yedlin, '02, '08
Jae Yi, '09
Yogurtland Las Vegas One LLC
David Zemer
Ruthelma Zemer
Dina Marie Zemke, '03

Bold—Faculty, Staff, Dean's Advisory Board, College Alumni Board of Directors or their related companies.

* Deceased

A Final Note

We strive to ensure accuracy in this listing of benefactors who supported the Harrah Hotel College from July 1, 2010 through June 30, 2011. If there is an error in the way we listed your gift or if you wish to make a change to your name as shown, please accept our apology & bring it to our attention by calling (702) 895-2934 or e-mail judy.nagai@UNLV.edu.



Vallen Dinner of Distinction: Honoring Excellence in Hospitality

The seventh annual Vallen Dinner of Distinction made for an entertaining evening in April. Bill McBeath, '87, president and chief operating officer of ARIA Resort and Casino and 2005 Alumnus of the Year recipient, served as the event's host. In the audience were past honorees, special guests, alumni, friends, faculty, and students. Founding Dean Jerry Vallen and his wife, Flossie, attended the event as did Dean Emeritus Stuart Mann and his wife, Doreen. Alumnus of the Year Guy Fieri, '90, designed a custom menu for the event and then conducted a cooking demonstration of each course.

The evening began with a silent auction and cocktail reception. The silent and live auctions raised more than \$34,000 to benefit the Stuart H. Mann Endowment Fund, the hotel college Alumni Relations program, and the Gaming Management Association.

Students from the capstone course TCA 490 helped produce the event. They were responsible for coordinating food and beverage, décor, risk management, soliciting auction items, managing the silent and live auctions, and operations. They worked the entire semester on this event to help make it a success.

After dinner, local KSNV anchorman Jim Snyder served as the emcee and helped make the award presentations. Honorees for the evening included:

- Caesars Entertainment Excellence in Innovation Award: NEXTEP SYSTEMS

- Food and Beverage Industry Executive of the Year: Christopher W. Silva, president and chief executive officer, St. Francis Winery
- Hotel Management Industry Executive of the Year: Thomas A. Jingoli, '96, vice president/chief compliance officer, Konami Gaming, Inc.
- Tourism and Convention Administration Industry Executive of the Year: Chris Meyer, '84, vice president sales, Las Vegas Convention and Visitors Authority
- Gaming Management Award of Excellence: Frank J. Fahrenkopf, president and CEO, American Gaming Association
- Alumnus of the Year: Guy Fieri, '90, author of *Guy Fieri Food*, TV host of *Minute to Win It*

Congratulations again to our very deserving awardees. A special thanks also goes to ARIA Resort and Casino and the generous silent auction donors. ■■

Nathan D. Kang, '99, didn't come to UNLV expecting to find a father figure. But that's exactly what happened when he met Professor Emeritus Ellis Norman through UNLV's Home Away From Home (HAFH) program. The South Korean student, who had dreams of working as a hotelier, found an instant friend in Norman (whom he refers to as "Pop") based on their respective beliefs and the fact that they were both the first in their families to attend college.

As Kang says, "Since we met, we have shared each other's lives like family. When I got married, he flew to San Francisco to congratulate me, and when my first baby came along, Pop drove eight hours to see his 'grandson.' He and his wife ('Mom') flew to Korea for my son's first birthday party! On the contrary, when Pop went to Europe, I took care of his home, and when his mother was in hospice, I visited her often, and I was with him ... like a son. We were not just Home Away From Home father and son; we were a real family."

Home Away From Home was sponsored by the UNLV Alumni Association and matched out-of-town and international UNLV students with Las Vegans who extended their friendship to the students during the school year. Students benefited from this program in many ways, and it helped them feel more "at home" while attending college far from their own families.

"I met Nathan in 1997 when I participated in the HAFH program," says Norman. "We had much in common, and I introduced Nathan to golf and gave him some basic lessons. Subsequently, he went to the San Diego Golf Academy, where he graduated with top honors. Because of Nathan's dedication, I was able to teach abroad in Switzerland for

three summer programs while he housesat for me.

"Today, nearly 15 years after meeting him, Nathan is still like a supportive, loving son. I am very much involved in his life, as he is in mine. Although he now lives in Florida, we still

get together to attend church, buy jazz CDs, play golf, and have great family fun together. He is the son I never had, and he has enriched my life in many ways."

"I still remember the first day when he took me to the local driving range at Badlands Golf Club and he handed me his Ping Eye2 iron set with its oversized grip. ... As soon as I touched the club, I fell in love with the game," recalls Kang. "After two range practices, he took me to another golf course, and we played a round together. I do not remember exactly how many golf balls I lost on that day, but walking over the dew-covered mounds, watching the wildlife, chasing a little white ball toward the fluttering golf flag ... I felt golf was not just a sport; it was life."

After graduation in 1999, Kang worked for various hotels, including Bellagio in Las Vegas, the Best Western Mid-Wilshire Plaza in Los Angeles, and two hotels in San Francisco. After six years of hotel experiences, he found that he was still interested in working in the golf industry. He decided to attend the San Diego Golf Academy in 2004 and graduated two years later.

While working at such courses as Coyote Creek Golf Course in San Jose,



Nathan Kang (second from left) enjoys family time with "Mom" and "Pop" Norman (right)

Calif.; Sarabande Country Club and Mission Inn Golf and Resort in Howey in the Hills, Fla.; and Silverado Golf and Country Club in Zephyrhills, Fla., Kang studied to become a PGA Class A member.

"The journey to become a PGA Class A member requires a tremendous amount of time, money, and hard work," says Kang. "The average apprentice takes 4 1/2 years, and more than 45 percent of them drop out before finishing Level 1. I thank Pop because without his support and encouragement, I never would have made it.

"I do not yet know how my hotel experience and golf career will work together," says Kang. "I am about to go to Korea to work as a golf-management consultant and possibly teach golf classes. Even if there are still economic challenges in most countries, golf is one of the fastest-growing industries in Asia. I am really proud of myself as a UNLV alumnus, because I am a Runnin' Rebel like Pop." ■



A Tasting Education

Robyn Campbell-Ouchida, '00 MA

Last November, Nevada Beverage Company and Anheuser-Busch sponsored a beer and food-pairing dinner at UNLV's Stan Fulton Building. Partnering with the UNLV Beverage Management Club and the Harrah Hotel College Alumni Chapter, the event included special guest George Reisch, an Anheuser-Busch brewmaster. Reisch is the director of brewmaster outreach for Anheuser-Busch and a fifth-generation brewmaster.

The beer, beer supplies, and food costs were donated by Nevada Beverage Company, and company representatives Dan Hanneke and Jeff Braddach helped arrange for Reisch's

appearance. Attendees enjoyed such delicacies as creamy jalapeno lager soup, pale ale crowned veal scaloppini, and Michelob Amberbock crème brulee.

In addition to leading the in-process beer tasting and pairing, Reisch also gave a presentation in Jon Griffin's FAB 367 Beers course. The event's sous chef was student Marisa Kruse, who helped with testing recipes and supervising food production. The college's catering staff also played an integral role in the event.

Another beer and food-pairing event was held during the spring semester and featured Joseph James Brewery's director of sales and marketing, Matthew Lisowski Sr., '10 MBA. The dinner

featured craft lager, Hefeweizen, Alpine- and Belgian-style wit brews, pale ales, and a stout beer.

Joseph James Brewery was founded in Henderson, Nev., in 2006, and its unique beers are now available throughout Nevada, Arizona, Texas, Arkansas, Oklahoma, California, and Hawaii. This event was for the graduate Foodservice Management class.

For information about similar upcoming events, please contact the Director of Alumni & College Relations, Robyn Hadden, at robyn.hadden@unlv.edu.

Banfi Leads Wine Tasting Event

Banfi's Director of Wine Education Bill Whiting visited the Stan Fulton Building on campus February 9, where he led a wine tasting and presentation. This event was sponsored by the UNLV Beverage Management Club, the UNLV Harrah

Hotel College Alumni Chapter and the Cornell Nevada Alumni Association. Attendees enjoyed a light buffet and a formal, classroom-style presentation. Chef Jean Hertzman helped coordinate the gathering.

The UNLV Beverage Management Club

The UNLV Beverage Management Club is open to all students with no membership dues or fees. It is comprised of two sections: the board and general membership. The board is responsible for planning and executing on- and off-campus events. There are many networking opportunities with executives to create events that help students explore the world of the beverage industry. Potential members must be at least 21 years old.

During 2010, events included an internship mixer on campus with Backbar USA, a private brunch at High Society at Palms Hotel/Resort, a Tyku Sake and Kaizen Sushi mixer, a beer dinner with the head brewmaster of Anheuser Busch, and UNLV's Oktoberfest. The club's officers are constantly lining up exciting events, including activities such as a tequila mixology evening, a Banfi wine tasting, a Jack Daniels-sponsored private party, and more. ■■



The UNLV Epicurean Society

The Epicurean Society is an organization that provides a greater understanding of food and beverage operations. Members also partake of dining at some of Las Vegas' best restaurants. Over the past year, this club has worked hand-in-hand with the UNLV Beverage Management Club, merging many of both groups' events.

"Our first merged event was the day club and brunch at High Society at the Palms," says 2010-2011 Epicurean Society President Chelsea Kay Allan Adams. "We attracted around 90 people, which was unheard of for both clubs at an off-campus event. Since then, we have been working side by side."

Both clubs have valuable support

from their advisors, Chef Jean Hertzman (beverage) and Al Izzolo (epicurean). Without the advisors and the support of the executive boards, the clubs would not be so successful. Check them out! ■■

<http://hotel.unlv.edu/students/studentorgs/>

Community Service Projects Turn Education into Vital Experiences

Robyn Campbell-Ouchida, '00 MA

Just as they are making an impact on their future careers, many Harrah Hotel College students are also making impacts on their community. Community service projects are an important part of any education, and by putting their special event organizational planning skills to task, hotel college students are learning that not every event is full of glitz and glamour.

During the spring of 2010, students from Associate Professor Rhonda Montgomery's TCA 490 course (festival and event management) were able to help a Las Vegas-based women's shelter. "Students spend their entire academic careers focused on their professional preparation, and their capstone class enables them to bring together the skills they have learned to produce an event," says Montgomery. "The Shade Tree Shelter provides an excellent opportunity because not only is it an outstanding local organization, but it also allows our students the opportunity to say thank you to our community by serving residents who are living through difficult circumstances."

There were 125 mothers and children at the event, which was held on UNLV's campus. The students' determination to make this event special included raising

nearly \$25,000 of cash and in-kind donations. Chefs from Las Vegas' Strip Burger and the MGM Grand provided on-site cooking for the attendees, a professional carnival company donated games, and a fire truck and police K-9 units were on hand to provide demonstrations. Other entertainment included UNLV baseball players and cheerleaders, professional dancers, and self-defense lessons.

"We've done several events with Shade Tree, and the students always go into the events thinking they are going to make a difference in the lives of the mothers and children, but by the end of the event, it is their lives that have been most changed," says Montgomery.

This spring's TCA 490 class was no different. Students assisted with the coordination of Shade Tree's Walk of Hope, which was held on UNLV's campus April 30, and also coordinated an event at GameWorks.

"The women and children from Shade Tree absolutely loved taking a field trip to GameWorks on the Strip," says student Shana Pougatsch. "My class held hands with the kids and took them around the venue, ate with them, and entertained them. We had a face painter, and we gave away toys donated by Toys R Us as well as some cosmetics donated by

MAC for the women." She also mentioned that students donated bags of clothing for the women.

Pougatsch also comments, "We formed committees: entertainment, marketing, operations, and catering, which was able to get Anderson Milk to donate small milk cartons. GameWorks provided the food. The finance committee was in charge of the event's budget. My committee, audience management (risk management), took care of transportation and creating a security plan."

The Shade Tree Shelter was formed to provide safe shelter to homeless and abused women and children in crisis and to offer life-changing services promoting stability, dignity, and self-reliance. According to Shade Tree's website, the residents represent all ages, races, and ethnic groups, as well as all educational levels. Last year, they provided shelter





Outside GameWorks, student K.C. Burt instructs classmates about the event's emergency evacuation plan.

and services for 17 women who had graduate degrees and 91 who had undergraduate college degrees.

"Rhonda Montgomery's class has hosted a number of special events for our mothers and children," says Brandi Lopez, Shade Tree's volunteer coordinator. "These are so important because it lets the mothers and kids relax and have some fun during what is probably one of the hardest times in their lives. It reminds them that there are people in the community who care about them and want to help."

Instructor Nancy Matheny taught another section of the Festival and Event Management class and had her students

complete a community service project, known as DUSK (which was profiled in the fall/winter 2009 issue of Premier). DUSK is a student-run organization that reaches out to homeless teens through an annual event held in the spring. This event is a real-world "services fair," where the homeless attendees experience a full day of activities and services, including dental checkups, haircuts, showers, food, and beverages throughout the day, as well as backpack and school-supply giveaways.

Another project that hotel college students have recently been involved with was a food drive. The UNLV Hotel Association hosted the drive for Las

Vegas-based community food bank Three Square during the fall semester. "We were given encouragement from our faculty advisor, Gail Sammons, as she stressed the importance of giving, even after Thanksgiving," says student Sandy Kim. "Through word of mouth, listserv messages, and other grassroots marketing methods, we were able to collect 400 pounds' worth of food and supplies."

In addition to providing students with opportunities to fine-tune their special event organizational skills, community projects also expose them to the struggles that exist in our society. ■

LVCVA Hospitality Heroes Honored

Each spring, the Las Vegas Convention and Visitors Authority celebrates National Travel and Tourism Week by recognizing local hospitality employees and students for their hard work and dedication to the industry. This year, four Harrah Hotel College students were nominated by hotel college faculty and staff Bobbie Barnes, Gail Sammons, and Al Izzolo to be recipients of the Hospitality Heroes award: Chelsea Adams (food and beverage), Sandy Kim (hospitality management), David Mikowski (gaming management), and Kwangbok (Sam) Lee (meetings and events).

The LVCVA presented this award on May 6 during a student advisory board lunch at UNLV with Dean Donald Snyder.

From front left: Kwangbok Lee, David Mikowski, Al Izzolo, Don Snyder, Gail Sammons, Sandy Kim, and Chelsea Adams



Congratulations, Retirees!



Bernard (Bernie) Fried

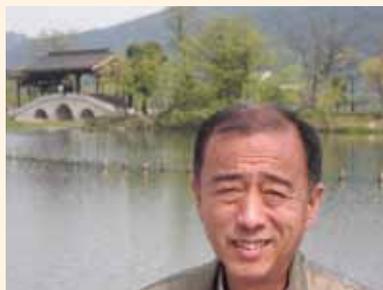
Professor Emeritus Bernie Fried joined UNLV in 1989 and has been teaching hospitality financial

accounting, managerial accounting, and finance. He was the first in the hotel college to teach online courses and to use PowerPoint in the classroom. Additionally, he has chaired master theses and Ph.D. dissertations. He has written numerous articles in academic and trade journals and has been very active in the UNLV chapter of Hospitality, Finance & Technology Professionals (HFTP).

Fried served as a UNLV faculty senator for 11 years and spent four years on the executive board of the Senate. He served in the U.S. Army from 1968 to 1977, including two tours in Vietnam. He was awarded the Bronze Star with Oak Leaf Cluster for his service in Vietnam. He worked in the industry for many years as an internal auditor, controller, and chief financial officer. He holds a B.A. from Evergreen State College, a B.S. from UNLV, an M.B.A. from Dallas Baptist University, and a Ed.D. from the University of La Verne.

Zheng Gu

Zheng Gu, professor emeritus, joined the hotel college in 1991 and has been teaching hospitality financial



management and operations analysis courses at undergraduate and graduate levels since then. In addition, he has chaired numerous master theses and Ph.D. dissertations.

Gu has also served as visiting professor to many universities overseas, teaching seminar courses in hospitality and gaming management. He has been actively engaged in activities for hospitality finance, operations, and casino gaming research. During his 20-year career at UNLV, he had more than 100 articles published in academic and industry journals and helped author four books. He has also written and edited for many hospitality research journals and presented at

numerous conferences. His research won many project grants. Furthermore, Gu has consulted for several firms and organizations since 2006.

John Stefanelli

Professor Emeritus John Stefanelli recently retired after teaching in the Food and Beverage Department since 1978.

He began his career working in food service in the 1960s and served in the U.S. Army from 1966 to 1968. He



began his teaching career as a graduate teaching assistant at Michigan State University in 1973 before eventually moving to UNLV. Over the years, he served in a number of leadership positions, including chair of the Food and Beverage Department and associate dean of the hotel college. He has had numerous studies and books published and also served as a student advisor in both the undergraduate and the graduate levels.

He holds a bachelor of science degree from the University of Illinois, an M.B.A. from Michigan State University, and a Ph.D. from the University of Denver.



J.C. Fernandez in the studio, doing what he does best.

Crossfade: The technique where a DJ, producer, or engineer fades the outgoing track at the same time as fading in the new track, or alumnus J.C. Fernandez, who fades the lines between hospitality and radio

Robyn Campbell-Ouchida, '00 MA

What does it take to become one of the most popular on-air radio producers in Las Vegas?

For on-air/executive producer for Mark and Mercedes in the Morning at KMXB/Mix 94.1 in Las Vegas J.C. Fernandez, '97, it takes a UNLV education combined with a passion for his job.

"I grew up 45 minutes north of Philly, and I never had any intention of leaving," he says. "I worked at a 45-room inn during high school and community college and absolutely loved it. After a few years of college, I decided I wanted

to see what else was out there and went to the library and looked up hotel colleges. UNLV was at the top of the list."

He filled out an application and was accepted, and although he'd never been to Las Vegas, he brought his dad with him to check out the campus and the city in December 1994. "We flew in at night, and I remember seeing the mountains the next morning and telling my dad how beautiful it was. We toured the campus, and I just fell in love with it." Fernandez's parents were very supportive and wanted him to continue

his education.

Fernandez's first semester at UNLV was in the spring of 1995. "I absolutely loved everything I was learning, although I hadn't realized how much math goes into gaming!" he recalls. Each winter break, he returned home and worked on his internship at the same inn where he had previously been employed.

"Hotel was my first passion, but I've always loved radio and just didn't know how to get involved." When he saw that KUNV on campus was hiring DJs, he made a demo tape and went to the audition. "There were 25 kids in that room, and they all wanted to work the night shift, which was alternative music. I saw that no one volunteered for the day shift, which was jazz, so I took a chance and set myself apart from the others. It worked!"

He was told on a Monday that he'd be working that Friday. "I learned a lot about progressive jazz quickly," he laughs. "I got my first taste of radio and just loved it." By 1997, he was leasing air time on an a.m. station and hosting a show about professional wrestling. When he had an opportunity to meet Howard Stern sidekick Baba Booney, he asked him the best way to get ahead in the industry, and he advised an internship.

"With my UNLV graduation coming up, I re-enrolled as a communications major just to get an internship," he says. "With a friend's recommendation, I got a job at MIX 94.1 setting up remotes, but it still wasn't an internship. I had an on-air bit with MIX's personalities Mark and Mercedes in the fall of 1997, which eventually led to my job as producer."

After working in Washington, D.C., radio, a few years later, Fernandez and his wife returned to Las Vegas and his former radio station. "It's so much fun being back in Las Vegas, and I love getting opportunities to return to campus. From live broadcasts to guest speaking in journalism classes, this is such a great college atmosphere." 📻

What does J.C. Fernandez listen to?

Hall & Oates
The Beatles
Billy Joel

Howard Stern
Talk radio
The Rolling Stones

Bring on the Wine Wheel

Robyn Campbell-Ouchida, '00 MA

Photography by Aaron Mayes

“Wine is a complex, sensory-driven product, which is difficult to master based on regular consumption alone,” writes UNLV Associate Professor of Hospitality Marketing Kathryn LaTour and Department of Marketing Professor and Beam Research Fellow Michael LaTour. Over the past five years, the LaTours embarked on experimentation regarding wine-tasting experiences, and their findings (titled “Bridging Aficionados’ Perceptual and Conceptual Knowledge to Enhance How They Learn From Experience”) were published in the December 2010 issue of the *Journal of Consumer Research*.

“We had an interest to understand how people learn from their experiences and how additional information can help those experiences,” says Kathryn. “We found out that aficionados think they know a lot about wine, but they’re actually not very informed. Wine is a complex consumer product, and although the aficionados drank a lot, they failed to obtain expertise of it.”

Prior studies have noted that wine is not a typical consumer product, in that the sensory-driven experiences it provides are often difficult for consumers to encode and taste experiences can be difficult for consumers to discriminate. In recent years, the marketing of wine has become synonymous with stealth branding associated with mass-marketed, low-priced wines. These companies want consumers to focus on labels and brand names rather than the complex flavors that make up the wine. “The need to understand consumer learning becomes especially important as one tries to move the consumer from low-frequency purchase to higher-quality and price-point products,” write the LaTours.

One way to assess whether experiential learning has occurred is whether consumers can disregard misleading information and rely on their own experience when making decisions, which was the focus of their first experiment. According to the researchers, “Wine marketers understand that to increase the overall size of their market, they must make wine more approachable and easier to understand. Currently, many consumers lack confidence in their ability to select a wine for either their own consumption or to share with others. Therefore, understanding how to augment consumer learning is especially relevant.

“Our results indicate that it would behoove marketers to teach novice consumers about the conceptual aspects of their

product in order to enhance how they learn from their direct tasting experiences. Additionally, such conceptual training can help lay the groundwork for marketing communications to drive consumer learning and preference development.”

During the first experiment, it was discovered that providing aficionados with a wine aroma wheel (to better describe what they taste) helped them strengthen their experiential memory and withstand influence from misleading marketing communications.

According to the article, “The aficionado consumer is

one who consumes and enjoys a hedonic product regularly but has failed to obtain product expertise from his/her many experiences. We conceptualize the aficionado as having asymmetric perceptual and conceptual knowledge and posit that when these two types of knowledge are bridged with a sensory consumption vocabulary, the aficionados are better able to learn from their experiences.”

In the second experiment, the researchers compared the effectiveness of the wine aroma wheel and accurate multisensory descriptors provided in an advertisement with more general background information about wine. “The aficionados who had received the wine aroma wheel and the multisensory advertising were more accurate in their recognition than the background knowledge condition and the control condition,” the authors write.

It was also found that when aficionados were presented with a misleading consumption vocabulary during their tasting, they more

readily accepted the marketing misinformation that eventually results in memory distortion.

The study’s conclusions may have implications for other products such as music, gourmet food, or movies. “Marketers can engage and direct the aficionados’ learning through multisensory advertising,” the authors conclude.

A bonus of sorts came through this research as well — Kathryn LaTour has been taking classes through UNLV’s extension program with the International Sommelier Guild and has received her sommelier certification through the Court of Master Sommeliers. ■■

Special thanks go to Wirtz Beverage Nevada for its donation of wine that made this research possible.

“Wine is a complex consumer product, and although the aficionados drank a lot, they failed to obtain expertise of it.”





In the Kitchen

Robyn Campbell-Ouchida, '00 MA

Now preparing for its ninth installment, the Chef Artist Dinner Series, the event is both a scholarship fundraiser and a learning opportunity for hospitality students to gain skills in event planning, restaurant management, food preparation and dining room service. In the past, guest chefs have included such recognizable names as Joël Robuchon of Joël Robuchon Restaurant and L'Atelier Joël Robuchon, Guy Fieri of Johnny Garlic's and Tex Wasabi's, Kerry Simon of Simon Restaurant at Palms Place, Sean Griffin from Chef Jean-Georges Vongerichten's Prime Steakhouse, Eric Klein of Spago, and Geno Bernardo of Nove Italiano.

The series is a UNLV Harrah Hotel College dining event that gives students the opportunity to learn culinary and hospitality techniques from professional chefs as they work together to create a gourmet dinner adapted from the guest chef's restaurant. Students have gained immeasurable experiences working with these industry professionals and attendees have enjoyed cocktail receptions and four-course, wine-paired meals.

The events are sponsored by the College of Hotel Administration and proceeds have provided student scholarships, faculty development, and equipment for student use. In the past, supporters have included *Bon Appetit* magazine, Lee's Discount Liquor, and

By the Numbers

During the Fall 2010 and Spring 2011 dinner series, students prepared a staggering amount of food, including:

- 120 lbs. short ribs
- 100 lbs. potatoes
- 100 lbs. tri-colored beets
- 75 lobsters
- 70 lbs. sea bass
- 50 lbs. onion
- 50 lbs. of prime sirloin
- 30 lbs. Kobe filet
- 30 lbs. shrimp
- 30 lbs. tomato
- 5 gallons olive oil
- 2 cases lettuce

St. Francis Winery & Vineyards.

Josh Clark, '10, says the best part of the experience was working one night a week for six weeks at one of Robuchon's Las Vegas restaurants. "It was an experience I couldn't get anywhere else. The networking and the opportunity to work with people who have been on the same path I'm on was invaluable."

Clark served as the student executive chef, overseeing training materials and recipe handbooks. "Recipes had to be calculated for 150 people and students worked on organizing requisitions for food orders, contacting various vendors regarding possible donations, and working with the chefs on the prep list and the timeline.

"It was challenging practicing the skills needed for Robuchon's food, he is very particular and detail-oriented," says Clark. "We had to use tweezers to make all the food on the platters exactly identical - it was exciting going through the process with such talent. And what a sense of accomplishment I gained. Before the event, I felt that I could do it but after, I knew I could do it."

"I actually just graduated in May of this year," says Jeffrey Holloway, '10. "I'm currently attending the Culinary Institute of America at Greystone in St. Helena, Calif. I worked on the Chef Artist Series three times with different chefs.

"My first experience with the event was with Chef Guy Fieri and I worked as the kitchen manager. We served 200 people at the Stan Fulton Building and I remember having to half over 150 Cornish game hens for the dinner.

"My second experience with the series was with Chef Joël Robuchon. This series was unique and involved a few different chefs as well, including



Chef Claude Le-Tohic from Robuchon at MGM Grand, Chef Matt Seeber from Craft Steak at the MGM Grand, and Chef Stephen Hopcraft from Sea Blue at the MGM Grand. I served as a food and beverage director in charge of the front of the house operation and the expediting for the kitchen.

“The last series I worked with was with Jean-Georges Vongerichten’s Prime Steakhouse in the Bellagio featuring Head Chef Sean Griffin. The last two



Photography by Geri Kodey

Fall 2011 Chef Artist Series

WHAT: Chef Artist Series dining event featuring Las Vegas’ original celebrity chef André Rochat of André’s at the Monte Carlo and Alizé at The Palms.

WHEN: Tuesday, November 8, 2011

WHERE: Stan Fulton Building at UNLV, off of Flamingo Road and Swenson Avenue

dinners gave me the opportunity to work in these restaurants and obtain a feel for how they operate. It was a great insight to the industry with some of the best restaurants in Las Vegas. I would

consider this an extremely beneficial course to my career in the hospitality industry and will always remember what I learn though these experiences.” ■

Focus on Sustainability for the Future

In November 2010, the hotel college's Ad Hoc Sustainability Committee hosted a luncheon and panel discussion for faculty, staff, administration, and student leaders in the college. The topic was sustainability, the potential for long-term maintenance of well-being, which has environmental, economic, and social dimensions. Representing the hospitality industry was Cindy Ortega, '91, senior vice president of the energy and environmental services division of MGM Resorts International. Stephen Brown, director of the Center for Business and Economic Research at UNLV, spoke on the impact of sustainability on the state and region, and Tom Piechota, director of the Urban 21 Initiative, addressed the issue of sustainable development in both the overall community and the campus academic community. Tara Pike-Nordstrom, who is the campus recycling manager and sustainability coordinator for UNLV, covered the state of the university's sustainability efforts — past, present, and future.

Ortega noted that while we understand the world's resources are finite, the demands on these continue to grow. "Building strategic frameworks at our company has taught our employees to appreciate those resources," she said. "We formed a 'green team' at MGM Resorts International, and we didn't expect it to turn into an employee motivation program, but it did. The message that 'conservation begins at home' really resounded with our employees."

Piechota discussed how he is leading a campuswide effort at UNLV when it comes to sustainability. "I work with local governments and utility organizations who are also embracing this notion,"

he noted. "I connect what's going on with the community at large with UNLV. I tend to look at sustainability with a comprehensive approach and introduce it into existing programs where I can."

Stephen Brown spoke of some observations he has made: "We tend to think about renewable resources, and we have a sense of the replenishment rate that nature provides," he began. "But are we offsetting investments or developing new technology to continue to approach sustainability?"

The second observation he discussed was that "anything that's pulled from the natural environment will eventually be returned to the environment." With that said, we have the potential to either let these resources become waste or recycle them. Brown is concerned about recycling on a state and local level and wonders if we are setting ourselves up to be ready for a decline in natural resources.

"At the state level, there is less opportunity to adopt technological innovations," he said. "At the city level, recycling is happening on a larger scale, and at the company level, many may choose the technology route for sustainability or risk going out of business."

Pike-Nordstrom has long been a proponent of sustainability and renewable resources. "After I started UNLV's recycling program, I worked on a food recycling program for campus. I am dedicated to the advancement of sustainability in higher education." She also commented on the fact that hotel college students have been very helpful to her research and projects, even taking an inventory of trash around campus. ■

The UNLV Sustainability Council was appointed in 2009 to continue the work initiated by the 2007–2008 President's Advisory Task Force on Sustainability. The council is charged with promoting environmental management and sustainable development at UNLV and with recommending specific activities to the president to allow UNLV to appropriately address sustainability issues for the future. ■

With a predicted local population of 4 million by 2036 and 72 percent of Nevadans now living in the Las Vegas metro area, Southern Nevada has become a very urban state that faces many challenges if it is to achieve a sustainable community. These challenges include:

- Economic growth and diversification
- Labor training
- Affordable housing
- Water supply
- Air quality
- Traffic and congestion
- Security and safety
- Health care
- Immigration
- The best use of land
- Public places
- Recreation

Source: <http://urban21.unlv.edu/>



Brian Ellison

Professional Golf Management (PGM) student Brian Ellison passed away October 19, 2010. With aspirations of owning a golf practice facility in his home state of Tennessee, Ellison was always happiest on the golf course and with his family. Last December, the PGM program held the first annual Brian Ellison Memorial Tournament at Primm Valley Golf Club.



Jerry Wilde

Jerry Wilde passed away February 4, 2010. He was excited about his impending graduation from UNLV and had plans to attend law school. According to Harrah Hotel College Lecturer Gary Waters, "Jerry was really focused on getting his gaming degree. He had a lot of responsibilities and it was sometimes difficult to convince him to only take a few classes at a time! I missed having him as a student in the last few classes he would have taken." Wilde was honored with a posthumous degree and is survived by his wife Wendy and six children.



Michael Ortiz

Freshman Michael Ortiz passed away March 11, 2011. He was an honor roll graduate of the Northwest Career and Technical Academy and enjoyed wrestling and playing football.



South Korean Students are Drawn to UNLV

Robyn Campbell-Ouchida, '00 MA

Take a look around UNLV's campus, and you'll see that a large majority of foreign students hail from South Korea. This rings especially true within the Harrah Hotel College, whose student population includes 25% international students. Of those students, the largest number is from South Korea. What's the university's draw to students from such a distant land?

According to Kristen Young, the director of UNLV's Office of International

Students & Scholars, the appeal is the fact that the hotel college is in Las Vegas and that the university requires work experience. "I have been at UNLV for 10 years, and South Korea has been the most represented country of international students since the late 1990s," says Young. "International students are normally not permitted to work off campus because of their visa requirements, but since UNLV requires them to work (1,000 hours work experience and the completion of

internships), they can get permission to do so.

"In addition, UNLV is relatively less expensive than other notable schools with hospitality administration programs," continues Young. "UNLV offers several choices (hotel administration, food and beverage, tourism, and convention management), so the students are able to specialize in a specific area, which is not always an option at other schools."

Looking through UNLV's international student statistics, South Korea has

definitely led the charge. In the past four years, the number of students coming to UNLV from that country has been at least twice that from the next-highest country of origin, Japan. The top-five represented countries at UNLV are (in descending order) South Korea, Japan, India, China, and Canada.

Young continues, “UNLV does not actively recruit international students, so those who do end up at UNLV do so on their own. The total number of international students (and the number of students from South Korea) has remained virtually unchanged over the years despite the fact that UNLV does not overseas recruiting. Name recognition and location are the main reasons.”

Another thing that has enticed South Koreans to look into Las Vegas, and specifically UNLV, was the television series “Hotelier,” which aired on South Korea’s MBC network in 2001. A series of 20 episodes showcased a fictional five-star property, the Seoul Hotel, and the trials and tribulations of its staff as they embarked on an expensive upgrade.

During the program, one of the show’s characters is sent to Las Vegas to study hotel management at UNLV. According to Young, “This show gave UNLV some name recognition in South Korea that not even the best marketing campaign could garner.”

Another television drama, titled “All In,” aired in South Korea in 2003. With the popularity of “Hotelier” still fresh in the minds of former viewers, this show was also a hit.

These reasons for UNLV’s draw to potential South Korean students were backed up by Assistant Professor Yen-Soon Kim, who added another: “When Korea hosted the 1988 Summer Olympics, it presented an opportunity to bring international consideration to the country. This meant that much more attention was paid to the hospitality industry and symbolized a new legitimacy of Korea in world affairs,” says Kim. “After the Olympics, studying abroad became more popular for Korean students, and the United States has become the number-one destination for that education.”

Kim serves as the faculty advisor for the Hospitality Association of Koreans and has discussed the issue of UNLV’s

popularity with student members. “They agree that UNLV and Las Vegas are brand names that have become very popular in South Korea. The television shows and movies coming out of Asia continue to gain popularity, and many of them feature Las Vegas, which is very impactful to their viewers. Also, Korean UNLV graduates have gone on to become some of the more well-known tourism industry leaders, and many of the younger generation want to follow in their footsteps.”

What prompted Sam Lee, ’11, to check out UNLV and, more specifically, the hotel college? For this recent graduate, the decision to attend UNLV wasn’t a particularly difficult one. “I had already worked in the events industry in South Korea for seven years and had the opportunity to travel all over the world,” he says. “I knew that some day I wanted to own my own business and was familiar with Las Vegas and UNLV from both South Korean television dramas and, even more, from its proximity to the Las Vegas Strip.”

With his ultimate goal in mind, Lee will begin as a UNLV graduate student

in the hotel college this fall. “I just love UNLV and Las Vegas. Eventually, I want to teach here and help others realize all of the opportunities a UNLV education provides.”

Since its inception in 2006, the Singapore campus has also been helpful in introducing international students, including many from Korea, to UNLV. “We have several students who transfer from the Singapore campus to the Las Vegas campus every semester just for the experience of studying in Las Vegas — the best laboratory for hospitality,” says Young.

In March 2010, Asian Correspondent (a website news source that is a combination of blog content and hard news) named the Harrah Hotel College (both campuses specifically, Las Vegas and Singapore) as one of the top global hospitality and tourism institutions. The article read, “It’s one area of specialism that has defied the worldwide recession, especially in Asia, where consumer tastes have moved away from budget travel and firmly into the realms of quality and luxury.” ■

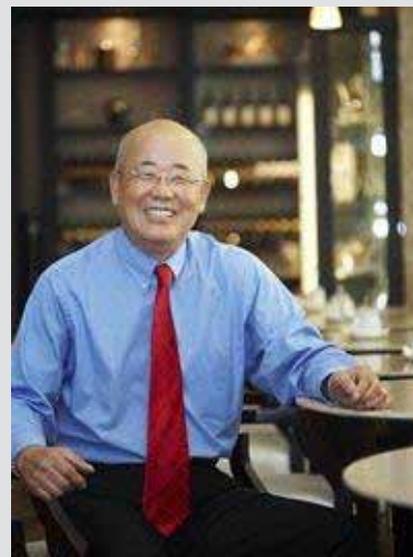
Lee Establishes Scholarship for International Students

After conducting some research, Hae Un Lee, owner of the Lee’s Discount Liquor stores in the Las Vegas area, decided to establish a scholarship fund available only international students studying in the Harrah Hotel College. He was aware the fact that many international students choose the college and wanted to provide a motivation for them.

“I hope to help them begin paying for their education,” he says. “I just wish there were more available scholarship opportunities for international students.”

The Sun and Hae Lee Foundation international scholarship program recognizes up to five Korean students a year and awards funding to assist with the students’ tuition and educational expenses. It honors their work and determination and provides validation that their achievements are recognized.

The first two recipients of the honor, Heesun Kim and Jae Hyo Park, are Korean. Both were referred to the college – one by a professor at her previous university and the other by a top culinary professional – and have goals of becoming industry professionals.





Inaugural Career Fair Held at UNLV Singapore

Don Snyder, dean of UNLV's William F. Harrah College of Hotel Administration, and Gerry Koh, '95 MS, director of the UNLV Singapore Centre for Hospitality Excellence (CHE), officially opened UNLV Singapore's annual career fair on June 17 at its campus in the National Library Building.

Attended by over 250 students and alumni from UNLV Singapore's undergraduate, graduate, and Workforce Skills Qualifications (WSQ) classes, students were able to meet and interview with 24 of UNLV Singapore's industry partners for potential internships, part-time job opportunities, and full-time employment. Attendees participated in a drawing which earned one lucky student a trip with Contiki Holidays.

A new annual event for UNLV Singapore Campus, its external relations team will be looking forward to a larger event next spring. Stay tuned for details! 📌



On Friday, June 10, UNLV Singapore held its commencement ceremony and reception at the Raffles City Convention Centre. Fifty students were conferred degrees.

UNLV Brings Prestigious Tourism Research Conference to Singapore

Jennifer Weinman

UNLV Singapore hosted the 10th Asia Pacific Forum (APF) for Graduate Students' Research in Tourism July 14 – 17. With over 100 research-oriented conference attendees from more than 15 different countries worldwide, this year's forum was one of the largest showcases of tourism-related academic research in the Asia region.

This year's theme, "Emerging Tourism and Hospitality Trends," covered a variety of areas including sustainability, medical tourism, information technology, tourism behaviors, and marketing trends. The wide coverage of topics reflected the commitment of this conference to stay at the forefront of hospitality and tourism academic research.

APF founding Chairman Dr. Kaye Chon, dean and chair professor of the School of Hotel and Tourism Management at The Hong Kong Polytechnic University, reflected on Asia's growing influence in the tourism sector. "The increased inter-Asian traveler has changed the tourism landscape tremendously," he says. "You now see more schools in Asia developing new programs to integrate tourism and hospitality management. APF was created with the vision to develop Asian leadership in these areas."

UNLV Singapore's Chief Academic Officer Dr. Nicholas J. Thomas comments, "UNLV prides itself on being a leader in tourism education and research globally. We look forward to continued strong relationships with our partners in Singapore that make events like APF possible. UNLV's presence in Singapore draws world-class activity to the country and it creates a strong bridge between the State of Nevada and Singapore as well." 📌



UNLV Singapore Hosts Hotel College Alumni Luncheon

Dean Don Snyder and Chief Academic Officer Dr. Nicholas Thomas welcomed 26 UNLV alumni to UNLV Singapore's first alumni luncheon held on June 10 at the Raffles City Convention Centre. UNLV Hotel College faculty and alumni from the undergraduate and graduate programs from both the Las Vegas and Singapore campuses enjoyed lunch together. UNLV Singapore looks forward to welcoming more regionally-based alumni to future networking events.

Noryati Durame has recently been promoted as office and human resources (HR) manager at UNLV Singapore. A staff member since August 2006, Durame is now overseeing the management of daily office operations and human resources. Her HR responsibilities include formulating, implementing and reviewing of HR policies and procedures and implementing effective recruitment and retention strategies to meet the growing campus' needs.



Jonathan Galaviz has been appointed as interim head of campus. In this role, he reports to Dean Don Snyder at UNLV's hotel college at the main campus. He will be primarily focusing on strategic business initiatives for the Singapore campus. Galaviz comes from the private sector where he is chief economist at Galaviz & Company and has consulted to the senior management teams of Fortune 500 companies that operate internationally. He frequently appears on CNBC, Bloomberg TV, and BBC as a recognized commentator on international economics. He holds an MBA from the University of Oxford, England.



Percy Huang has been promoted to the director of information technology (IT) and facilities. He began as an IT intern at UNLV Singapore from Temasek Polytechnic in 2006. Huang has grown with the campus, overseeing all university building infrastructure and IT development. He is responsible for implementing IT policies and constantly improving technologies and facilities to promote UNLV and the hotel college as a leading-edge and renowned high tech university campus globally.



Noelle Lai has been promoted to manager of UNLV Singapore Campus' Centre for Hospitality Excellence (CHE). The CHE is a continuing education and training centre that is supported by the Singapore government's Workforce Development Agency. Lai works alongside the director to oversee the administration of the Workforce Skills Qualifications (WSQ) programs. She has been with UNLV Singapore since 2008 and in her new position, she manages new program development, marketing activities, and all student administration matters in CHE.



Jennifer Weinman has been promoted to director of external relations and executive education. An employee since 2009, her expanded portfolio covers all external communications of the university in Singapore and greater Asia, developing the executive education arm in conjunction with the Las Vegas campus, and overseeing career services for the growing undergraduate, graduate, and government-sponsored student body in Singapore. Originally from the United States, she is pursuing her doctorate of education with the University of Nebraska-Lincoln.



Lee Hon Yang has been promoted to faculty services and academic operations manager. Yang is responsible for all matters related to faculty services and he manages general academic operations, which includes taking care of undergraduate timetable scheduling, classroom allocation, and textbook supplies. He has been with UNLV Singapore since 2008. 📌



ALUMNI UPDATES

Submit your updates to Robyn.Hadden@unlv.edu

1990s



Peter Arceo, '96, has joined Casino Arizona at Talking Stick Resort as the senior director of sales and marketing. He was previously a partner with Strategic Gaming Advisors and executive director of casino marketing for the Las Vegas Hilton. Arceo recently earned his MBA and relocated to Scottsdale, Ariz. Friends may contact him at peter.arceo@talkingstickresort.com

2000s

Natasa Christodoulidou, '06 Ph.D., is an assistant professor of marketing at California State University in the Los Angeles metropolitan area.



Natasa Christodoulidou

Christodoulidou specializes in teaching and researching internet marketing and also gives seminars on internet marketing and social media around the world. When she is not teaching or researching, she enjoys traveling to exotic places. This year, she has been to St. Martin, the Bahamas, St. Thomas, France, Cyprus, Slovenia, Germany, Australia, New Zealand, and Indonesia. She can be reached at nchristodoulidou@yahoo.com.

Kainoa Daines, '02, is the director of sales for the Oahu Visitors Bureau. Friends are invited to contact him at kainoa@visit-oahu.com.



Kainoa Daines

Acromagician **Seth Grabel, '05**, advanced to the Hollywood finals of NBC's *America's Got Talent*. He performed during the reality competition's live broadcast July 26.



Olivier Morowati, '09, has worked in the hospitality industry for fifteen years and recently opened a gourmet popcorn shop, Popped, in Henderson, Nev. Along with food, Morowati has always been interested in science and an introduction to molecular gastronomy allowed him to merge his two passions with Popped. Previously, he served as a captain at The Eiffel Tower Restaurant.

Congratulations to **Kendall Murphy, '08**, who was recently hired as a Performancetrak representative by the national office of the Professional Golf Association (PGA). In this position, he's in charge of rounds played and revenue data collection and analysis for the 41 sections of the PGA of America nationwide. In addition, he is the first African-American PGA professional to work at the national office. Murphy received his masters degree from St. Mary's



Kendall Murphy

College of California in December 2010, where he also served as the assistant mens' golf coach.

Tracee Nalewak, '02 MS, is the executive director of marketing for Angel Management Group (AMG). AMG owns and operates nightlife/daylife venues and restaurants in Las Vegas and beyond. She

can be reached at tnalewak@cox.net.

Christine Paciolla, '05, is the director of sales and marketing for Hotel College Catering at the University of Nevada, Las Vegas. She has been working in special events and catering in Las Vegas for more than 10 years. She may be contacted at Christine.Paciolla@unlv.edu.



Rick Schioldager, '73, Sunny Awazuhara-Reed, '04, and Jerod Richards, '09, show their Rebel spirit in Alaska

Sunny Awazuhara-Reed and **Jerod Richards** both work for Chena Hot Springs Resort near Fairbanks, Alaska. Originally from Japan, Awazuhara-Reed spent a summer working in Denali National Park during college and fell in love with the state and its wilderness. In 2009, she began working seasonal resort jobs in Alaska before obtaining her current position as a restaurant server and photographer at Chena, a year-round resort. She is also the owner of Spirit Photography, specializing in nature and wildlife photography.

Operations Manager Jerod Richards grew up in a small community, Two Rivers, not far from the Chena Hot Springs Resort. He first worked at the resort in 2007 as a front desk agent to fulfill his UNLV work experience requirement. After graduation, he worked in West Virginia before moving back to Alaska.

Until recently, **Rick Schioldager** served as Chena's food and beverage manager.

Lisa (Young) Thomas, '07 MS, '10 Ph.D., and Nick Thomas, '02,



'06 MHA, '10 Ph.D., have finished their UNLV Singapore contracts and accepted positions teaching in the Hospitality Leadership Program in the College of Commerce at DePaul University in Chicago, Ill.

Michael Vakneen, '07, is a junior broker at CB Richard Ellis, focusing on industrial commercial real estate. He can be reached at michael.vakneen@cbre.com.

Jason Roth, '08, recently accepted a position at The Venetian | The Palazzo Hotel as a catering and conference manager specializing in social, public relations, and government relations events. The Venetian | The Palazzo is the largest resort convention facility in the world with over 2.2 million square feet of meeting space. Roth was previously the assistant director for Alumni Special Events and Student Involvement at UNLV. Roth can be emailed at jason.roth@ventian.com.

2010s

Ayo Akinsete, '10 MS, was recruited by Vickram Chatwal hotels to open Dream Downtown, a \$250 million project on the border of the Meatpacking District and Chelsea in Manhattan, New York. It is the brand's flagship property. Akinsete was hired as a pre-opening specialist and is now the front desk

manager. Food and beverage partners include TAO Group, which also has nightclubs and restaurants in Las Vegas: Marquee, Tao and Lavo.

Miranda Kitterlin Lynch, '10 Ph.D., is a visiting assistant professor in the Chaplin School of Hospitality and Tourism Management at Florida International University's Biscayne Bay campus. Friends are invited to contact her at mkitterlin@hotmail.com.

Jennifer Meyer, '11, is beginning her future with Starwood Hotels and Resorts at The Phoenician as a food and beverage supervisor. In addition, she earned her associate's degree from The Culinary Institute of America and her Level II Sommelier Certification through the International Sommelier Guild.

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ADMINISTRATION

The official publication of the Association of Gaming Equipment Manufacturers (AGEM) recently selected 11 women they feel have distinguished themselves in their respective positions. This group was highlighted in the July 12 issue of *Gaming Today*. Of the group, five were named "The Great Women of Gaming Proven Leaders." **Patricia Becker**, executive director of the International Gaming Institute and compliance committee chairwoman at Bally Technologies Inc. was part of this distinguished group. **Colleen Birch, '99**, who serves as The Cosmopolitan's director of revenue management and distribution, was honored as one of the "Great Women of Gaming Rising Star Awards" in the same publication.

UNLV PGA Golf Management Director **Christopher Cain** was chosen by the PGA of America to serve as a member of the PGM University Accreditation Team. Cain will serve a four year appointment joining the PGA director of accreditation and university programming, a PGA national board of director, and an industry consultant responsible for site visitations and the evaluation of self study materials of PGM university programs nationwide. Cain's service to the accreditation team will provide UNLV with valuable insight to best practices and market trends. In addition, Cain was recognized by the Las Vegas Chapter of the Southwest Section of the PGA as Professional of the Year at its annual awards banquet. This

is the highest honor awarded by the chapter.

Assistant Professor **Mehmet Erdem** was awarded the 2011 John Wiley & Sons Award for Innovation in Teaching by the International Council on Hotel, Restaurant, and Institutional Education (CHRIE) in July. He also received the 2011 Global Information Technology Management Association (GITMA) Organizational Leadership Award in June for his efforts in IT conference organization. In addition, Erdem was recently presented with the 2011 Innovation in Teaching Award by the International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE). Since 1993, this award has been granted to a hospitality educator in higher education in recognition of innovation and creative technology use in the classroom.

Congratulations to Executive Chef and Adjunct Professor **John Gremo, '02**, for becoming a finalist for the Culinarian of the Year Award from the Nevada Restaurant Association in October 2010. Over the past year, Gremo has traveled to many Asian locales, including Singapore, Macau, Hong Kong, Thailand, and Taiwan, to learn about Asian culture and cuisine. He also attended the South Beach Wine & Food Festival in February and appeared on KVVU Fox 5's MORE television show with students.

The Epicurean Charitable Foundation Las Vegas honored **Bill McBeath, '87**,

for his accomplishments and support of the local hospitality industry. McBeath is the president and chief operating officer of Aria Resort & Casino.

Judy Nagai, '11 Ph.D., earned her doctorate in educational leadership in May. Nagai has worked for the hotel college since March 2002.

Congratulations to Professor **Patti Shock** who received the Lifetime Achievement Award from the Las Vegas Chapter of the National Association of Catering Executives (NACE) in November 2010. In addition, she was awarded lifetime emeritus status as a certified professional catering executive from national NACE and is only the second person to achieve this status.

Kudos to MGM Grand President and Chief

Operating Officer **Scott Sibella, '88**, for going undercover as a frontline employee at his property for the CBS reality show "Undercover Boss." The program aired in March.

Congratulations to **Courtney Suess**, a Ph.D. student and graduate assistant in the hotel college. She recently served as a collaborator on a project with the UNLV School of Architecture's Hospitality Design Program which was chosen as a finalist in the United States Institute for Theatre Technology (USITT) "Ideal Theatre" International Student Design Competition. This is the second year in a row that UNLV has had two teams place in this prestigious competition. The project includes tourism planning and development, architecture, and hospitality facility design and management.

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