



Jim Germain Accepts Post As Chairman

of the newly formed Harrah Hotel College Alumni Association Board of Directors

You wouldn't normally associate the word "roots" with the William F. Harrah College of Hotel Administration—unless you suspected the food and beverage department of experimenting with some new recipes. Thanks to Jim Germain, though, roots mean more than you may think.

Germain, '75 BS HOA, is the first chairman of the Harrah Hotel College Alumni

Association. "I see my role as directing this newly-formed association toward becoming one of the key components of the tourism industry," Germain said. "We all went to school with the idea of learning about the hotel and tourism industry. This is a chance for us to get back to our educational roots."

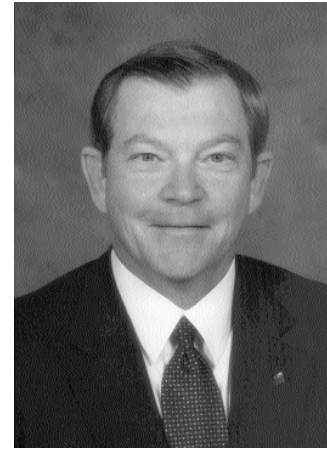
Germain has deep roots in the tourism business. He started out about as far removed from that area as possible: after growing up in Las Vegas, he attended the University of Nevada, Reno, majoring in anthropology. He spent time in the Army, and then worked for an airline.

*"I'd like to see our alumni get involved. This association is an opportunity for people in this industry, locally, nationally, and internationally, to participate in a group dedicated to the profession."
-Jim Germain*

"I decided that I needed to look at school with an eye toward a career," Germain said.

"I was very fortunate that the university in my hometown, in my backyard, had developed a hotel administration program."

Not only did Germain learn about the industry, but "I made long-lasting personal friendships." He has warm memories of such professors as Dean Emeritus Jerry Vallen, Richard Basile,



First Chairman of the Harrah Hotel College Alumni Association Board of Directors, Jim Germain.

Frank Borsenik, John Rudd, Jim Abbey, and Kurt Shirer. "It was a very small, close-knit group of people. A lot of the professors and the students played on the same volleyball team."

After graduating, Germain went to work at the Flamingo Hilton as sales manager with a fellow UNLV graduate: Edward Crispell, then director of sales and the longtime general manager of the Imperial Palace. Germain moved to the Hilton as sales manager and the Sahara as sales director.

Then Germain joined USA Hosts, a nationwide destination management company, as the sales director of its Las Vegas office. He moved up to national sales director, vice-president of sales and marketing, and, a decade ago, president. He also has been part of major changes in his industry.

"Destination management companies were expected to do transportation, spouses parties . . . We've evolved and the whole industry has evolved to do all aspects of the social programming of a convention," he said.

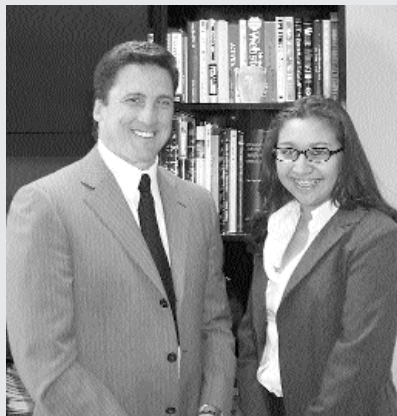
Germain discusses that evolution in two classes he teaches at UNLV: Destination Management

See "Germain" on page 4

Hornbuckle Receives Outstanding College Alumnus Award

Homecoming Weekend 2002 was a special time to welcome our alumni back to campus and celebrate our appreciation of their support to the University. This year's Annual Homecoming Dinner was held in the Tam Alumni Center to honor a number of alumni for their many contributions to the University. With over 250 alumni and friends in attendance, the College Deans and the UNLV Alumni Association recognized nine alumni, each selected by their college as Outstanding College Alumni. The Harrah Hotel College selected Mr. William Hornbuckle, '84, as the recipient of this year's prestigious award.

See "Hornbuckle" on page 3



Bill Hornbuckle, '84, meets student Susanna Miramontes, the first recipient of the Hornbuckle Family Scholarship.



HARRAH HOTEL COLLEGE NATIONAL ADVISORY BOARD

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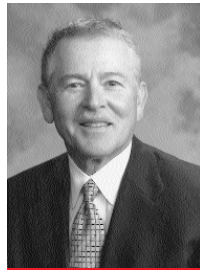
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DEAN'S MESSAGE

Stuart H. Mann, Dean, William F. Harrah College of Hotel Administration

The Harrah Hotel College at UNLV is in an enviable position of hosting many recruiters from prominent national companies that come to campus each fall and spring semesters to interview our graduating seniors. Our records show that around 50 companies interview in the fall and 80 companies interview in the spring. Our graduates are in demand and we work diligently helping to get our students in front of the interviewing teams.

At times, the companies are frustrated by their inability to attract enough students into the interview rooms. Why is this happening, and what can we do to help the situation?

For the purpose of making the explanation simple, I am going to use 400 as the number of students annually that graduate. We have more than that but this will illustrate the point.

Statistics from our Career Services Center indicate that 40% of our students stay in Las Vegas and work here following graduation. Most of those students already have their jobs prior to graduation. This occurs because all of our students have required work experience and internships. As these students perform well on the job, it is likely that the property will want them to continue following graduation. These properties preempt the on-campus exposure of the students to other companies by making offers for permanent employment upon graduation. That essentially takes 160 students out of the interviewing process.

About 25% of our graduating students are from countries other than the United States. These students are permitted to work for one year in the U.S. following graduation, but they are then required by federal law to return to their homes. This effectively eliminates another 100 students from engaging in the interview process for permanent positions. What remains are 140 students for the two semesters when company recruiters come to campus.

This means that there are about 130 interview schedules to fill for the year. With 140 graduates to fill 130 interview schedules, one can

"Our graduates are in demand and we work diligently helping to get our students in front of the interviewing teams."

understand why the schedules are difficult to fill and why the companies are coming to us for help.

For many years I have been telling the recruiters that it is critical to maintain a presence on campus in front of the students to be successful in hiring the best. Students need to recognize the opportunities that are available to them and it happens primarily through company contacts. By maintaining a presence, the company can acquire a favored position among students because the students know them and become more familiar with them. There are a number of ways in which companies can increase their presence. We can do some things as a college, and the companies themselves must accomplish others.

We have created the "Career Marketplace," a career fair to improve visibility for companies. This event occurs in the fall semester when the all-university job fair does not take place. This event takes place in our building's atrium and is intended for students of our college and the College of Business. This doubles the on-campus presence for those companies coming to the fall job fair.

I have appointed Professor Al Izzolo as faculty liaison with the recruiters and our UNLV Office of Career Services. His role is to work with companies and students and to encourage the students to sign up for interviews.

We have an open invitation for company executives to work with our faculty in assisting with classroom presentations. This helps to make those classes current and relevant to what happens in the world outside of UNLV.

I work with companies to encourage them to invite faculty to visit properties and to engage in short internships with them. When the faculty members are engaged with the companies, they are better able to bring relevant information to the students and in most cases increase the students' interest in that company.

Executive Master of Hospitality Administration Degree

Program Update

Distance education is reinventing the way educators provide some classes to students. This is especially true of executive master degrees. Executives, seeking a postgraduate degree, often find their busy schedules do not allow time for the traditional on-campus, class-attendance model. Many people are now opting for the virtual classroom experience and securing their master's degree totally online. The Executive Master of Hospitality Administration (MHA) Degree, offered by the William F. Harrah College of Hotel Administration, has been designed in response to this need.

The MHA consists of ten courses, *delivered completely via the Internet*. The curriculum allows students to take two courses during both the spring and fall semesters, thereby enabling completion of the program within a 2 and one-half year period. Included in the curriculum are

five core courses and five courses geared to the students' areas of interest or career fields. The program's tracks allow students to focus in the following areas: Hospitality Management; Hospitality Marketing; Hospitality Financial Management; Hospitality Human Resources; Hospitality Meetings, Special Events and Convention Planning; and Gaming/Casino Operations.

In a well-designed executive educational degree program, students learn not only from the instructor but also enhance their knowledge through interaction with others in the class. Our Executive Master of Hospitality Administration Degree incorporates chat room discussions, e-mails, and sessions facilitated by the instructor to achieve the interaction experience found in a traditional classroom setting. Another integral component of our MHA program is our "action-learning" concept. In conjunction with the professional paper curriculum

requirement, students identify a specific issue or challenge currently being faced within their company. Students then research these issues and the findings are presented in their professional papers.

The College is presently expanding its approach to the MHA program. We are now enrolling cohort groups from the same organization. This allows participants to obtain a more global understanding and perspective of the company. Simultaneously, an educational strategic plan can be developed with the companies participating in the program. If you would like to know more about our Executive Master of Hospitality Administration Degree program, please contact our graduate office at patmerl@ccmail.nevada.edu.

- Vincent H. Eade, Director,
Executive Master of Hospitality Administration
Degree Program

from "Hornbuckle" page 1

Bill Hornbuckle, President and COO of MGM Mirage Online, was selected for his outstanding support of the college. He has demonstrated service to the Harrah Hotel College through his involvement in the Harrah Hotel College National Advisory Board as a current member and Past Chairperson. Hornbuckle also supports the advancement of student education through the Hornbuckle Family Scholarship. This scholarship was awarded to two first-year students and will help offset the cost of education to Nevada high school graduates interested in pursuing a degree in Hotel Administration.

Although Hornbuckle was unable to attend the dinner, he was surprised and appreciative of the recognition. When informed of this alumni award, Hornbuckle stated, "The College has always been there for me, from the initial preparatory stage through assisting with career development, and ultimately in helping in various industry initiatives. Now as an active alumnus, I can continue to give back to the University and the College."

The nine Outstanding College Alumnus Awards are selected each year by the colleges. Additionally, the UNLV Alumni Association Board of Directors selected Thomas L. Brooker, '69 BS Accounting, as Alumnus of the Year 2002. The Greenspun Family received the Silver State Award 2002, which is the highest honor bestowed by the Alumni Association to a non-graduate.

SAVE THE DATE

2ND ANNUAL
**UNLVINO ALUMNI
BRUNCH AND
INDUSTRY
ACHIEVEMENT
AWARDS
PRESENTATION**

**BALLY'S LAS VEGAS,
APRIL 26, 2003**

**Special alumni association
member pricing for UNLVino
tickets & brunch packages will be
available. More information will
be mailed in 2003.
The 30th Annual UNLVino will
take place in the
Paris Hotel Ballroom.**

"Spring" into Online Classes

The University of Nevada, Las Vegas will be offering education and training distance education classes online during the 2003 Spring semester, which starts in January. The classes carry three credits and are transferable to other colleges.

Available classes for Spring include:

Convention Services Management
(includes convention sales)

Destination Marketing
(the role of the CVB)

Hospitality Accounting
(for hotels)

World Culture and

Hospitality Management

Catering Operations & Sales

For more information, visit
<http://ica.unlv.edu/distance>
or send an email to
shuck@unlv.edu.



REBEL NUMBERS

Year Bugsy Siegel opens the Flamingo Hotel	1946
LV Room inventory in 1970	25,430
LV Room inventory in 2001	126,610
Average gambling budget per trip	\$607
Average age of a visitor to LV	48.2
Number of visitors to LV in 2001	35,017,317



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

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Patti Shock,
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Administration

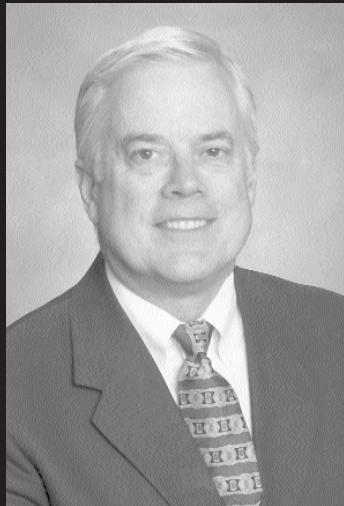
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Why I Chose to Work in this Industry

by Dean McClain



The Gillman Group
Harrah Hotel College
Chairman, National Advisory Board

Early in my career, and years before I came into gaming, I learned some important things about business as well as myself. Like most discriminating consumers, I learned that regardless of whether I was purchasing a product or a service, excellent customer service always made the difference in how much or how well I enjoyed my investment in both time and money.

Since that revelation, I have always been attracted to businesses where excellent cus-

tomers service made the difference between success or failure and profit or loss.

No industry exemplifies this business concept more than the hospitality industry. Hospitality is a pure service business. It doesn't matter whether you are selling slot machines, rooms, cuisine or a live show; every aspect and detail of our business is geared toward the customer experience.

Customer service, this bedrock of hospitality, can be written down, taught and reduced to measurable systems. But to truly work on a sustainable basis, it must be embraced as a philosophy and even as a set of core values.

Nowhere in the world can we find as much competition for the hearts and pocketbooks of consumers seeking the ultimate in service as here in Nevada – particularly Las Vegas, the entertainment capital of the universe. The Nevada hospitality industry must meet the tastes and expectations of perhaps the widest array of consumer types found anywhere. Not just gourmets, working-Joes or whales—every single customer. Period. On the whole, I think we do this well, but I also hope our industry never takes customer service for granted.

Excellence in customer service brought me to Nevada more than fifteen years ago. I enjoy giving my customers excellent service; I know just as well when I am getting it. As long as our industry continues to pursue and value excellence in this most valuable asset, I, along with millions of other happy customers, will surely continue to be here for decades to come.

from "Germain" page 1

and Incentive Travel. "I like working with the students. They challenge me. I enjoy being around them."

His wife and two children reflect the varied aspects of Germain's life. His wife Mary is active in numerous community organizations. His daughter Nicole is a schoolteacher. His son Ray is a slot floorman at the Golden Nugget and has a gaming management degree from his father's other alma mater, UNR.

For the Germain's to be involved in education and the community, and to have links to both of Nevada's universities, reflects those roots that Germain considers so important to the Harrah Hotel College. He is a fourth-generation Nevadan.

His father's family came to Las Vegas just after World War I. His grandfather moved from eastern Nevada to the Colorado River mining town of Nelson before coming to a dusty railroad town with a population of about 2,000. His father Ray graduated from Clark County High School in 1925—before the original Las Vegas High School even had been built.

Ray Germain married Virginia Garside, Jim's mother. Her father was Frank Garside, who came to Nevada to run a newspaper in the mining camp of Manhattan, which he describes as "almost a ghost town" near Tonopah, where Garside later owned the local daily. Garside published several Nevada newspapers and, in 1926, Tonopah was the big city and Las Vegas was the little city. He saw the

see "Germain" page 5

from "Germain" page 4

opportunity and moved down here to publish the Las Vegas Review.

Virginia and Ray Germain ran the Tonopah paper for several years before returning to Las Vegas. He was an editor at his father-in-law's Review-Journal. After Garside sold his interest in the R-J, Germain moved to the new Las Vegas Sun. In addition to his editing duties, "my dad used to write a weekly article, 'Around the State,'" a roundup of news from the weeklies that dotted the Nevada landscape. Germain said his father "kept people informed in Las Vegas that there WAS a rest of the state and he felt that a lot of people would benefit from that."

Ray Germain was a busy man. With his brother-in-law, Frank Garside's son Scoop (a fine nickname for a newspaperman), he owned Bonanza Printers. He served a term as a regent when UNLV was just starting out as the southern regional division of the University of Nevada.

His son is busy, too. Germain is happy to be leading a group of fellow alumni who will promote the college, assist in fund-raising, recruit other alumni, take on special projects, help recruit students, and hold, attend, and plan events. "I'd like to see our alumni get involved. This association is an opportunity for people in this industry, locally, nationally, and internationally, to participate in a group dedicated to the profession."

- Michael S. Green, '86 BA, '88 MA

from "Dean's Message" page 2

An important means for a company to gain presence at a university is through gifts for scholarships, student and faculty professional development, and operating funds. When company names are attached to scholarships or professional development support, both students and faculty members become more aware and more attached to those companies.

We encourage more companies to come and recruit our students. We continually encourage students to find out more about the availability of jobs outside of the Las Vegas area. And we are ready to assist all companies that want to become closer partners with us in trying to achieve our mutual goals of placing the best students in the best jobs with the best companies.

Why I Chose to Work in this Industry

by Jim Singerling, CCM, CEC



**Chief Executive Officer,
Club Managers Association
of America**

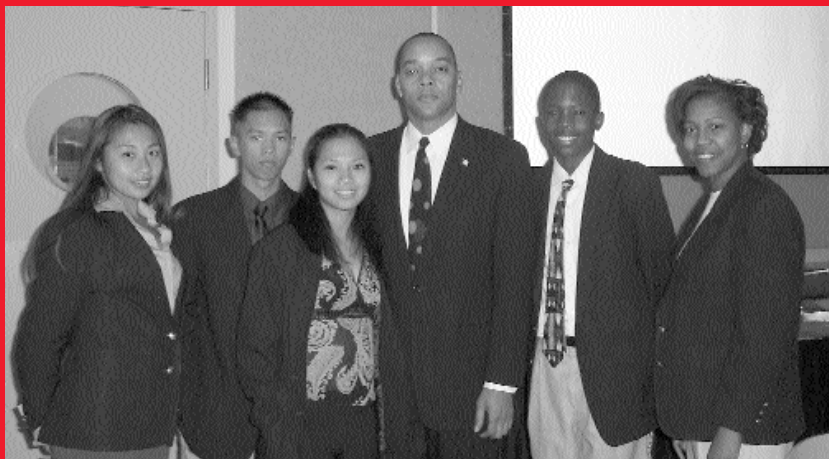
Harrah Hotel College
National Advisory Board Member

When I graduated from high school, I wanted to become a chef—I was drawn to the creativity, the control, the environment, and the outcome of the work. I enjoy meeting people, establishing rapport, and intervening in their lives for a moment. By getting to know them for a

brief time, I try to ensure that whatever else is going on in their lives or in the world, our encounter is pleasant. Through my work, I hope to create joy, satisfaction, refinement, relaxation, or whatever emotion the situation calls for. As a chef, I relish the teamwork, the melding of utility and art, the surprise and, of course, the moment when you know you got it just right. As an ice carver, I love the vision it requires to take a large slab of ice and create a beautiful or whimsical piece of temporary art. There's pressure, but when that vision is a glistening reality in front of you, there is great satisfaction.

As a former club manager and the current CEO of the Club Managers Association of America, I get to work for 6,000 individuals who are doing a job that I believe is admirable, challenging, and unique. Club managers provide a safe and pleasing environment as well as consistently superlative service to a body of members, each one of whom is his/her boss. Combine this with business acumen and an unrivaled demeanor of diplomacy and assuredness — this is an inimitable dichotomy. I hope that I've grown to possess some of that as I continue to be enticed by this industry. I am proud that this is the path I have chosen.

High School Students Learn About the Hospitality Industry During Be A Rebel Day



Alumnus Marcus Threats, '87 BS, '99 MBA, (third from the right) was keynote speaker during Be A Rebel Day in September. Students from Valley High School's Academy of Travel and Tourism came to campus to learn about the Harrah Hotel College and how they can become students at UNLV. Be A Rebel Day is part of the Harrah Hotel College's minority student recruitment program.

YEAR-END TIPS FOR CHARITABLE GIVING

Maximize your tax situation with an immediate deduction while benefiting charity by considering the following tips:

Carefully select the best asset to give:

Cash is convenient and provides you an income tax deduction when itemized on your income tax return.

Donate Appreciated Stock. If you were fortunate enough this year to have your stock holdings appreciate, donate stock you have held for more than one year and derive an additional tax benefit: avoidance of capital gain.

Sell stock that has lost value and donate the proceeds. You can deduct the loss in value (cost basis less current value) and derive an income tax charitable deduction for the current market value.

Donate disposable income generated from an IRA account and offset income taxes with a charitable deduction.

Donate an insurance policy that you no longer find useful, and receive a charitable deduction for the cash value of the policy.

Use your credit card to make the gift. Get the deduction now, and pay the bill no earlier than a month from the date of the gift, or at your convenience according to the provisions of your credit card company. If your card provides frequent-flyer miles, you get all of the tax advantages, plus adding benefit to your travel plans! (Watch out for finance charges on the amount donated.).

Match your gift with your employer's contribution. Many companies have matching-gift programs for charitable donations by simply enclosing the company form along with your donation, and the UNLV Foundation will take care of the rest.

Establish a Life-Income Gift. A life-income planned gift of cash, real estate, or low-yielding securities can offer a sizable income tax charitable deduction, while converting the asset into annual payments to you or someone you care about.

For more details, contact your tax or professional advisor or Deborah Young, Director of Development for the Harrah Hotel College at 702-895-3148 or by email at dyoung@cmail.nevada.edu

GIVING BACK TO THE HARRAH HOTEL COLLEGE

The Harrah Hotel College is greatly appreciative of the many major gifts we have received over the years, yet you don't have to be wealthy to make a gift to the College. Gifts of any amount are greatly appreciated, and help us to provide many important programs not covered by our state-supported budget. From scholarships and fellowships to faculty research and alumni programming, your gift is an investment in the future of the Harrah Hotel College.

Pat Moreo, '69 BS HOA, '83 Ed.D., director of the hospitality program at Oklahoma State University, has provided annual support for the college for a number of years. "I believe in giving to honor the faculty and staff who helped me when I was younger," Moreo said. "There was such an open-door policy among the faculty. I had such a feeling of connectedness to the College. Giving back to the Harrah Hotel College is not only an investment for current students, but it also recognizes the value of what I have achieved and what I have now," said Moreo.

If you would like to support the Harrah Hotel College with a year-end gift, please

contact Deborah Young at 702-895-3148 or by email at dyoung@cmail.nevada.edu



Harrah Hotel College friends gathered at Stuart and Doreen Mann's home during a reception recognizing donors and introducing guests to the The Dean's Associates program for unrestricted giving to the college. Dean's Associate members contribute \$1,000 or more to the College to support student and faculty

professional development as well as other important College projects. Pictured left to right are National Advisory Board members John Sweeney, Richard Goeglein, Elizabeth Blau, Dean McClain, William Hornbuckle. Guests enjoyed an hors d'oeuvres buffet compliments of Fleming's Prime Steakhouse &

Too Many Hotel Rooms in Las Vegas?

Hotel Administration Professor, Zheng Gu, Ph.D., Tries to Solve the Mystery

As tourists drive from Los Angeles to Las Vegas, they see numerous billboards informing them that hotels have all sorts of rooms available, and lots of them at that. “Just too many rooms,” said UNLV researcher Zheng Gu,



Professor Zheng Gu, Ph.D.

Ph.D. The College of Hotel Administration professor recently completed a six-month study of the relationship between the number of rooms available and the Las Vegas Strip profit picture. “I used a model similar to one you could use to determine if inventories in a factory are too high or too low,” Gu explained. He said that the figures he used are readily available to the public and he didn’t need any “inside” or confidential figures for his study.

Gu went on to say that the hotel and casino industry enjoyed booming business in 1996 and 1997, when investment capital was readily available. “Believing the boom would continue, the industry took advantage of the healthy investment market and borrowed money to build new properties and expand existing resorts,” said Gu. As more rooms were added, more people came to Las Vegas. Gu points out that some hotels did better than others as a result of successful sales and marketing strategies. “However, for the Strip as a whole, profits were down,” he said. He mentioned that between 1998 and 2000, 15,000 rooms were added with the openings of Bellagio, Mandalay Bay, the Venetian, Paris, and the Aladdin.

Gu’s research showed that income before taxes for the Strip resorts declined to \$185 million in 2000 as compared to \$538 million in 1999. To

show just how much of a decline that was, the 1996 income before taxes was \$974 million and since that time, has continued to drop. Gu believes that a great deal of that reduction was caused by overbuilding. Room capacity nearly doubled between 1990 and 2000 and total revenue also doubled. But income went the other direction and was reduced by half during the decade.

During the Strip’s building boom, words of caution were expressed but construction continued nevertheless. Today, a number of expansion projects have been postponed. Gu believes this is because hotel and casino executives are feeling the effects of overbuilding and the profit picture doesn’t support taking on construction debt.



Gu pointed out that having unfilled rooms is costly to Strip hotels yet so is having an insufficient supply of rooms. “An unfilled room has a fixed cost that is incurred by the hotel. Conversely, revenue is lost when someone is turned away because there are no rooms.” To solve this problem, Gu thinks hotel operators should try to balance room numbers with demand so that the expected cost of having a vacant room is equal to the expected cost of losing a customer because there is no room available.

He believes that hotels need to do a better job of maintaining an optimal inventory of rooms through market analysis and cost calculation.

While he does believe the situation is improving, Gu thinks that unless there is another building boom, room capacity should be in-line with demand within two years. “2001 was the worst year for having too many rooms with a full 15 percent more than needed,” said Gu. However, since no new rooms are expected to be added this year or next, and with demand steadily increasing, the two should be in good balance by 2004.

Should demand for rooms continue at the rate anticipated, room supply could be slightly below the optimal level calculated by Gu’s inventory model in 2004, even though the Venetian’s 1,000 new rooms and Mandalay Bay’s 1,125-room all-suite tower will be added to the Strip.

However, with the completion of the Bellagio’s additional 925 rooms in December 2004 and the Le Reve’s 2445 rooms in summer 2005, room shortage could be eased in 2005. Gu suggested that hotel and casino operators look ahead to determine what their room capacities will be in 2004 and the years ahead. If necessary, he said, the hotel and casino operators should plan additions if their inventory will not be sufficient for the anticipated

demand. He believes now is a good time to start building because low interest rates and recovery of the nation’s economy will increase travel to Las Vegas.

Gu said he understands why many resorts are curtailing their plans for new hotels or additions now but it takes time to build new facilities. Since there is a strong possibility of a shortage of rooms in 2004, they should be planning for the future and not waiting until the resorts find themselves without enough rooms to serve their customers.

Reprinted from UNLV FYI, June 2002 newsletter from the Office of Research and edited with permission.

Rebels Against Hunger

MAKING A DIFFERENCE IN THE COMMUNITY

While the southern Nevada population continues to grow, not all who come here find the fortune that they seek. All too often, they end up on the street and without enough money to eat. To raise the community's awareness of this important problem, Rebels Against Hunger (RAH), a not-for-profit organization, was founded by students in the William F. Harrah College of Hotel Administration in 2001. The organization's goal is to help the homeless and others who do not make enough money to feed their families. In its second year, RAH is being carried on by over 100 students in 3 sections of HMD407 Organizational Behavior for the Service Industries. While learning about the issues of leadership, team development, motivation, and communication, the students also provide service to the community. RAH coordinates efforts to find donors of food and other necessary items and transports these goods to Las Vegas shelters and food banks. To make the process as efficient as possible, RAH has set up a system of collecting the donated food items from participating local restaurants and hotel/casinos and distributing these items directly to those in need.

Recently, The Palms Casino Resort worked with RAH to set up four hot food runs to local charities, including Safe Nest's homeless center and the Nevada Partnership for Homeless Youth.



Palms employees and RAH members load up for a food delivery.

The delivery totaled over 150 pounds of hot food. Additional businesses that have participated include The Flamingo Hilton, Tenaya Creek Restaurant & Brewery, and Gandhi India's

Cuisine. RAH hopes to spread its message and encourage restaurants, hotels/resorts, and casinos throughout this city to donate leftover food to charitable organizations via RAH. Those interested in participating should contact student leader Daryll Franco at 456-0999 or professor Cheri Young at 895-4124 or cyoung@ccmail.nevada.edu.

- Rande Dickman, Junior
and Loron Rustom, Senior
Photo by Erez Weinstein, Senior

Switzerland Program Offers World of Experiences

I feel that the title, "Summer Studies in Switzerland" does not convey everything this five-week program really is. While we did have class time in both Montreux and Lausanne overlooking Lake Geneva, the program title fails to mention that we also attended formal classroom settings along the eastern coast beaches of Rimini, Italy, and in Dijon, France, the northern end of one of the world's most well-known and respected wine regions. Complimenting these nine credits of coursework were guided wine tastings, professional culinary demonstrations, vineyard and winery visits, and tours of five-star European hotels.

Although the formal instruction left us enriched with new knowledge and ideas, the real adventures took place in between our days of class. During these days, students parted ways and boarded trains to head to destinations which most suited their interests. For example, while some students traveled to southeastern France to bronze on the rocky beaches of Nice, others journeyed north to Champagne, France where they visited bubbly-making facilities such as Moët et Chandon and Perrier Jouët. On the longest period of free time, many students enjoyed expanding their cultural awareness by crossing into some of the more northern countries such as the Netherlands, Belgium, Germany, and the Czech Republic. Whatever the students' objectives were during their five weeks in Europe, the outcome appeared unanimous: the Summer Studies in Switzerland program was an unforgettable and valuable experience for us all.

A Summer Sojourn in Switzerland

I was excited to be a participant in this year's Summer Studies in Switzerland program, which recently completed its 21st year of educating students and friends of the University. This truly unique learning experience provided me with both academic and cultural components as I spent five weeks living and learning in an international environment.

As part of a group of thirty-four students, I was able to visit eight countries while taking classes on such topics as European Travel and Tourism, Foods and Wines of Europe, and International Tourism Security Operations and Management. Harrah Hotel College faculty taught these informative courses.

While the academic classrooms were located in France, Italy, and Switzerland, the majority of the hands-on learning took place through a series of field trips to various European locales. With the assistance of vintners, we toured

famous wineries in Tuscany and Burgundy and learned how these "family companies" have been successful for generations. We also benefited from hearing guest speakers, including famous chefs and wine experts. All of these additional curriculum components complemented our classroom learning.

I was quite impressed by the program's offerings. I now know that to obtain a true learning experience, one must see how businesses in other countries actually operate. I was able to get a firsthand look at the global market, obtain a true feel for a diverse culture, and evaluate European business operations. As changes in our economy and society continue to "open up" the world, it becomes even more important for us to understand these new and ever-changing markets. This portion of my education has been most valuable and I know it will help me in the future.

-Gaye Coté, Senior

- Greg Miller, Senior

Brews Abound at BRUNLV

Inaugural Event Draws a Crowd

Walking through the 4th floor of Beam Hall, it is not uncommon to notice the scent of hops and barley in the air. But anyone who knows Professor Andy Feinstein knows that in his office you will find the source of this aroma, a mini-brewery. Besides teaching brewing techniques in the college, Feinstein also competes nationally with his beers. So it was no surprise that the first annual BRUNLV event would be coordinated by Professor Feinstein and his fellow colleague, Professor Al Izzolo, whose office is located just steps away from Feinstein's office-brewery.

BRUNLV was the brainchild of Feinstein and Izzolo, created to be an educational event focusing on the art of brewing. In its first year, BRUNLV hosted over 200 attendees, all of whom had the opportunity to sample their share of 40 types of beer brewed by seven major Las Vegas microbreweries. Many of these microbrews were also entered into the Great American Beer Festival (GABF), the annual National Microbrew Competition taking place the following weekend.

A full range of beer styles were available. Michael Ferguson (Brewmaster for Barley's Brewing Company) served Koelsch, Pilsner, Blonde Bock, and Hefe-Weizen. Richard Lovelady

(Brewmaster for Gordon Biersch) served Oktoberfest, Golden Export, and Dunkel. Mark Wilk (Brewmaster for Monte Carlo Brewpub) provided Oktoberfest and red ale. Tim Etter (Brewmaster for Tenaya Creek) provided Oktoberfest and Pale Bock. John Gassaway (Brewmaster for Triple 7 Brewpub in the Main Street Station) brought Black Cherry Stout as well as High Roller Gold and Marker Pale Ale. Kyle Cormier (Brewmaster for Chicago Brewing Company) served a six-month-old Weizenbock, among others. Holy Cow's Brewmaster Dave Otto served several beers including his Bovine Barley Wine. Rocco Silingo, Nevada State Representative for Scottish & Newcastle Importers Co., served McEwan's IPA, Beamish Stout, and Newcastle. SNAFU, the local homebrew club, served Maibock, North German pilsner, Imperial Stout, Sweet Stout, Bavarian Hefe-Weizen and Raspberry Wheat.

The Brewmasters from each brewery poured the beer, providing patrons the ability to ask questions and learn about the methods of brewing from the Brewmasters themselves. Open to the public, this festival of beer, food, and music provided an opportunity for individuals to interact with Brewmasters and the homebrewing community.

The day also featured the Fifth Annual Sheldon Jackson Memorial Homebrew Competition,



featuring 120 beer entries. The competition was sanctioned by the American Homebrewers Association (AHA) and the National Beer Judge Certification Program (BJCP).

The execution of this event was successful due to the Brewmasters, The Harrah Hotel College's Beverage Management Club, and 30 Harrah Hotel College student volunteers. Club members assisted in the planning and staffing of the event and managed the student volunteers. Additionally, the UNLV Food and Beverage Management Department provided an incredible Oktoberfest buffet. More than \$1,000 was generated from the event to award scholarships to students in the Beverage Management degree program and to support the Beverage Management Club.

Because of the event's success, the Second Annual BRUNLV is being planned for September 2003. We hope that you can attend.

- Andrew H. Feinstein, '91 BS, '95 MS
Assistant Professor

Park Place Foundation to Help Minority Students

One of the goals of the William F. Harrah College of Hotel Administration is to be the leading, world-class hospitality program graduating the most diverse students in the hospitality and gaming industries. Sharing this belief is the Park Place Foundation, the charitable giving entity established by Park Place Entertainment, the world's largest gaming company. To help the Harrah Hotel College attract talented African American and Hispanic students, the Park Place Foundation has awarded a



\$40,000 grant to provide scholarships to deserving students. Erica Monconduit, a junior majoring in Hotel Administration, is the first recipient of the Park Place Entertainment Scholarship. Erica hopes to pursue a career in meeting planning and she is currently completing an internship at Caesars Palace.

Ellen Poth, Director of Wedding Services; Erica Monconduit, student scholarship recipient; George M. Markantonis, Senior Vice President, Hotel Operations, Caesars Palace

CONGRATULATIONS

Dr. David J. Christianson, Dean Emeritus, was recently inducted into the UNLV 25-Year Club. This induction recognized his 25 years of service to UNLV.

Professor Lesley Johnson, '99 Ph.D., received the Outstanding Dietitian for the State of Nevada award, sanctioned by the American Dietetic Association. This annual award is given by each state to the most outstanding dietitian for that state. This award recognizes dietitians who have shown leadership and community service within the profession of dietetics. In Dr. Johnson's twenty-five years as a dietitian in Nevada, she has been state president twice and area (Southern Nevada) president twice. She has also given numerous seminars to various community organizations. Dr. Johnson started the first web site for the organization and she served on the committee to start the first dietetic internships in the state.

Patti Shock, chair of the Tourism and Convention Administration Department, was named one of the 16 most influential businesswomen in Southern Nevada in September 2002 by *Inside Business Las Vegas*, a Greenspun publication. This honor follows on the heels of the recognition she received in August 2002 when she was named one of the 25 most influential people in the convention industry by *Meeting News*, a national trade publication. In May 2000, *Successful Meetings* named her one of the 10 most powerful women in the meetings industry.

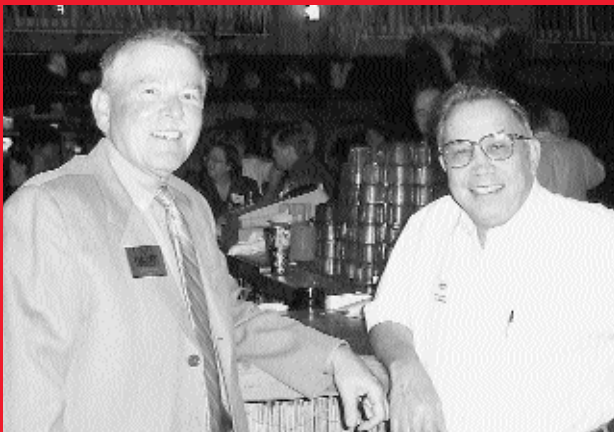
The William F. Harrah College of Hotel Administration recently presented awards to representatives of the Las Vegas Fire



Erik Lloyd (left) of LV Metro Police department accepts an award from Thomas Jones, '82 BS, '91 MS.

Department and the Metropolitan Police Department for their ongoing participation in a disaster preparedness seminar for hotel administration majors. Tim Szymanski of Las Vegas Fire and Rescue and Erik Lloyd of Metro's narcotics section generously donate their time each semester to share their expertise with students. The presentations were made by Associate Professor **Thomas Jones, '82 BS, '91 MS**, and Assistant Professor **Ken Teeters, '73 MBA**.

Catching up with Alums



Dean Stuart H. Mann and the first Dean of the College, Jerome Vallen, catch up at the Alumni Happy Hour. The event was held during Global Gaming Expo in September.

Professor Curtis Love (left) and Class of 2000 graduates Greg Madden and Whitney Turner enjoy themselves at the Alumni Happy Hour held at the Beach Nightclub (owned by alumnus Ric Tuttle, '75).



The 1970's

Scott (Paul) Bellamy, '75 Scott and his wife, Joyce, own a lunch-only restaurant in Cordova, TN called Bellamy's. They live in Bartlett, TN.

Cynthia Vannuca, '79 Cynthia received her MBA at the University of Texas and a doctorate at Penn State. As the director of meetings and conventions at Metropolitan State College of Denver, she recently authored a book on e-commerce design.

The 1980's

Deron Shields, '84 Deron is director of sales for BarBanker LLC, a provider of wireless beverage monitoring software for the hospitality industry. He lives in Foster City, California with his wife and five children.

Sheila Scott, '86 Sheila has worked in the hospitality industry for 15 years and now plans to teach at the university level. She feels the knowledge she gained from her professors at UNLV was phenomenal and she wishes to emulate them.

Glenn Gavin, '89 Glenn was recently named to the 2002-2003 board for the Juvenile Diabetes Research Foundation.

The 1990's

Stacy Bloom, '90 Stacy was named major account manager by Kinko's Inc. for the southwest market. She will be responsible for the convention market in Las Vegas, Arizona, New Mexico, and El Paso.

Matthew B. Ross, '91 Matthew is owner of Pop To Go, a beverage and candy vending company in Arvada, Colorado. He has a son in seventh grade.

Paige A. M. D'Alessio, '92 Paige is the marketing services director for the Northern California region of Trammell Crow. She and her husband live in Pacifica.

T.D. Connell, '92 T.D. was recently promoted to the newly created post of Concept President for the Lonestar Steakhouse & Saloon Inc. He will be responsible for all aspects of daily operations for the Lonestar brand.

Marci Hodges Riedy, '94 Marci is vice president of finance for the Las Vegas Hilton. A licensed CPA, she joined the Hilton as a front desk clerk while in college and has since held positions as operations analyst, assistant controller, director of financial planning, and controller. She is married to **Terry Riedy, '86 Chemistry**.

Peter Weingartner, '94 Peter and his wife **Michelle, '91 Communication Studies**, own and operate an invitation, accessory, and newlywed financial planning business called Michelle's Bridal (www.michellesbridal.com) in Las Vegas. They offer an assortment of wedding products and services for the future bride and groom. They have been married for seven years and have three children, Tyler, Patty, and Brandon, and a 95-pound black lab.

Melissa (Harness) Sangis, '95 Melissa works at the Four Points Sheraton (Starwood-owned) as a Sales System Analyst and Group Room Coordinator. Her husband of four years, **Lawrence Sangis**, also a UNLV alumnus, is the General Manager of the South Mesa Staff NCO Club on the Marine Corp. Base Camp Pendleton.

Tony Letendre, '98 Tony is a senior assistant golf professional at The Reserve in La Quinta, Calif. He is working to become a full member of the Professional Golfers' Association.

Benita Crook, '99 Benita was named branch manager of the West Sahara location of Adecco in Las Vegas.

Sylvia Lyly Wang, '99 Sylvia is the human resources coordinator at the Fairmont Hotel in San Francisco and was recently married.

The 2000's

Daniel Costello, '00 Daniel was part of the opening management team of Del Webb's Anthem Country Club in Las Vegas. In 2001, he joined Remington Hotel Corporation as a Corporate Sales Manager in St. Petersburg Florida and was also an active volunteer with the United Way. Currently, Daniel is heading up the Valley of The Sun United Way's new business initiative. He is also the co-founder of Arizona Arrive Alive and will participate in Scottsdale's Leadership program.

Justin R. Doucette, '92 BS Business, '00 MS HOA Justin recently joined Sunbelt Business Brokers as a certified public accountant.

Donita Dziurzynski, '00 Donita lives in Las Vegas and works as the Food & Beverage Training Manager at the Rio.

Christian Gonzalez, '00 Christian graduated from UNLV in the Summer of 2000. He joined the Madison Renaissance Hotel in Seattle as an Assistant Front Office Manager and is currently the Group Sales Manger (Mexican market and the Southeastern USA) for the Four Seasons Resort Punta Mita.

Yi-Ching Yeh, '00 Yi-Ching lives in Taiwan and works for Salquisa S.A., a ceramic tile maker and raw material supplier, as a Sales Coordinator. She is interested to know if any other alumni work in the United States ceramic tile industry. Alumni can contact Yi-Ching at terry826@yahoo.com.

Charles L. Butler III, '01 Charles is pursuing a dual law degree and MBA at Willamette University in Salem, Oregon.

Keep In Touch!

Send us your personal and career updates to share with fellow alumni. Complete the online address update form and Alumni Updates submission on our webpage.

Visit this webpage for information on listing yourself in the online alumni directory and to learn how you can help us find your missing classmates.

<http://www.unlv.edu/Tourism/alumni.htm> or email judy.nagai-allison@ccmail.nevada.edu.

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Giving to the Harrah Hotel College...

At UNLV, state support covers only about 30% of our expenses. The remainder of our funding comes from fees, grants and individual, corporate and foundation gifts. Private support has helped to make the Harrah Hotel College one of the most respected hospitality and leisure services education programs in the world. Your gift of any size to the Harrah Hotel College will help provide scholarships and professional development experiences to deserving students, research awards to faculty and fellowships for graduate students.

For further information on how to make a gift, please contact Deborah Young at 702-895-3148 or by email at dyoung@cmail.nevada.edu. You may make a gift online at

www.unlv.edu/Foundation

or mail your gift to:

UNLV Foundation
4505 Maryland Pkwy., Box 451006
Las Vegas, NV 89154-1006.

Please be sure to designate the Harrah Hotel College as the beneficiary of your gift.

Alumni please note: the UNLV Foundation raises funds for many deserving programs at UNLV. Should you receive a call during the fall phonathon and would like to make a gift to support the College, please make sure you let the caller know you would like to designate your gift for the Harrah Hotel College.

Thank you for your consideration!

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