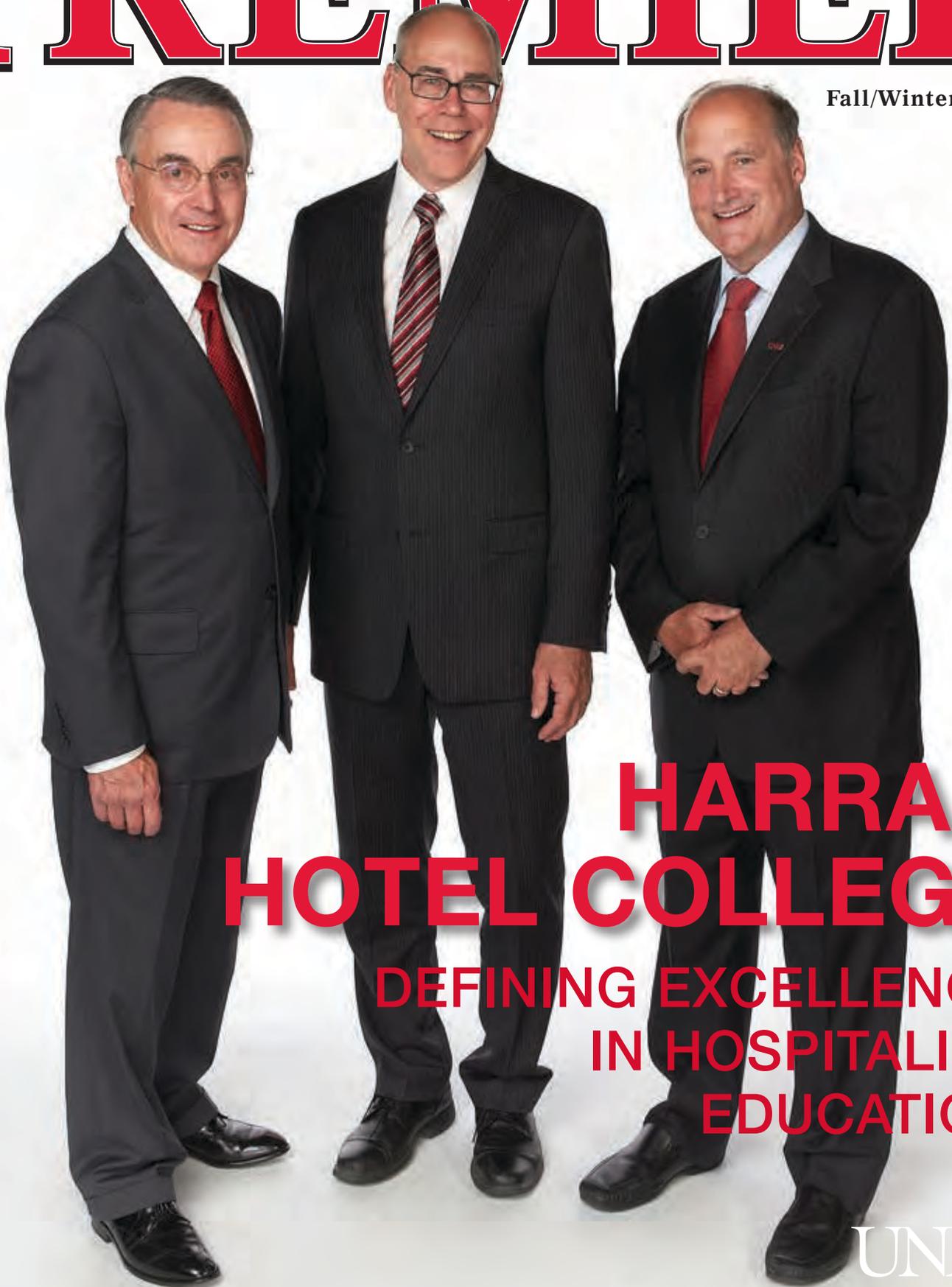


A WILLIAM F. HARRAH COLLEGE OF HOTEL ADMINISTRATION PUBLICATION

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# PREMIER

Fall/Winter 2013



**HARRAH  
HOTEL COLLEGE**  
DEFINING EXCELLENCE  
IN HOSPITALITY  
EDUCATION

UNLV

## PREMIER

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

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Welcome to this issue of *Premiere* magazine, my first issue as the new dean. These are exciting times here in our college, but to paraphrase Charles Dickens: “It is the times with the most challenges and the times with the most opportunities.”

It is the times with the most challenges because hospitality education is at a crossroads. The traditional community colleges, once a source for AA degrees, are beginning to offer four-year degrees. For-profit brick and mortar institutions and for-profit online universities are also offering degrees in hospitality. All these organizations offer easier access, have strong contacts with the industry, provide what appear to be similar courses, and are often less expensive than traditional universities. Many of these institutions train students for their first jobs.

As the costs for traditional four-year programs continue to rise — due to a decrease in state funding — both parents and students look for alternatives, especially if they believe a similar education can be earned elsewhere.

These challenges require us to ask how the Hotel College can create an environment and a curriculum that transforms education from “helping students find their first jobs” to one that “instills both a desire for learning and prepares students for the challenges facing hospitality leaders of the 21<sup>st</sup> century.” The answers will not only help the Hotel College differentiate itself from other schools but, more importantly, will also lead to the lifelong success of our students.

Despite these challenges, it is also the time with the most opportunities for a

variety of reasons. One is that the State of Nevada has committed to help fund our new academic building. You will continue to hear much about this new building in the future. This building represents the bridge to the future because it will provide a state-of-the-art facility that incorporates the learning styles of today's student.

A second reason is the incredible support we receive from our various constituents who are not alumni of the college. The number of congratulatory messages I received when the announcement of my appointment was made was overwhelming. I soon realized they were not applauding me as much as they were showing their love for our college, their sense of ownership, and their hope for the future.

A third reason it is also the time with the most opportunities is because of you, our incredibly strong and proud alumni. You are the foundation upon which we will build the future. I will be seeking your counsel and insights as we begin to address the challenges facing our college and our desire to create the lifelong success of our students.

A fourth reason is the dedication of those working in our college. Each person works tirelessly to ensure the future success of our students and the industries we serve.

Finally, although Don Snyder is no longer the dean, he will still be very much involved with our college. Don started the idea of the bridge to the future with his leadership over the last three years. It is my honor to follow Don and lead the Harrah Hotel College. I also look forward to serving you — the alumni and friends of the William F. Harrah College of Hotel Administration. ■

As the now former dean of the William F. Harrah College of Hotel Administration, it is with mixed feelings that I write this letter. In my three years as dean, I gained a tremendous respect for the mission of a college that has such a rich history and is so important in preparing the future leaders of the hospitality industry. I also have gained tremendous respect for the faculty and administrators who have committed themselves to that mission. It has clearly been a pleasure to be afforded the opportunity to bring a nontraditional background to serve this college as dean. I will miss being directly involved in providing that leadership.

In these past three years, I have also gained an understanding of the challenges facing our college as we work to remain one of the world's truly pre-eminent hospitality colleges. As Dean Shoemaker says in his dean's letter, hospitality education is at a crossroads — faced with significant changes in both higher education *and* the industry we serve.

While the job is not done, we accomplished some things in these past three years that are critical to more effectively addressing both the challenges and the opportunities that lie ahead. The strategic planning process early in my tenure helped us manage the most severe budget crisis ever faced by the university while at the same time positioning the college to be more agile in dealing with the challenges we may face. In partnership with the governor, we laid a foundation for UNLV to be at the heart of his initiative to make Las Vegas the “Intellectual Capital for Global Gaming and Hospitality.” And we gained the support of the governor and our Legislature in the recently concluded legislative session to move forward with the planning and preconstruction work for a new academic building for our college.

The new academic building not only will serve a critical need, but it will also provide a good example of the symbolic bridge to the future that Dean Shoemaker references in his letter. This new building will serve as a “bridge” between our college's first nearly five decades and the next several decades that lie ahead. And, just as Dean Jerry Vallen did 50 years ago, this new building will provide us the opportunity to define what excellence in hospitality education will be for future generations.



Photo by R. Marsh Starks

I have also said that while the new building is important, it is what happens in that new building that is most important. Dean Shoemaker clearly has the background, the experience, and the perspective to ensure that our college, the new building, and what happens in that building define excellence in hospitality education for the next generations of industry leadership. I could not be more pleased with his selection as our new dean.

Thanks to the students, faculty, alumni, industry leaders, friends, and supporters of the William F. Harrah College of Hotel Administration for a wonderfully rewarding three years as your dean. I look forward to my new role at UNLV but will welcome ways to continue to support this wonderful college. ■■

*Executive Dean for Strategic Development and Former Hotel College Dean Don Snyder*

# UNLV Undergraduates Take Top Spots in Nevada Governor's Cup Contest

### Two UNLV undergraduate student groups awarded \$35,000 to help develop business plan

Two UNLV student teams took top honors and collected \$35,000 in prize money April 18 in the Donald W. Reynolds Governor's Cup Collegiate Business Plan Competition, a statewide contest designed to encourage students to use their ideas and talents to create tomorrow's businesses.

UNLV students fared well in the undergraduate category, taking two of the top three spots. Students in the competition gained access to networks of successful entrepreneurs, investors, and business leaders from around the state.

"The competition serves as an outcome for students learning skills on how to be successful entrepreneurs," says Andrew Hardin, director of UNLV's Center for Entrepreneurship. "Producing entrepreneurs who are willing and able to build new job-creating businesses is critical for diversifying Nevada's economy. We are moving entrepreneurship at UNLV toward a level of excellence seen only at top universities in the world."

Solution Bar took first place in the undergraduate category, winning \$25,000 for its business plan surrounding a science-themed specialty bar that offers unique and molecular mixology beverages. At Solution Bar, specialty cocktails and drinks will be served in test tubes and beakers. The team will use modern science and techniques to take liquid alcohol and reshape it into solid edible structures, such as an entire cocktail infused into a cucumber or a margarita made into edible balls that

customers would eat like caviar. The target audience is millennials who live in southwest Las Vegas. The team includes Hotel College students Ari Weinryt and Diana Duangnet Fisher. The team was advised by Clark

Kincaid, a professor in the College of Hotel Administration.

Gymnerate received third place in the undergraduate category and a \$10,000 prize. Gymnerate is an energy-brokerage company designed to extract energy from gym machines while in use and send it back to the grid. In doing so, gyms will save energy costs and earn renewable energy credits for their business and for Gymnerate. Every 1,000 kilowatts of energy produced can be sold for \$500. Team members include UNLV students Taylor Hall and Sarah Tom. The team is advised by Janet Runge, enrichment coordinator at the Lee Business School.

The first- and second-place teams from the graduate and undergraduate



categories advanced to the Tri-State Reynolds Cup competition in May, where they competed with teams from Oklahoma and Arkansas for cash awards of more than \$100,000. Unfortunately, the UNLV teams did not place in this competition.

The Donald W. Reynolds Governor's Cup is the only statewide collegiate business plan competition that encourages students from Nevada's universities and colleges to consider entrepreneurship as a career option and gives students real-world experience in developing business plans. For more information and a full list of winners, please visit Nevada Center for Entrepreneurship and Technology. ■■

*This information was taken from an April 19, 2013 UNLV Office of Media Relations press release by Megan Downs.*

## Golf News

The UNLV PGA Golf Management Program and Program Coordinator Kendall Murphy, '08, were recently featured on the Golf Channel. Be sure to check out the video at: <http://www.youtube.com/watch?v=qBH2jz45YTE&feature=youtu.be> ■■

# Nevada: A State United in Gaming Education

When the Nevada Legislature passed AB7 earlier this year, it made gaming educational history. The bill's language specifically cites the hotel school's International Gaming Institute as a strategic partner and leader in developing the workforce that the state and its key industry need in a collaborative effort to address gaming's complex, rapidly evolving future. AB7 was one of the major accomplishments of Governor Brian Sandoval's Gaming Policy Committee, which recommended that the state work alongside the IGI and gaming industry leaders to build educational curricula for Nevada's tomorrows — tomorrows that will be increasingly technology-centric and Internet-focused.

To achieve these goals, AB7 mandates that one member of the Gaming Policy Committee serve as a representative of academia so that research-based feedback might be provided to the state's key decision makers. It also sets aside funding for a research position at the IGI — one that will be filled this fall by Dr. Kahlil Philander, who is perhaps the world's leading economist on the impacts of Internet gaming operations (and a UNLV hotel school Ph.D. to boot!)

Also in support of AB7's mission, the IGI will be co-hosting the prestigious Executive Development Program (EDP) this coming Nov. 14–23 at the "getaway location" of Lake Tahoe, Nev. This internationally recognized educational program continues the legacy of UNR's Dr. Bill Eadington, who founded the EDP in the early 1990s. Over the years, EDP has graduated

some of the gaming industry's finest leaders, including Andrew MacDonald, chief casino operator at Singapore's highly successful Marina Bay Sands, and Mark Lipparelli, the outgoing chairman of the Nevada Gaming Control Board.

MacDonald was a member of the first class of EDP graduates, and he tells a compelling story about his experience:

*"My casino at the time had a strong year, and at the end of the year, I was offered a nice bonus. I approached my bosses and asked them to instead send me to EDP, where I learned from the world's best. The experience changed my life, and I still to this day remember nuggets from the memorable lectures. To the degree I consider myself an analytical executive able to sift through complex information to make difficult decisions, I trace it back to the experience I had learning under the excellent faculty at EDP. And the relationships I developed there have lasted a career."*

Meanwhile, Lipparelli will be co-moderating this year's EDP with the IGI's Dr. Bo Bernhard, and the co-moderators will be joined by prestigious faculty from all over the gaming world. ■■

If you are interested in attending or want more information on the IGI's role in the state's grand vision, visit <http://igi.unlv.edu>.

## Students Win National Competition

This past February, two undergraduate students in the William F. Harrah College of Hotel Administration, Courtney Chui and Arlan Brooks, won the 2013 Academic Outreach Scholarship Competition, which is a national competition sponsored by the American Resort Development Association (ARDA). The competition challenged teams of undergraduate students in ARDA-member hospitality programs in the United States to write a compelling business plan that addressed important issues facing a fictional vacation ownership resort located in Florida.

The winning team from the University of Nevada, Las Vegas enjoyed, as a result of their winning effort, a trip to



the annual ARDA World Global Timeshare Event, which was held in April in Hollywood, Fla. There, the students attended networking events, industry workshops and presentations, and to top it off, Chui and Brooks had the opportunity to present their proposal to industry leaders at a special roundtable panel. ■■

# Las Vegas Serves as Site of 15th International Conference on Gambling and Risk Taking

This year's conference was a record-breaker



It isn't every day that experts from UNLV, Harvard, Yale, MIT, Oxford, and Cambridge are enticed to present at a single event, but the days of May 27–31 were no ordinary days for our campus community. The 15<sup>th</sup> International Conference on Gambling and Risk Taking is the world's most prestigious academic event in the gambling studies field, and for the first time in its history, the UNLV International Gaming Institute served as co-host (alongside our friends in the Business College at UNR). Thanks in large part to the Hotel College's skills in event planning, a record-breaking 450 attendees from 27 countries and all six inhabited continents enjoyed the proceedings immensely, and they left with a deeply positive impression of our college, our university, and our university system — as well as our collective ability to serve as the “global intellectual capital of gaming.”

This triennial event traces its history back to 1974, when the idea of convening “intellectuals” to study gambling was deemed absurd by many in the intelligentsia. However, UNR's Dr. Bill Eadington, the “founding father” of the field, believed otherwise, and he invited 40 attendees, hoping for the best. Despite the skeptics' views, Eadington was onto something special, and an entire field blossomed from scratch.

As the prominent longtime Wall Street gaming analyst Eugene Christiansen describes it:

*The first conference was at the Sahara, at the north end of the Las Vegas Strip, on June 9–11, 1974. At that time, the Sahara was about as famous as casinos get. The original (1960) Ocean's 11 was filmed there; through its doors passed Frank Sinatra's Rat Pack along with other colorful characters from gambling's past. These influential International Conferences have now outlasted the Sahara, which shut its doors on May 16, 2011 — and indeed, they have had a much more lasting impact on gambling and our understanding of it.*

The conference soon took on a community life of its own, evolving into what the pioneering gambling academic Henry Lesieur called an “invisible college” that linked a global, expert village of intellectuals in pursuit of a common intellectual interest. At this most recent gathering, that invisible college included not only more than two dozen UNLV professors and graduate student presenters (who shared cutting-edge research on everything from gaming policy to Internet gambling to gambling history to problem gambling to casino operations) but also the MIT Blackjack Team (whose members reconvened for this

unique event) and ESPN's Chad Millman, the internationally recognized journalist and personality who covers the sports-wagering scene for the world's largest sports network.

Other presenters included Yale School of Medicine's Marc Potenza, who unveiled the just-released diagnostic criteria for disordered gambling, and William Antholis, managing director of the Brookings Institution (who arrived with a fascinating portrayal of China's evolving political and economic structure — and proceeded to describe how it all impacts the global gaming industry). Meanwhile, Harvard Medical School's Debi LaPlante summarized her groundbreaking behavioral research using real-time data from every gambler's wagers with a major international online operator, and Oxford's Peter Collins presented from afar (as he was sidelined with a broken ankle but managed to send audiotaped words of wisdom and encouragement to the eager attendees).

In other sessions, academics from Positivo University in Brazil presented an update on the South American gambling scene, while academics from the University of Cape Town described the remarkable ways in which the gaming industry has contributed to post-apartheid socioeconomic harmony — all in the surprising field of casino HR. Australian professors summarized their newest national surveys of gambling behavior — alongside pollsters from the U.S., Sweden, Canada, and New Zealand. Math types were entertained by presentations on baccarat math (with one presenter claiming to have “solved” the game) as well as “big data” presentations from some of the brightest quantitative minds on the planet. Finally, in the “smallest” presentation, University of Cambridge researchers came over from the United Kingdom to put together a special panel on “Gambling and the Brain,” revealing how much we now know about the neurological and molecular-level dimensions of the gambling act.

The event was hardly “for academics, by academics,” however. More than 200 of the attendees worked in the global gaming industry in some capacity, giving the proceedings a unique “industry-academic” collaborative flavor. In sum, and as always, the conference delivered on its promise of convening the world's gambling intellectuals to debate the issues of the day, right here in our backyard at Caesars Palace in Las Vegas.

Speaking of Caesars, it must be said: An event of this magnitude simply does not happen without the generosity of its hosts and sponsors — and Caesars was a perfect host



## Platinum

## Gold

## Silver



throughout. This was the place, after all, where Evel Knievel once jumped the fountains, where an aging Muhammad Ali fought an upstart named Larry Holmes, and where the Forum Shops revolutionized retail amenities in casino resort properties. In short, what has happened in gambling has happened at Caesars, and we owe a huge debt of gratitude to Jan Jones, Karlos LaSane, Dean Hestermann, Jennifer Shatley, Seth Palansky, and the entire Caesars team for their kind support.

In addition to Caesars, platinum sponsors IGT (who helped co-produce a wildly popular “Mock Trial on Social Gaming” at the conference), MGM Resorts (who kindly sponsored 50 “MGM Scholars,” allowing students and faculty with limited funds to attend the world’s most important academic event), and Macao Polytechnic Institute (a leader in gaming studies in Macao) make massive international events like these possible, and a host of other sponsors (including Las Vegas Sands, Paragon Gaming, ShuffleMaster, GLI, the American Gaming Equipment Manufacturers Association, Casino del Sol,

Konami, GeoComply, Bally, Casino Enterprise Management Magazine, and Global Gaming Business Magazine) contributed in herculean fashion to this monumental achievement as well. Finally, the conference planning team — some of whom started working 18 months before the once-every-three-years event even began — has to be acknowledged and thanked. This has become, we all soon realized, an event that is perfectly suited to the Hotel College’s strengths as a globally recognized academic and event planning leader.

The entire week served as a fitting and celebratory tribute, as Eadington passed away this past February after an 18-month battle with cancer. Also in attendance at the conference were all of the members of Eadington’s immediate family, including his wife, Margaret, who delivered a moving speech on the final night of the event. During this speech, Mrs. Eadington noted with joy the poignancy of the “passing of the torch” to a next-generation group of scholars and conference planners, all united in the invisible college that Bill built. ■

# Defining Excellence in Hospitality Education

Leading the charge to educate future hospitality leaders



Photo by R. Marsh Starks

**Don Snyder, Neal Smatresk, and Stowe Shoemaker**

The William F. Harrah College of Hotel Administration welcomed its newest dean, Dr. Stowe Shoemaker, on July 1. His diverse experience in hospitality education gives him insight he can use to preserve the college's top position while strengthening its capacity in new and changing areas of the quickly moving hospitality industry. During his career, he has consulted with gaming manufacturers, casinos, hotels, airlines, cruise lines, and major medical centers. He is currently helping write a strategic plan to bring health care tourism to Southern Nevada.

Shoemaker holds the Michael D. Rose distinguished chair and is a Lincy Professor at the University of Nevada, Las Vegas. Courses recently taught include revenue management, strategy, basic statistics, consumer behavior, research methods, multivariate statistics, and services marketing.

A member of the Executive Education faculty at the Cornell University School of Hotel Administration, he teaches courses in strategic pricing, marketing, and revenue management. His research interests include the antecedents and consequences of consumer loyalty, loyalty programs, and strategic pricing

and revenue management. In addition, Shoemaker is an adjunct faculty member at University of Texas MD Anderson Cancer Center, where he is using his knowledge of hospitality operations to improve patient satisfaction.

His research has won numerous awards and has appeared in the *Journal of Revenue and Pricing Management*, *Journal of Travel Research*, *Cornell Hotel and Restaurant Administrative Quarterly*, *International Journal of Hospitality Management*, *International Gaming and Wagering Business*, *Journal of Restaurant and Foodservice Marketing*, and *Harvard Business School Case Study*. He has also published two textbooks on hospitality marketing: *Marketing Leadership in Hospitality and Tourism: Strategies and Tactics for a Competitive Advantage* (co-authors: Robert Lewis and Peter Yesawich) and *Marketing Essentials in Hospitality and Tourism: Foundations and Practices* (co-author Margaret Shaw).

Shoemaker's extensive background in a variety of hospitality disciplines, as well as his experience at UNLV and University of Houston Conrad N. Hilton College of Hotel and Restaurant Management, will no doubt heighten his leadership abilities as dean. He foresees continuing the Hotel College's vision to be the premier school in the world for hospitality education.

In addition, he is inspired to lead the college to achieve Governor Sandoval's vision of having UNLV serve as the global intellectual hub of gaming, hospitality, and entertainment.

The Hotel College is in a unique position right now. In addition to Shoemaker's vision, previous dean and UNLV Executive Dean for Strategic Development Don Snyder is focused on revitalizing the campus as well as several projects directly related to the Hotel College. Both Shoemaker and Snyder will be able to provide a smooth transition within the college and its external audience. ■



## LVCVA's Host Committee Provides Welcome

Just about two years ago, the Las Vegas Convention and Visitors Authority (LVCVA) rolled out a highly visible initiative to make attendees of high-profile events and conventions feel welcome and appreciated by the community. The host committee, which includes a board chaired by former Las Vegas Mayor Oscar Goodman, is a volunteer advisory group of local business and civic leaders whose goal is to enhance Las Vegas' overall competitiveness as a destination by engaging the broader Las Vegas community in support of major trade shows and destination events.

"By rolling out the red carpet and doing such things as greeting these visitors at the airport, we hope to show how welcoming we can be," says Ericka Aviles, '04, the committee's business marketing manager. "It's important that we teach our local community the significance of our number-one industry, which attracts approximately 40 million visitors each year and generates more than \$40 billion per year."

Ambassadors for the host committee are recruited through community outreach or are asked for their involvement. These ambassadors represent different sectors and industries in the Las Vegas community. "Since tourism supports nearly half of all local jobs, and since almost half of the state's general-fund revenue is generated by tourism, it's important to get all sectors of the community involved," says Aviles. "Not everyone realizes that 68 percent of the room-tax revenue funds our schools, parks, and other government services."

Committee members leverage their experience and relationships to promote Las Vegas as the best place to hold

a convention or major event. In addition, members develop opportunities for more local businesses to join in their efforts and directly benefit from the economic activity these events bring to our city. The committee is supported by LVCVA staff, which provides periodic reports to the LVCVA board.

"We produce a monthly newsletter for all ambassadors so they can see what's going on," says Aviles. "Through this tool, we showcase opportunities for them to welcome visitors. They, in turn, share this information with their staff. The main goal of the host committee is to show that we are welcoming to and here to serve our visitors. The ambassadors understand the significance of the events with which we assist."

During National Travel and Tourism Week in May, community support was shown in a variety of ways — for example,

locals were asked to wear blue on May 7 to show that they know tourism is a vital component of the Las Vegas community. Through these activities, the committee hopes to create camaraderie in various businesses around town. "Another example is that during December's National Finals Rodeo, we asked people to wear jeans to show their support of the event," says Aviles.

She continues, "This is really a grassroots effort. There is no other host committee of this kind in the United States. It's very exciting to me personally, as I grew up in Las Vegas and know what a transient city it can be. We are constantly asking how we can engage the community. Getting everyone involved is very rewarding!"

"Las Vegas hosted International Pow Wow in June. This is a group of important decision makers for the hospitality industry, so we definitely wanted to show off how welcoming we are. We started by greeting them at the airport and followed through with other activities throughout the week." ■

### Host committee members currently include:

- |   |                                    |
|---|------------------------------------|
| Fremont Street Experience                   | McCarran International Airport     |
| General Growth Properties                   | Nevada Resort Association          |
| Las Vegas Chamber of Commerce               | Nevada Restaurant Association      |
| Las Vegas Convention and Visitors Authority | Nevada State Bank                  |
| Las Vegas Events                            | R&R Partners                       |
| Las Vegas Metropolitan Police Department    | Regional Transportation Commission |
|   | Southern Wine & Spirits            |

# Alumni Association Announces Jerry Tarkanian Legacy Project

Legendary former UNLV men's basketball coach Jerry Tarkanian will be honored with a statue outside the building that he made famous as part of a legacy project by the UNLV Alumni Association.

Tarkanian, who in May was announced as the first UNLV player or coach to be voted into the Naismith Memorial Basketball Hall of Fame, will have his legacy permanently honored in front of the Thomas & Mack Center by a bronze statue sculpted by classically trained artist Brian Hanlon of Toms River, N.J.

The Jerry Tarkanian Legacy Project has been launched to fund the design, creation and installation of the statue and to establish a scholarship fund in his name. All funding for the project will come from

private donations. Fans can donate now by visiting the website [OneForTark.com](http://OneForTark.com).

During 19 years at the helm of the Runnin' Rebels (1973-1992), Tarkanian shaped an up-tempo and aggressive style that captivated fans in Las Vegas, and across the nation. Posting a 509-105 (.829) record at UNLV, he took four teams to the NCAA Final Four, winning the national championship in 1990 in a 103-73 runaway over Duke—still the highest margin of victory in NCAA Tournament championship game history. The court at the Thomas & Mack Center was named in his honor on Nov. 26, 2005.

A member of UNLV's Athletics Hall of Fame since 1998, Tarkanian is one of only two coaches to see his number retired. Known to fans as the towel-

chewing "Tark the Shark," he never had a losing season while at UNLV while coaching 13 players recognized as All-Americans a total of 20 times. He won 11 regular-season conference championships, seven conference tournament titles and made 12 NCAA Tournament appearances. He was an eight-time conference coach of the year and was named UPI's National Coach of the Year in 1983. Tarkanian will be one of 12 new members inducted to the Basketball Hall of Fame on September 8 in Springfield, Mass. ■

*This information is from a press release from the UNLV News Center dated May 1, 2013.*

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## Chef Artist Series

This fall, the Harrah Hotel College is pleased to announce that there will be two Chef Artist Series dining opportunities, one in October and the other in November.

On Tuesday, November 5, join us in welcoming Executive Chef Michael Minor of Border Grill at Mandalay Bay for the Chef Artist Series. Join us to savor the flavors of Mexico as prepared by Minor.

Inspired by his grandmother's Syrian cooking, Minor has been creating unique dishes since he was very young. With a diverse background in everything from fusion cooking at Z'Tejas and high volume cooking at Hard Rock Café, to working for celebrity chef/owners like Wolfgang Puck and now Mary Sue Milliken and Susan Feniger at Border Grill, Minor has worked in many well-known restaurants in Las Vegas. His passion for food is supported by his years of experience and study of regional cuisine in Oaxaca and Michuacan, Mexico. Aside from his duties as an executive chef, he is also very involved with various celebrity charity fundraisers, and award shows. He's a firm believer in giving back to his community, spending the last five Thanksgivings cooking for the homeless. *For more information and reservations, please contact Don Wood at (702) 895-5905 or by email at [donald.wood@unlv.edu](mailto:donald.wood@unlv.edu).*



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## Hotel College Members Awarded at ICHRIE

Associate Professor and Assistant Dean of Operations Jean Hertzman, '06 Ph.D., was honored with The Chef Herman Breithaupt Award at the 2013 International CHRIE Awards Celebration, which took place during the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference held in St. Louis this summer. The Chef Herman Breithaupt Award honors the memory

of a pioneer in culinary education by recognizing outstanding achievements and contributions to the foodservice education by a chef/educator. The recipient of this award must exhibit high professionalism, demonstrate a strong commitment to hospitality education, and have a record of contributions to the International CHRIE and the industry as a chef/educator.

Assistant Professor Toni Repetti, '96, '11 Ph.D., and Ph. D. candidate Soyeon Jung also won an award at ICHRIE for their paper, The Effect of Cross-border Competition in Atlantic City Gaming Volumes at the awards ceremony. They won in the category of Best Papers - Conference. ■

# Farewell

## Patti Shock



Congratulations to Patti Shock on her retirement. She joined the Harrah Hotel College in January 1988 and served as a faculty member for more than 25 years. During that time, she chaired the Tourism and Convention Department for 18 years. Before joining UNLV, Shock chaired the Hotel, Restaurant, and Travel Department at Georgia State University in Atlanta, Ga., for 10 years.

Recognized as an expert in the field, Shock taught catering courses and co-authored five books on the subject, plus wrote the food and beverage chapters for many of the association books, including IAEE and PCMA, as well as the CIC manual. She also taught classes in introduction to conventions and social media for the hospitality industry.

Over the years, Shock has been a frequent speaker at industry meetings and received many awards and accolades, including Outstanding Achievement in Industry Leadership Award, IAEE, 2007; Professional Achievement Award, PCMA, 2005; Lifetime Achievement Award, Cecil B. Day School of Hospitality, Georgia State University, 2003; TSW Power Pack: 100 Most Influential People in the Tradeshow Industry, *Tradeshow Week* magazine, 2007; 25 Most Influential Women in Southern Nevada, 2002, *InBusiness Las Vegas*; 25 Most Influential People in the Meetings Industry, *Meeting News*, 2002; 10 Most Powerful Women in the Convention Industry, *Successful Meetings*, 2000; 2002 Author of the Year for PCMA; 1997 Distinguished Service Award IAEE (IAEM); 1996 Educator of the Year, PCMA; Claudine Williams Distinguished Chair at UNLV for 1996–1998; 1989–90 Boyd Distinguished Professor Award for Service at UNLV; 1987 Achievement Award from the Council on Hotel, Restaurant, and Institutional Education, sponsored by the Marriott Corporation; and 1987 Allied Industry Leader of the Year for the Georgia Hospitality & Travel Association. ■

# Leadership Is a Key Factor in Reducing Employee Turnover Intention

Anthony Gatling, Ph.D.

**E**mployees don't quit companies; they quit poor supervisors! Organizations, big and small, publicly held and independently owned, all seek to find ways to combat this costly reality. While many of these organizations spend million of dollars on engagement surveys and other tactics to better understand this problem, they might consider assessing the authentic leadership qualities of their managers.

## What is authentic leadership? How do we measure it?

In a recent study conducted by UNLV researchers Dr. Anthony Gatling, Ph.D. student Hee Jung (Annette) Kang, and Dr. Jungsun (Sunny) Kim, '06 MS, '09 Ph.D., 236 students working in the Las Vegas hospitality industry were asked to assess the authentic leadership qualities of their direct-report managers. These researchers found that the authentic leadership qualities of the managers had a significant impact on the employees' commitment to the organizations and that the employees' organizational commitment directly impacted the employees' turnover intention. The findings support the notion that authentic leaders empower employees, build lasting relationships, and make their organizations stronger. Not only do they strengthen the organizational commitment of the employees who report to them, but also they strengthen the employees themselves. The components of authentic leadership used in this study are explained in the figure to the right.

Authentic leaders are more interested in empowering employees than in self-promotion or wielding personal power and are guided by compassion and ethical principles in everything they do. While some of the Las Vegas hospitality managers in this study did demonstrate authentic leadership qualities, far too many were perceived as being inauthentic.

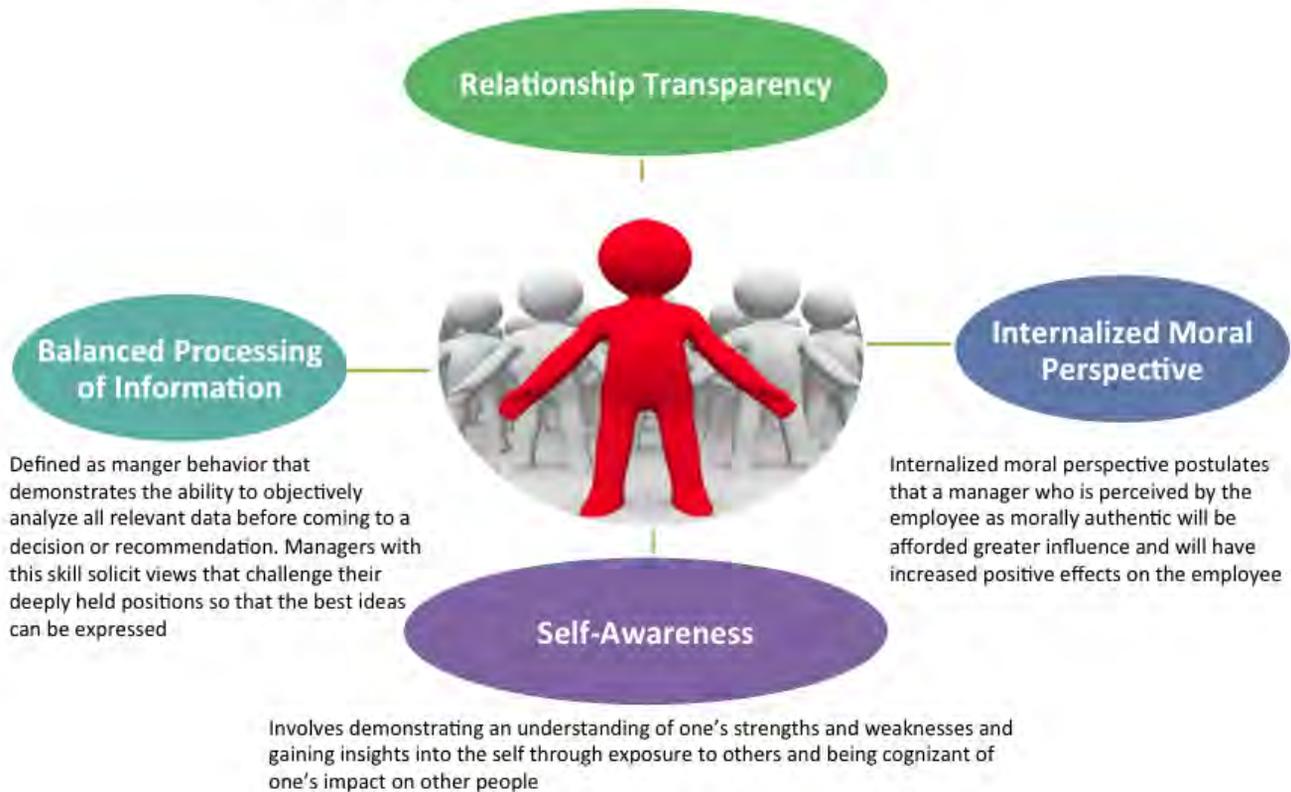
Human resource executives and senior-level operations executives would do well to measure the authentic leadership of frontline managers and connect those data points with frontline employee turnover. Most organizations today are aware of the need for greater transparency and accountability, and many recognize that unethical behavior has an immediate and lasting negative impact on company performance. Employees lose faith in organizations that allow inauthentic leaders to go unchecked, and these employees will leave such organizations.

## Can authentic leadership qualities be taught and improved?

The researchers emphasized that some of the managers evaluated in this study were perceived to have strong authentic leadership qualities. It is important to note that while some leaders are born with innate authentic leadership qualities, anyone who has the knowledge, desire, and consistent feedback during the development progress can develop authentic leadership skills. Authentic leaders are dedicated to continued personal growth and committed to building lasting relationships and strong organizations. Authentic leaders draw their inspiration from the ethical culture that exists or that is being created by the leaders themselves. In other words, authentic leadership development has a great deal to do with not being afraid to admit mistakes while working hard to overcome shortcomings. By facing their flaws and refusing to compromise ethical principles, authentic leaders can find ways to overcome their failings and make them stronger leaders in the eyes of their employees. It's powerful when the boss can admit a mistake and make a correction. It creates relational transparency, which strengthens organizational culture and positively impacts employee engagement.

## Components of Authentic Leadership

Defined as disclosing one's true self to one's followers which builds trust, intimacy, teamwork, and cooperation, as well as stability and predictability



### **Impact of strong authentic leadership on a hospitality company's bottom line**

These researchers found that if the authentic leadership qualities of a manager can be increased by one point (using a five-point measurement scale), it would generally result in a 26 percent improvement in the employees' commitment to the organization. Organizational commitment refers to employees' feelings of loyalty to a company or organization because they believe in the organization. An employee with high levels of organizational commitment would find it difficult to walk out on an employer. Organizational commitment can enhance job satisfaction, as employees are encouraged to agree with the organization's objectives and principles. Previous research studies have suggested that committed employees feel they are treated fairly in terms of equity, and they report receiving organizational care, concern, and support.

The results of this study support the assertion that strong organizational commitment promotes a sense of belonging and ownership among employees — *essential for being satisfied, productive, and loyal employees*. In prior research, organizational commitment has been proven to be a strong predictor of employees' turnover intention, and turnover intention has been shown a high correlation with actual turnover rate. A high level of organizational commitment increases ownership among employees toward their company; hence, it reduces turnover intention. Thus, managers should review policies, procedures, and plans to motivate employees to have a sense of honor and ownership. In summary, the researchers found that a one-point increase in organizational commitment (using a five-point measurement scale) generally results in a 35 percent reduction in employee turnover intention. ■■

# Revenue Management is Crucial Component of the Industry

Robyn Campbell-Ouchida, '00 MA

In today's competitive marketplace, revenue management is a skill from which graduates of nearly any educational program could benefit. That's exactly why the Harrah Hotel College introduced a revenue management course this past spring.

"I've been pushing the hotel school to offer a revenue management class for several years," says Marco Benvenuti, '02, chief analytics and product officer and co-founder of Duetto Research. "I've been lecturing in several classes about revenue management to get faculty and students excited. Finally this year, with Stowe Shoemaker back in the mix, UNLV offered the first true revenue management/pricing class."

The ball really got rolling when Shoemaker called Benvenuti and asked if he could use the company's software, Duetto Edge, in his class to give students the feel of what a real revenue manager uses every day. "Since our system is fully web-based and hosted in the cloud, it took us a couple of days to stage a fake hotel with fake data for Stowe and his class to play with," explains Benvenuti. "We called it, of course, the Rebels Hotel. I also went to the class and held a lecture to explain to students how the system works."

In addition to Benvenuti, other former graduates involved in revenue management spoke in Shoemaker's class. This included president and lead consultant for The Dobney Group, Angie Dobney, '98; vice president of revenue optimization for The Cosmopolitan of Las Vegas, Colleen Birch, '99; and Expedia's director of gaming, market management, Daniel Wathen, '97. Although not a graduate of UNLV, Mark Molinari provided much insight into how Las Vegas Sands Corporation practices revenue management.

The objective of the class was to help students learn how to apply the principles of revenue management to hotel operations. Topics covered included forecasting, rate and availability controls, overbooking, group decisions, pricing, distribution channel management, and management and marketing issues. Case studies and group projects were used to turn theory into reality. One student developed an overbooking algorithm for a Las Vegas fine dining restaurant, two students developed a revenue management program for a coffee shop, and two other students used material they learned in class to develop a pricing strategy for cabanas at a Las Vegas hotel-casino.

The class is already paying dividends in terms of internships, job opportunities, research projects, executive education, and donations of software. Two graduate students were offered internships in revenue management, while one undergraduate was offered a position at Expedia, and another received a position at the regional revenue management office of Hilton. Orié Berezan, '13 Ph.D., elected to join Duetto Consulting in lieu of an academic career. Shoemaker and Dr. Carola Raab, along with Ph.D. student Lan Jiang and undergraduate Danielle Susz, are working on a research project for Expedia. In May, Shoemaker gave a seminar to revenue managers for destination hotels and resorts. Finally, in addition to Benvenuti's donation, The Rainmaker Group is committed to providing UNLV with access to its software.

In his role as the new dean, Shoemaker wants to work with faculty and industry to see how more revenue management courses can be offered in the future. Industry is eager to hire students with this background, and as shown this spring, students are willing to take revenue management courses if offered. ■■

LIFE IS BEAUTIFUL  
FESTIVAL



## Butter My Biscuits Gospel Brunch

Save the date of Sunday, October 27 for this sure-to-be spectacular brunch! As part of the inaugural Life is Beautiful festival, proceeds from this event will benefit the UNLV Foundation as well as Harrah Hotel College students. Spearheaded by Gina Gavin of Project Dinner Table and chefs from Wynn Las Vegas, Palms, and Bellagio, along with the Modern Mixologist Tony Abou-Ganim, this brunch promises a great time. Only 500 tickets will be available so keep your eyes and ears open for more information at [lifeisbeautifulfestival.com](http://lifeisbeautifulfestival.com) ■■

# Learning the Value of Hands-on Event Planning

Elizabeth Dhanis

I recently had the pleasure of being the direct contact of Dr. Yen-Soon Kim for planning the third annual Korean American Hospitality Tourism Educators Association program. She allowed me and my TCA 490 (Festival and Event Management) classmates to plan various aspects of this important event, which ranged from handling registration, choosing menus for meals, and selecting entertainment for the event's gala dinner.

This was a great experience for all of us, as we were able to apply what we have learned at UNLV to plan a real event. Our class is designed to be very student-driven, so we were able to make decisions as necessary during the preplanning process and while on site.

We thoroughly enjoyed choosing the entertainment for the gala dinner. Before the dinner began, we wanted to engage the attendees, and Dr. Kim had requested that we do something incorporating the popular Gangnam-style dance, as it is very important in Korean culture right now. We had two students from our class perform the dance, and one of those students, Jose Torres, also gave



a moving speech about how positively Korean culture has affected him. During the guests' arrival and again during dinner, an acoustic guitarist, Emily Kyle, performed her own music as well as cover songs.

On the second day of the event, I was given the opportunity to provide attendees with a tour of Caesars Palace, where I work. It was a lot of fun and a great way to get to know the attendees even better. It was great to be able to provide ideas to a client and have them either accept them or give me constructive

feedback. I think this experience has given me valuable skills to use in my career. ■■

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## UNLV/Las Vegas Sands Hospitality Sustainability Summit

Taking place on the UNLV main campus Monday, Sept. 9, Las Vegas Sands Corporation, a pre-eminent leader in integrated resort sustainability with its Sands ECO360° Global Sustainability strategy, along with the Harrah Hotel College, will present the UNLV/Las Vegas Sands Hospitality Sustainability Summit. As an empowering opportunity for UNLV and the Las Vegas community, this event celebrates the global leadership in sustainability by the hospitality industry. The summit will bring together current innovators and future leaders in sustainability, sparking conversations and generating an environmental movement to change the world: leaving a responsible, cleaner, and safer environment for generations to come.

Stephen Ritz will deliver the summit's keynote address. Ritz is the founder of the Green Bronx Machine, a nonprofit organization in New York focused on helping at-risk youth grow by reusing resources and recycling their way into a new and

healthy way of living, complete with creating self-sustaining local economic engines.

The UNLV/Las Vegas Sands Hospitality Sustainability Summit Student Challenge will honor academic achievement awards totaling \$50,000 to UNLV's brightest to research, create, and gain an opportunity to implement their own program in Sands properties worldwide. At a time when sustainable operations and initiatives are more significant than ever, the UNLV/Las Vegas Sands Hospitality Sustainability Summit Student Challenge will be a turning point to lay the foundation of sustainable development for future hospitality leaders. ■■

*For more information on the Hospitality Sustainability Summit, please contact Shermaine Davis at [shermaine.davis@unlv.edu](mailto:shermaine.davis@unlv.edu).*

# Students Get Up Close and Personal with Event Professionals

Robyn Campbell-Ouchida, '00 MA

On April 19, students looking into meetings and events as a profession were treated to one-on-one time with representatives of some of Las Vegas' top venues and related convention industry companies. According to both the students in attendance and the participating professionals, the Meetings and Events Professionals Roundtable was quite informational and a resounding success.

During the event, which took place in the Boyd Dining Room on campus, students were able to spend 15-minute increments at each representative's "roundtable," asking questions and learning more about that specific facet of the industry. According to alumna Heather Kelsey Baal, '10, "I enjoy doing this because I didn't utilize a lot of the tools that I could have as a student. Now I want these students to know about the amazing help that is out there."

At the discussion, the following meeting and events professions were represented: trade show, meeting planning, special events, technology, convention services, destination management, and sustainability.

Roundtables were hosted by:

Jay Tokosch, core-apps

Heather Wilden, '05, '11 MS, core-apps

Alexandra Silver, MGM Resorts Events

Jaki Baskow and Charlene Ewanchuk, Baskow and Associates

Heather Kelsey Baal, '10, Caesars Entertainment

George Jage, World Tea Media

Jenny Yu, '06 MS, Las Vegas Sands Corp

Amy Beaulieu, '02 MHA, American Lung Association in Nevada

Event planner Alexandra Silver of MGM Events talked about the infiltration of new media to special events. "Social

media launches are a big part of the business now," she said. "It's a whole new area. What makes each event more fun and gives it a wow factor? That's what we are all trying to achieve with each event we plan."

Many students in attendance were not yet sure which area they plan to specialize in. Silver told them, "Our skill set translates to most every industry except medicine. We can't do our job without teamwork. Planning events prepares you to react because you know that, inevitably, something isn't going to go as planned!" She also stated that, unlike the medical field, "We usually have a second chance to make things right in events."

Core-apps CEO Jay Tokosch talked about how his company develops mobile apps for its clients. "For example, we designed a mobile app for UNLV," he said. "We design apps for events, trade shows, conventions. It gives attendees the ability to reach out and set up meetings while on the trade show floor. There's a wide range of categories that they can access from the app. We continuously update apps right on the show floor. It's been fascinating to see this all come together."

Student Jen Collins asked Tokosch about the difficulty of building an app. She was currently working on a class project doing just that and was concerned about the scope of the project. Wanting to be honest, Tokosch told her that she could build a simple app using a template fairly quickly but that it wasn't an overnight project.

George Jage of World Tea Media talked about how his former position as a small entrepreneur has led to him



now being part of a larger company. "I liked being part of something small, but my business was acquired due to the recession," said Jage. "Whereas I used to be in charge of a tea trade show, I have now launched a second show because I'm part of a larger company. You have to be open to possibilities because you never know where your career will take you."

Jenny Yu, '06 MS, of Las Vegas Sands Inc., is proud to be a pioneer in the area of hospitality sustainability. She explained to students that she came to the United States nine years ago with just two suitcases. "I got a lot of help from UNLV, and that gradually led to job opportunities that changed the course of my life."

Now, after working at the Venetian and Las Vegas Sands for seven years, she's an integral member of the company's sustainability department. "My job is to constantly ask how we can we improve efficiency. We've made our property's program a global program throughout all of our resorts."

Yu's advice to students? "Try to learn as much as possible. Take full advantage of all the programs that are out there, like attending this event." ■

# Making the World A Cleaner Place

Robyn Campbell-Ouchida, '00 MA

On April 24, student organizations within the Harrah Hotel College coordinated a Clean the World event. In addition to students creating hygiene packets for local homeless people, they were able to hold a networking mixer.

Clean the World Foundation Inc. is a nonprofit organization committed to reducing the waste created by discarded soap and shampoo products and preventing the millions of deaths caused by hygiene-related illnesses around the world. It was founded in February 2009 and is based in Orlando, Fla.

It's a great concept. Clean the World accomplishes its mission by collecting, recycling, and distributing discarded soaps, shampoos, conditioners, lotions, and gels from participating hospitality partners. The organization recycles guest room hygiene items at its Recycling Operations Center (ROC) and distributes them for humanitarian purposes with partnering nonprofit organizations. The items are distributed domestically and to children and families in communities around the globe.

Here's where the UNLV connection comes in. Recently, the organization opened a ROC in Las Vegas, which acts as a collection point for gently used hotel amenities from the western region of the United States. It also serves as a distribution point, both domestically and abroad, for the recycled soaps and amenities.

According to student Sabrina Beckman, who assisted with the planning of this event, "We purchased the hygiene packet



Clean the World®

supplies from the Clean the World Organization. They included leftover shampoo, conditioner, lotion, and soap from hotels as well as donated shavers, toothbrushes, washcloths, and other necessities.

For our capstone class, we purchased supplies for 200 unassembled packets.

We decided to donate the completed packets to a local homeless center, the William Fry Drop-In Center, which is operated by the Nevada Partnership for

Homeless Youth.

"During the event, students walked around collecting the different items and assembling hygiene packets. In addition, my fellow students and I were also able to write encouraging notes to the people who would receive the packets.

"We also had food, drinks, and music at the event so the students could mingle and talk. Students were able to learn more about the student organizations and, in some cases, meet the different clubs' presidents."

According to Debi Kinney, Clean the World's Western Region North America director, "Clean the World is excited to partner with UNLV students, especially from the hotel college as future leaders in the hospitality industry. With the hygiene kits built, these students are able to positively impact the local homeless population. Clean the World looks forward to partnering with UNLV again soon to benefit our community while eliminating needless waste from our landfills." ■■

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## Crisis Summit Hosted by Hotel College

Gael Hancock, '09 MS

No one likes to think about disasters — especially people in the hospitality industry, where there is so much at stake in terms of threats to people, property, and income. However, that didn't stop more than 90 industry professionals, first responders, public relations counselors, and others from participating in the Hospitality Industry Crisis Management Summit sponsored by the Caesars Hospitality Research Center.

Held the end of May in the Stan Fulton Building, the summit was dedicated to bringing together people with diverse experience and job responsibilities to learn how to support each other before, during, and after a crisis situation. Keynote speakers included Dr. Peter Tarlow, founder and

president of Tourism and More; Deputy Chief Al Salinas, Las Vegas Metropolitan Police Department; Chief Smith, Nevada Division of Emergency Management and Nevada Homeland Security Advisor; and Ric Newell, director of safety, MGM Grand.

During the wrap-up of the lunch speaker, news of an "incident on campus" was shared with the attendees and a pretaped news brief was played showing an active shooter in the Lied Athletic Complex. Thus began the "tabletop" exercise designed to move participants through the decision-making processes required in an actual crisis scenario.

Bud Marshall, supervisor, Southern Nevada Region, Division of Emergency



Management and Homeland Security, carefully choreographed the tabletop experience. He wrote the script, shot the supporting video "news briefs," and coordinated the three teams of attendees as they moved through the unfolding exercise. ■■



Photo by Geri Kodey

## Max Ehlert

With an original plan to study biochemistry, how did German-born, Finland-raised Max Ehlert become a UNLV linebacker and a student in the Harrah Hotel College? The path has not been a direct one, but Ehlert continually seems to be up for a challenge. Although he didn't see a football game on TV until he was 14, he's now one of only two Finns who have ever played Division I American college football.

Hockey is the big sport in Finland, but when he was about 15, Ehlert's interest in it began to decline, so he started to look for another sport. "A friend's dad started a youth football league, and I signed up, even though I knew nothing about the game," recalls Ehlert. He mostly liked the idea of dressing like a gladiator! Although the team started out without much community support and less than ideal practice conditions, Ehlert really enjoyed learning the game. When he turned 16, he was part of the Finnish Junior National Team, which eventually made it to the European Championships. At this time, he also met his first true football mentor, former wide receiver Robert Johnson from Texas Tech. Johnson was pivotal in Ehlert's football career, teaching him intricacies of the sport as well as how to earn an American Division I scholarship.

However, all males in Finland must complete a six-month military obligation with the Finnish Defence Forces, and it was Ehlert's turn. He didn't take the easy route with that requirement either. "I saw that many of my friends were just bored to tears with their military assignments," he says. "I took a different route, and although I was enlisted for an entire year, I trained with a special athletics unit. It was great to be around so many promising athletes. I'm really glad I went that direction."

After completing his obligation, Ehlert says, "I had prepared myself for studying medicine in Finland before I decided to move to the United States and play college football. Learning about medicine got me interested in biochemistry, so I chose that as my major when I applied at Chabot College in Hayward, Calif., where I played football for two years. When I made the move to UNLV, it became clear to me that I wanted to do something else."

So just how did Ehlert make the move to UNLV? The former Helsinki resident played safety as a freshman before moving to the linebacker position. When UNLV assistant coach Tim Hundley attended one of Ehlert's Chabot College practices, he saw the player's potential. Eventually, the UNLV football staff's sales pitches were enough to beat out Utah State, the University of Texas at San Antonio, and Texas Tech.

When Ehlert came to UNLV, "I was not sure what, but I wanted to make use of the people skills that I had learned through team sports and of the four languages that I speak," he says. "So I talked to my academic advisors and some of my teammates, and after they all assured me that hospitality management was 'the degree' to get at UNLV, the choice was really easy.

"UNLV has really been a great experience so far. Coming from Finland, I have had enough of living in extremely cold weather, so the heat is definitely welcomed. However, it is not just the hot weather that has made me appreciate living here.

"I have had some really good instructors in many of my classes already. The classes for the hospitality degree have been amazing. Honestly, I was surprised by how much knowledge our teachers have about the subjects. And going to Bobbie Barnes' and Carl Braunlich's classes is always interesting. There were multiple occasions when I noticed myself feeling really energized after class."

Ehlert goes on to note that most of his professors are absolutely great at what they do, and he feels like he learned a lot more than just the course material in their classrooms.

What comes next for this worldly young man? "For the near future, I am focusing on doing my part to get our football team to the level that it deserves to be on. It will be my last year of college football, and I want to go out with a bang," says Ehlert. "We have trained hard for this upcoming season, and I am confident that we have all the pieces to make this a successful season. Off the field, I am focusing on earning my degree and keeping my grades up to standard.

"So far, the networking opportunities have been one of the greatest parts of this major. You get to meet so many people with really interesting stories and amazing careers. I am looking forward to learning more from the people who have actually worked in the industry. Eventually I want to pursue a career in the hospitality business myself, specifically in event planning or human resources management. I have really enjoyed living in America, and if the opportunity presents itself, I would love to work here too." ■■

# First-Year Experience Course Gives Taste of College to Newcomers

Robyn Campbell-Ouchida, '00 MA

Starting college can be a daunting challenge, so in the fall of 2012, a new class was required for all incoming freshmen. Dubbed First-Year Experience, each college at UNLV has its own version, in various forms, now built into the curriculum. For the Hotel College, First-Year Experience is a two-credit course that all first-year students must take. Students meet an hour each week for the lecture portion and an hour each week for a discussion group.

According to university officials, there is substantial agreement that such courses help students learn more and improve retention and graduation rates. The first-year course focuses on developing critical thinking and communication skills as well as multicultural and global awareness.

During the course's lecture program, students are provided with knowledge and tools to effectively develop goal setting, time management, prioritizing, critical thinking, research, and communication skills. The course also spends time discussing personal skills in money management, healthy living, stress reduction, academic advising, and career planning. In addition, students are familiarized with UNLV's Writing Center and Academic Success Center, so they are aware of places on campus that can provide assistance if need be.

Graduate assistant and instructor Landon Shores was excited to be in on the ground floor of such an innovative class. "To help achieve our learning objectives, we invited six guest lecturers, from both the hospitality industry and academia," he says. "After the presentations, students were required to write journals, which provided a summary and reflection of the speakers."

The second portion of the class is a discussion group (20 to 25 students in each), which provides more of a one-

on-one experience with the graduate assistants who serve as mentors. The discussions expand upon the classroom lectures by using class discussions, review and discussion of the common reader, discussion of journal entries, exercises, plus individual and group presentations. A major portion of the discussion group is a services learning project, with the goal of developing student leadership and civic responsibility. Each discussion group works on its own project, which it presents to faculty and other students at an end-of-semester banquet.

"The first-year seminar was a warm welcome into the Hotel College," says student Jackie Watson. "I met a lot of fellow students with similar aspirations and many teachers and industry experts

to help start us on the right track to success."

Student Allie Ortmann agrees: "The class really helped undergraduates better understand college and develop more successful study skills. I made a lot of friends in the class and learned a lot about myself through the experience. The class helped me understand resources around campus, studying tools, and the impact that students can have.

"My favorite part was the discussion groups because that is when I really felt the class bonded. I also loved working in teams on the Service Learning Project. It boosted my confidence with communication, and I loved the experience." ■■

## Following is a list of topics and lecturers that students were able to hear during First-Year Experience:

### **Time management:**

Finley Cotrone, former senior learning manager at Four Seasons Hotels, currently a lecturer in Hotel College

### **Academic research:**

Lateka Grays, hospitality librarian

### **Ethics:**

Dr. Bill Werner, Hotel College professor and chair of the Academic Integrity Committee

### **Staying healthy:**

Dr. Monica Lounsbery, professor in the Department of Kinesiology, associate vice provost for Faculty, Policy, and Research

### **Appreciating our differences:**

Eddie Rivera, director of human resources at Four Seasons Hotels

### **Student conduct:**

Phillip Burns, director of Office of Student Conduct

## *2012-2013 Donor Honor Roll*

### *UNLV William F. Harrah College of Hotel Administration*

**T**hank you to the loyal donors who supported the William F. Harrah College of Hotel Administration during the fiscal year 2012-2013. We are grateful to our alumni and friends whose support to the college has allowed our students and faculty to continue to define excellence in hospitality education.

Gifts from alumni and friends play an integral role in helping the college maintain the highest standards of excellence in preparing our students to become tomorrow's leaders in the hospitality industry. Annual donors are the foundation of the college's development program in providing much needed support for programs such as scholarships, student professional development, and faculty enrichment.

We are pleased to thank and recognize the more than 500 individuals and companies who this past year helped contribute over \$1.2 million in cash, pledges and in-kind donations to our college. Additionally, through scholarship endowments and annual giving, the college awarded over 500 scholarships to our 3,000 students totaling more than \$500,000 during this past academic year.

Again, on behalf of the students, faculty, and staff of the William F. Harrah College of Hotel Administration, thank you 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.

### *Recognition of the Dean's Associates*

#### *July 1, 2012 – June 30, 2013*

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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\* Deceased

**A Final Note**

We strive to ensure accuracy in  
this listing of benefactors who  
supported the Harrah Hotel College  
from July 1, 2012 through June 30,  
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make a change to your name as  
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and bring it to our attention by  
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dan.abdalla@unlv.edu

# ECF Provides Valuable Support

Robyn Campbell-Ouchida, '00 MA

For a dozen years, the Epicurean Charitable Foundation (ECF) of Las Vegas has provided financial and emotional support for deserving high school seniors seeking careers in the hospitality and culinary industries to attend college. This year was no different as the ECF chose four outstanding Clark County students as recipients of its prestigious scholarship program.

This year's class includes Andrea Rocca-Capano (Valley High School), Aily Rodriguez (Valley High School), Daniela Sanchez (Valley High School), and Qin Zhou (Durango High School). All four recipients plan to pursue degrees in hotel management at UNLV.

"The foundation received a remarkable number of applications from qualified students for the 2013 scholarships," says Jason Shkorupa, president of the ECF. "While it was difficult to narrow it down, we believe we have chosen the four students best prepared to lead this industry into the future."

Before graduating, Rocca-Capano served as vice president of Valley High

School's magnet program for the Academy of Hospitality and Tourism (AOHT) Council and recently received first place in Hospitality Service Team Decision Making at the Nevada DECA state competition.

Determined to have a successful future, Rodriguez is another

well-rounded student from Valley High School. She's been involved with the Robotics Club, the German Club, and as a mentor coordinator in the school's magnet program for AOHT.

Another talented Valley High School recipient, Sanchez brings a talent for leadership to the hospitality industry. She served as the Nevada DECA state president as well as the student representative to the Nevada State Board of Education.

Representing Durango High School, Zhou is a native of southwest China and is bilingual, speaking both Mandarin and English. She recently completed five AP courses and earned a perfect-attendance record from January 2011 to January 2012.

According to ECF's Executive Director Elizabeth Hunterton: "Our students are selected by a rather rigorous process. Each spring, a few board members and I visit several schools throughout CCSD to inform seniors of our incredible scholarship. If they meet the criteria (minimum 2.75 GPA, annual family income not exceeding \$90,000, plans of pursuing a bachelor's degree in hospitality or related field), they submit their applications for consideration. Each student then goes through up to four interviews with our Scholarship and



Mentorship Committee before finally being selected.

"Our students receive \$28,000 if they are attending UNLV or up to \$48,000 if they are attending elsewhere. In addition to the money, students also receive one-on-one mentoring from one of the members of our board, which is composed of a veritable who's who in the hospitality industry."

ECF works to change the lives of Nevada's students and positively impact the community through generous contributions from donors, including Johnson Brothers, Southern Wine & Spirits, Wirtz Beverage Nevada, Diageo, Fiji Water, Coca-Cola, MGM Resorts International, Caesars Entertainment, and more.

Composed of more than 25 of Las Vegas' top food and beverage executives, the ECF not only awards students with scholarship funds to attend any four-year accredited university of their choice, but it also provides mentorship throughout each student's college career and helps place the students in internships and jobs. ■

*The Epicurean Charitable Foundation Las Vegas can be reached by calling 702-932-5098 or by visiting [ecflv.com](http://ecflv.com).*

## Look for More

This fall, make plans to attend M.E.N.U.S. (Mentoring and Educating Nevada's Upcoming Students). This event features dining stations offering delicacies from some of the finest restaurants in town and a live concert. Previous performers at M.E.N.U.S. include Train, Counting Crows, Lifehouse, Al Green, Sarah Bareilles, Stevie Nicks, and Chicago. Last year's event, featuring a performance by Counting Crows, raised more than \$400,000 for the Epicurean Charitable Foundation in a single night.

# Certified Hospitality Educator Training Hosted by Harrah Hotel College

**Gael Hancock, '09 MS**

Teaching a class is much more than just sharing information. One must address students' different learning styles, develop assignments that target appropriate levels of learning, and have a broad repertoire of teaching and classroom management techniques. Both veteran educators and those new to the profession benefit from the Certified Hospitality Educator (CHE) training by the American Hotel and Lodging Educational Institute.

This summer, 22 Harrah Hotel College faculty members and Ph.D. students and candidates spent three days improving their teaching skills. Taught by Dr. Marc Clark, a veteran CHE trainer and president and CEO of SmartBizOnline.com, the class takes participants through syllabus preparation, classroom

management, and multiple classroom learning activities.

Obtaining the CHE designation is no easy chore. In addition to the three days of training, participants must pass a rigorous exam and send in a videotaped 45 minutes of their teaching in the classroom for critical review.

"A good teacher always is opening to learning new techniques," says Dr. Ali Green, Harrah Hotel College faculty member. "The CHE training is a wonderful opportunity to share, care, and learn more about adult learning theory and how to apply it to the classroom. It also refreshes the soul of a teacher being surrounded by other educators who are passionate about hospitality education."

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## Welcome New Faculty and Staff

**Finley Catrone**, lecturer

**Dr. James Dougan**, assistant professor  
in residence

**Michael Gebhart, JD**, assistant  
professor in residence

**Josephine Ishou**, director of  
administration & operations at  
International Gaming Institute

**Kahlil Philander, '12 Ph.D.**, visiting  
professor and director of research at  
International Gaming Institute

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## Correction

*Premier's* Fall/Winter 2012 issue mistakenly grouped faculty members Sarah Tanford and Seyhmus Baloglu's research with that of graduate students. We apologize for the error. If you would like to learn more about their research project, "Applying the Loyalty Matrix to Evaluate Casino Loyalty Programs," which was published in *Cornell Hospitality Quarterly*, 2012, please visit <http://cq.sagepub.com/content/early/2012/11/15/1938965512464694.abstract> or [http://lhonline.com/topstory/solving\\_hotel\\_loyalty\\_puzzle\\_withiam\\_1107/](http://lhonline.com/topstory/solving_hotel_loyalty_puzzle_withiam_1107/).



# Harrah Hotel College alumnus Chad Issaq, '97, recently named a Top 50 Innovative Event Pro for 2013 by *BizBash*

The executive vice president of business development and partnerships for Superfly Marketing Group is known for his unique sponsorship integrations at large festivals like Bonnaroo.

Chad Issaq, 38, leads the sponsorship sales and activation team for the New York-based producers of Bonnaroo, Outside Lands, and the Great GoogaMooga festival. He sees more than dollar signs when he talks to potential sponsors such as Ford, Dell, and Ben & Jerry's. "Everything we try to do is about experience. Our objective as a business is building community and giving people the opportunity to be inspired," he says. Issaq works with sponsors to create unique opportunities at Superfly events that work for his company, the sponsoring brand, and attendees.

At Bonnaroo, Ford underwrote the cost of the social check-in program that used Facebook-linked R.F.I.D. wristbands and generated 1.5 million social impressions during the four-day event. The auto company benefited by having its name associated with each of the Facebook posts and by gathering data from more than 65,000 attendees who opted in. For this year's Outside Lands Music and Arts Festival, Issaq inked a multi-year deal with Paypal to provide its Paypal Here credit card readers at everything from concession stands to merchandise booths, eliminating the need for attendees to carry cash and helping Paypal expand its retail strategy and make connections in the music community.

*This article was reprinted with permission of BizBash. It originally appeared on BizBash on June 12, 2013. To view the original story, please visit [bizbash.com/innovators-2013](http://bizbash.com/innovators-2013). For more about Issaq's company, see [www.superflypresents.com](http://www.superflypresents.com). ■■*

# How Can You Keep Yourself Safe?

Robyn Campbell-Ouchida, '00 MA

It's a sobering fact and something most people try to avoid talking about. But as active shootings have become more commonplace, it's a topic that needs to be discussed. The University of Nevada, Las Vegas, Department of Police Services has been traveling around campus presenting information to students, faculty, and staff members about this very topic. While there has not been such an incident on UNLV's campus, the police hope to have everyone knowledgeable and prepared should something ever occur.

According to Assistant UNLV Police Chief Sandy Seda, "We've done monthly presentations on campus to nearly 1,000 people so far, and the main thing we want to stress is that seconds count and that people who find themselves in these types of situation do have options."

Seda continues, "We can't prevent these things from happening, but we can decrease citizens' exposure. By partnering with the community, we can help prevent through education."

"I can't give you an exact plan, but I can give you ideas to try to keep yourself safe," says Lieutenant Rich Dohme of UNLV Police. "Seconds are ticking when these things happen, and although your odds of being in a situation like this are similar to your chances of being struck by lightning, you need to take direct responsibility for your own safety and security."

The presentations include a video about the "survival mindset" that was produced by the Center for Personal Protection and Safety. The video discusses the fact that most of these incidents are over in a matter of minutes and that if you've developed the proper mindset, you can react with purpose by knowing survival skills.

"If you find yourself in an active-shooter situation, the main thing to tell yourself is, 'I will survive,'" says Seda. "People need to know that they can do whatever is necessary to survive. We don't want heroes; we want good witnesses who can tell us about the offender."

The survival mindset includes three main topics: awareness, preparation, and rehearsal. One interesting fact that the video's narrators talk about is how many people have never heard real gunshots; they've have heard them only on TV and in movies. As Lieutenant Dohme reiterated after the video presentation, "Assume what you hear is real until you learn otherwise."

When law enforcement does show up during one of these situations, you should be prepared to tell them the location, the number of shooters, a physical description of the shooters, and the number of weapons if possible. "Police assume everyone is a threat until they know differently," says Dohme. "Don't point or yell, but be quiet and compliant. Put your hands up so they know that the shooter is not you."

"Acting in numbers is your best bet for overcoming an assailant. Las Vegas is a major metropolitan city, and we have a lot going on. You can never be too careful." ■

## Figure Out Your Best Course of Action

Get out, hide out, or take out the shooter?

## Call Out

Don't assume someone else is calling 911; call it yourself if you can.  
Be persistent, but speak calmly and quickly.

## Hide Out

Find a hidden location if possible.  
Figure out how to protect yourself.  
Don't use places where you can get trapped.  
Lock/blockade door.  
Turn off phones, radios, etc.

## Help Out

Help others escape.  
Keep others away.  
Help injured.  
Warn others.  
Distract/throw things/gang up if you're faced by the shooter.

## Take Out

Spread out.  
Make a plan.  
Act as a team.  
Make a total commitment.  
Do whatever it takes.

## Active-Shooter Statistics

(Unless otherwise noted, these are from <http://policeforum.org/library/critical-issues-in-policing-series/Blair-UnitedStatesActiveShooterEventsfrom2000to2010Report-Final.pdf>.)

The average active shooter incident lasts 12 minutes, while 37 percent last less than five minutes (source: John Nicoletti, "Detection and Disruption of Insider/Outsider Perpetrated Violence").

Two percent of the shooters bring improvised explosive devices (IEDs) as an additional weapon.

In 10 percent of the cases, the shooter stops and walks away. In 20 percent of the cases, the shooter goes mobile, moving to another location.

Forty-three percent of the time, the crime is over before police arrive. In 57 percent of the shootings, an officer arrives while the shooting is still underway.

Patrol officers are most likely responding alone or with a partner. When responding alone, 75 percent had to take action, and a third of those officers are shot by the intruder.

For more information, please visit <http://www.fbi.gov/about-us/cirg/active-shooter-and-mass-casualty-incidents>.



# In the Kitchen

## UNLV's Solar Decathlon Team Reaches Out to Hotel College Chef

This year marks the first time that a team of students from UNLV will compete in Solar Decathlon, a green-building competition hosted by the U.S. Department of Energy. Although the Solar Decathlon team is composed of UNLV architecture and engineering students, the Harrah Hotel College has a part in the project. Executive Chef Daniel Swift used his expertise to assist the team with recipe creation and menu planning for the upcoming competition, making it even more of a multicollege endeavor.

The competition, which has taken place five times since 2002, challenges collegiate teams to create solar-powered houses that are attractive, affordable, and efficient. Solar Decathlon aims to educate students and the public about solar energy, demonstrate the comfort and affordability of green homes, and provide training for future builders.

During the final event, which will take place in October in Orange County Great Park in Irvine, Calif., 20 teams will compete. The winner is determined based on performance in 10 contests that judge architecture, engineering, market appeal, affordability, and home entertainment, among other categories.

UNLV's entry is named DesertSOL and consists of just 754 square feet. DesertSOL is being marketed as a vacation home valued at \$320,000. According to an animated walk-through

on Team Las Vegas' website, [solardecathlon.unlv.edu](https://www.solardecathlon.unlv.edu), it is meant for weekend getaways or seasonal retreats and "offers an escape, a base camp for desert explorations."

According to student project engineer Jinger Zeng, "We collaborated with Chef Swift because during the 'home entertainment' portion of the competition, we have to host two dinner parties and a movie night to utilize the energy in the house and compete in an in-house performance while also being judged on hospitality."

"For me it was a pleasure as well as a great learning experience," says Swift. "The team of solar decathlon students is amazing, very passionate and intelligent, and all focused on creating solutions to many of the issues that face all of us as we move forward in a world with limited resources. The food and menu components are only a small part of the competition but a large part of the philosophy behind the living space they have created. It makes me feel very confident in our future with regards to sustainable living. The UNLV community should be very proud of the entire team." ■

*For a walk-through of the project, visit <https://www.youtube.com/watch?v=SNFDHzL3TtE&list=PLmYUbm-V-WfHyNhYkMFOIYnBOtEMc-abB&index=17>.*



# Fresh Watermelon Juice with Lemongrass Fruit Kabob

Yield: 8 each, 4 oz. servings

## Ingredients:

Watermelon juice	32 oz.
Lemongrass stalks	4 each
Ginger root	1 ounce, diced
Cantaloupe	8 cubes
Honeydew	8 cubes
Raspberries	8 each
Watermelon	8 cubes

## Directions:

Wash all fruit and dry, set aside. Cut all 4 lemongrass stalks into 5-inch lengths from the base, discarding the green tops. Cut stalks into quarters lengthwise forming a skewer for the fruit. Build 8 fruit skewers with the fruit arranged as desired. Set aside in the refrigerator.

Gently crush the remaining 8 skewers with a mallet to release the aromas and place in a pitcher with diced ginger. Stir and refrigerate.

For service, place skewer in a 5 oz. glass with 1 cube of ice. Stir the watermelon juice and add 4 oz. garnish with fruit skewer and serve.

***The above recipe, developed by Team Las Vegas students and Chef Swift, is part of Solar Decathlon's "home entertainment" menu.***

## Capstone Café

Come enjoy themed décor, unique foods, and specialty drinks! During fall's Capstone Café series, students learn management techniques and customer relations skills as they work the front and back of the house in this Harrah Hotel College tradition of food and beverage offerings. The Capstone Café is located in the Boyd Dining Room, Room 228 Beam Hall.

Lunch service begins on September 24 and will run on Tuesdays and Wednesdays from 11:30 a.m. to 1:00 p.m. through November 20.

## Happy Hour in the Bistro

Another fun dining option on campus is the Stan Fulton Bistro. This well-designed lounge serves small plates, appetizers, and a wide selection of standard and specialty beverages.

Join us this fall from 5:00 – 7:30 p.m. on the following dates:

### Thursdays

October 3, 10, 17, 24, 31  
November 14, 21  
December 5

### Fridays

October 4, 18  
November 1, 15, 22  
December 6



# A Swiss Summer

Over the summer, I had the opportunity to participate in a study-abroad trip through the Harrah Hotel College that was based at the Vatel Hotel School in Martigny, Switzerland. I was accompanied by 16 other UNLV students, four UNLV Hotel College professors, and one graduate from the College of Charleston who discovered the program online. At the hotel school, we took two courses: Culture and Cuisine and International Tourism. By taking these courses in a foreign country, we were able to experience and understand the culture and hospitality firsthand. We learned the cultures of the regions we were traveling and saw how that influenced the regions' hospitality customs and practices. We also went on to compare and contrast European hospitality with American hospitality to see what makes each special and what can be taken from each culture. We also took a look into the cuisines of each region and identified what made each different and unique. We attended a winery in Martigny and a winery in Florence to see what makes European wines different from American wines.

## Taylor Madden

During the week, we stayed in Martigny, and outside of school hours, we took in the breathtaking views of the Alps and green landscape. I have never seen anything so beautiful. The area is surrounded by mountains as tall as skyscrapers with vineyards on their slopes. It is beyond what one can imagine. We visited a cheese factory and a chocolate factory and learned the processes to the infamous Swiss Gruyere cheese and Cailler chocolate.

On the weekends, we traveled to nearby countries to explore their cobblestone streets and taste their authentic cuisine. The first weekend, we went to Paris and enjoyed its open-air markets and learned about the Parisians' cooking habits. We also had time on our own to visit landmarks and sightsee. My favorite part of Paris was walking with, eating with, and observing the locals. It's amazing to be immersed in someplace new and reach out of your comfort zone. The second weekend, we went to Italy, specifically Siena and Florence. We

spent a morning cooking at the Apicius International Cooking School in Florence and were taught how to make fresh gnocchi with a walnut cream sauce, tender veal, and panna cotta with a balsamic sauce. Following this lab, we had the opportunity to go to other cities for the rest of the weekend and learn on our own the cultures and hospitality of those places. My travel partner and I decided to go to Rome, where we took in the amazing sights and food.

The Summer Studies in Switzerland experience was one of the reasons I chose UNLV, and it exceeded my dreams. I gained a wealth of knowledge about European hospitality and how it differs and relates to American hospitality. I ate some of the most exquisite European dishes and was immersed in foreign cultures. I also got to see sights and meet people who have enriched my life. This program has greatly contributed to my college learning and will play a role in my career and success. It will always be a source of great memories and stories for the rest of my life. ■■

# Hire Me: Student Perspectives On Campus Recruitment

Recently, a class of Hotel College students were asked to provide their advice to employers regarding recruiting on campus. Below is the students' top 10 list.

## RECRUITMENT ADVICE — TOP 10 LIST FROM STUDENTS

### 10. Talk to me even if I am not graduating.

A common issue among students is the feeling that recruiters are unwilling to talk with students who are not graduating. It is recommended to cultivate recruitment relationships with students throughout their years of study.

### 9. Understand my need to finish school.

Students expressed frustration that hospitality positions often require the student to choose between education and work experience. It is recommended for local employers to recruit for positions that allow scheduling flexibility whenever possible, particularly during the fall and spring semesters. For out-of-state employers, offer flexible on start and end dates so the positions do not conflict with the semesters.

### 8. Keep your social media pages updated.

Students commented that although they appreciate recruiters using social media to promote opportunities, they felt pages were not always up to date with the most current information.

### 7. Provide information regarding your company culture and benefits.

Students noted that they are looking for careers, not just jobs. Provide information regarding corporate culture, work environment, professional development, and advancement opportunities.

### 6. Offer career advice.

Students expressed the need for career counseling during the hiring process. Although recruiters must follow company policies regarding candidate feedback, it is recommended to provide pieces of advice to students whenever possible.

### 5. Keep information session presentations short.

Students commented that information sessions were too lecture-based and often provided information already included on company websites and promotional materials. It is recommended to keep company presentations under 30 minutes to allow time for questions and answers or networking.

### 4. Offer internships.

Providing internships allows students to gain experience. It also provides recruiters with the opportunity to assess students for management training programs or direct placement opportunities after graduation.

### 3. Visit campus.

Students reflected that it is important for recruiters to be visible on campus, not just post jobs. Attending career events, speaking in classes, and hosting information sessions are just a few of the recommended ways for recruiters to have a presence on campus.

### 2. Communicate.

Students voiced negativity for recruiters who did not follow up after interviews or who never returned phone/email messages. It is recommended for

recruiters to have a communication strategy to respond to students and notify them regarding interview status in a timely manner.

### 1. Give me a chance!

"You can't find a job without experience, and you can't get experience without a job." Students' number one advice to employers is to see the potential, not just look at positions held, when making interview selections or hiring decisions.

The Bob Boughner Career Services Center is a recruitment partner for employers seeking to hire Hotel College students and graduates. Services include:

- Assisting employers with strategic recruitment efforts
- Networking events
- Employment posting services
- On-campus interview scheduling

We invite you to learn more. Contact Director of Career and Student Services, Bobbie Barnes, to explore recruitment opportunities within the College of Hotel Administration.

Bobbie Barnes  
Bob Boughner Career Services Center  
702-895-5553  
bobbie.barnes@unlv.edu ■■

## Upcoming Fall Career Events

### Hotel College Junior and Senior Career Networking Mixer Monday, October 7, 2013 • 5:30 to 7 p.m. • UNLV Stan Fulton Building

Join us for this complimentary mixer to network with Hotel College junior and senior-level students. Each participating employer will be stationed at a high-boy cocktail round providing just enough room to display company brochures and collect student resumes. E-mail Bobbie Barnes at bobbie.barnes@unlv.edu to register for this free event. Please make sure to include your company name, key contact name, and telephone number when emailing.

### UNLV Fall Career Day Tuesday, October 8, 2013 • 10 a.m. to 3 p.m. • UNLV Thomas & Mack Center

Annual Career Fair for all majors. Log on to CareerLink (<http://hire.unlv.edu>) for additional information and costs and to register.

# Vallen Dinner of Distinction

## HONORING EXCELLENCE IN HOSPITALITY



The ninth annual Vallen Dinner of Distinction took place Thursday, April 25, at the Bamboo Pool at The Cosmopolitan of Las Vegas. The event, produced by the UNLV William F. Harrah College of Hotel Administration Alumni Chapter, recognized Chuck Lehman, '71, with the Alumnus of the Year Award. The Hotel College also recognized Edwin D. Fuller, former president and managing director for International Lodging at Marriott International and current president and co-founder of Laguna Strategic Advisors, as the Hospitality Industry Leader of the Year.

As in past years, students from the event management capstone course helped with the planning and execution of the Vallen Dinner. Hotel College alumnus Seth Gabel, '05, provided entertainment throughout the evening.

We would like to thank the generous supporters of this event:

**The Cosmopolitan of Las Vegas**

**Back Bar USA**

**Champagne Creative Group**

**Earth Water Sky**

**Seth Gabel**

**Eric Guideng of Guideng The Photo Company**

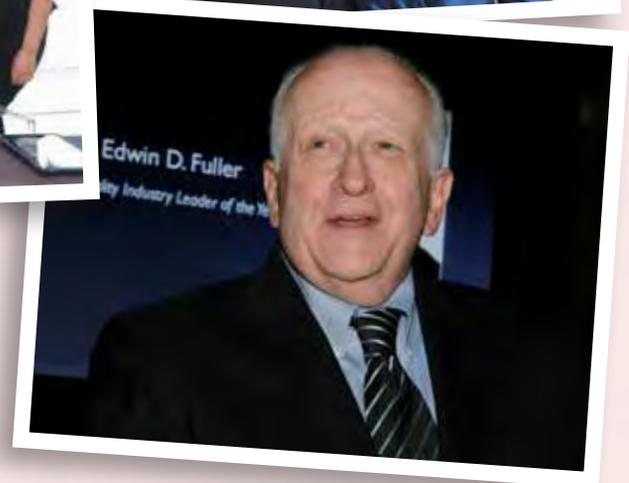
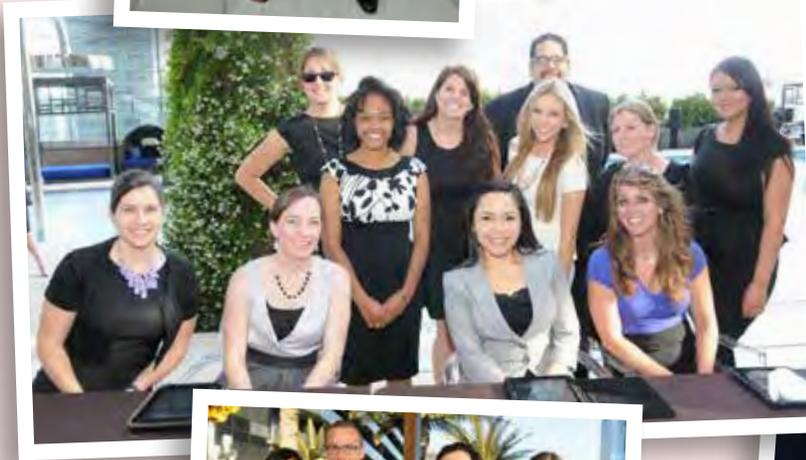
**Scott Harrison**

**Christian Kolberg**

**PSAV Presentation Service**

**Southern Wine and Spirits**





# UNLV Harrah Hotel College to Launch Gaming Innovation Course

Donation from gaming industry leader Mark Yoseloff will help students take gaming ideas from the classroom to the casino

Las Vegas is regarded as the center of innovation in the gaming industry, and a new course this fall at UNLV will give students a chance to learn directly from local industry leaders what it takes to bring their gaming ideas to life.

The Dr. Mark Yoseloff Gaming Innovation Program, offered through the UNLV Harrah Hotel College, will launch in August with a course on gaming commercialization. Undergraduate and graduate students will learn how to design technically advanced casino games for casinos and the Internet, walk through the patent process, develop business strategies, and receive mentorship from top industry experts. The program is made possible through a \$250,000 gift from the Yoseloff Family Charitable Foundation.

“Technology is driving the gaming industry like never before, and we want to give students the tools they need to succeed in an increasingly competitive field,” says Yoseloff, a gaming industry leader and former CEO of SHFL Entertainment Inc. “Gaming companies want more input from employees who understand the intersection of gaming with math, psychology, business, and sociology, as it’s these employees who will shape the future of the industry with an infusion of solid new ideas.”

A competition will mark the end of each semester, where students will develop and present an invention or idea to be judged by Hotel College faculty



and local industry representatives. The Yoseloff gift will fund cash prizes for the winners, and students with the most successful projects will get marketing and legal guidance to help them develop their products for the mainstream market.

As the program evolves, officials expect it will expand from a semester into a yearlong course with dedicated sections on innovation in entertainment, security, and productivity.

“This program solidifies UNLV’s reputation as the leader in hospitality education by placing our students at the forefront of innovations in the gaming industry,” says UNLV President Neal Smatresk. “Our students will learn directly from top minds in the gaming industry and our International Gaming Institute, setting them up to become the innovators we need to maintain Las Vegas’ role as the global intellectual capital for gaming.”

Faculty in the Hotel College and

its International Gaming Institute, along with Yoseloff, will teach the course through the college’s gaming management concentration. Local industry and legal experts will participate as guest speakers. The program will be open to 20 undergraduate and graduate students from across all disciplines each semester.

“The Yoseloff program enhances UNLV’s gaming education offerings in an area of profound importance to the future of the gaming industry,” says Bo Bernhard, executive director of the UNLV

International Gaming Institute. “In this field, content has always been king, but never has it been more important than it is today, with the proliferation of online, social gaming, and other platforms for gambling and gambling-related activities.” ■

## About Mark Yoseloff

Mark L. Yoseloff, Ph.D., former chairman and chief executive officer of SHFL Entertainment Inc., oversaw the company’s growth from a small, three-product company to an iconic, global provider of proprietary products for the gaming industry. During Yoseloff’s tenure, the company was, as reported by the Wall Street Journal, ranked by the Patent Board as one of the 35 most innovative consumer electronics companies in the world. Its patent portfolio was ranked number one in the world as far as relevance to the company’s industry. Yoseloff is also currently a member of the UNLV Foundation Board of Trustees.



**Left: Dr. Pat Moreo gives university updates to alumni at the reception. Right: Hotel College students attended the National Restaurant Association Show, thanks to a generous donation from the Micatrotto Restaurant Group.**

## Chicago Reception

The William F. Harrah College of Hotel Administration Alumni Chapter hosts an annual alumni reception during the National Restaurant Association Show in Chicago. All UNLV alumni living in the Chicago area and alumni attending the show are invited to attend. Industry representatives, students, and hotel

college faculty and staff are also in attendance, providing a wonderful networking opportunity.

At this spring's event, Dr. Pat Moreo provided university and college updates to alumni, students, and industry representatives during the reception at the Sheraton Chicago Hotel & Towers.

The Alumni Chapter would like to thank Hotel College alumni Nate Arkush, '12, and Nick Thomas, '02, '06 MHA, '10 Ph.D., for their assistance in planning the event.

Chicago alumni, we look forward to seeing you next year! ■■

## Fall 2013 Alumni Events Calendar

Aug. 27	Tip-off Kick-off Luncheon	Oct. 18	Theatre Reception – An Afternoon of Faun
Sept. 7	Tailgate party – UNLV vs. Arizona (Home Opener)	Oct. 26	Tailgate AT UNR – UNLV vs. UNR
Sept. 14	Tailgate party – UNLV vs. Central Michigan	Nov. 1	Champaign Brunch, College Alumni Awards, Homecoming Experience
Sept. 21	Tailgate party – UNLV vs. Western Illinois	Nov. 2	Tailgate party – UNLV vs. San Jose State
Sept. 26	Rebel Business Network - Poolside Mixer at Juhl	Nov. 9	Tailgate party – UNLV vs. Utah State
Oct. 8	Fall Career Fair	Nov. 10	UNLV Alumni & Friends New York Reception hosted by Harrah Hotel College Chapter
Oct. 12	Tailgate party – UNLV vs. Hawaii	Dec. 17	Commencement
Oct. 16	Business by the Book Workshop – Social Media Simplified		
Oct. 17	Dinner with a Rebel		

*For more information, please visit the UNLV Alumni Association website [www.unlv.edu/alumni](http://www.unlv.edu/alumni).*



Photo by Rikard Westman

# *The Gaming Day, Indeed!*

## UNLV's International Gaming Institute Goes to Sweden

**T**he summer in Sweden is famously bright. As the hemisphere approaches the summer solstice, the sun shines nearly 24 hours a day. Against this sunny backdrop, the UNLV International Gaming Institute presented a sold out, day-long summit in Stockholm on June 17, welcoming attendees from all over Scandinavia. The event was sponsored by the Swedish government, and was entitled “The Gaming Day,” as it provided interested students a rare opportunity to learn about the state of the global industry.

At this event, Dr. Bo Bernhard provided a series of lectures derived

from his research and from his GAM 442 Sociology of Gambling course, which was offered to 180 undergraduate and graduate students at UNLV this past spring. Lecture topics included a history of gaming operations, an examination of responsible gaming programs in Sweden and elsewhere, a focus on the most prominent and most recent research findings on gambling behavior, and a global scan of gaming policy decisions made in the past year. Attendees included dozens of governmental, industry, and academic leaders, several of whom had attended the International Conference on Gambling and Risk Taking

just two and a half weeks prior, giving them a “double dose” of the IGI on two continents.

As the gaming industry expands worldwide, an increasing number of jurisdictions are seeking opportunities to learn about its diverse business, community, and governmental contours (Sweden’s Svenska Spel, for instance, is a casino operator — but its casinos are owned and operated by the government). And as UNLV seeks to become a “global intellectual capital” of the gaming industry, events like these solidify our leadership status — from one sunny locale to another. ■

# Founders of Kish Foundation Leave Legacy



**John Kish (left) and Jack Plevo (right)**

areas of human rights and equality, education, and the care and

**B**orn in Chicago, Frank “Jack” Plevo played college basketball prior to becoming a U.S. Army veteran of the Korean War. Later, he lived in Arizona, where he was the proud owner of a racehorse. Plevo moved to Las Vegas with his lifetime partner, John C. Kish, and they founded the Skyline Casino, located in Henderson, in 1974.

Plevo and Kish enjoyed their time as purveyors of the Skyline and left a legacy through their philanthropy in the

support of animals. In 1986, they established the Kish Foundation, which established a scholarship endowment to help students within the Harrah Hotel College, among other endeavors.

One of Kish and Plevo’s main goals with the foundation was to stay local.

Because of the Skyline Casino’s success, they knew the value of hospitality, especially in Southern Nevada. Kish passed away in 2007 and Frank “Jack” Plevo recently passed March 30. Now that both are deceased, Matthew Frazier is continuing to lead the foundation’s efforts. An honorary plaque has been placed outside a classroom in the Stan Fulton Building to commemorate the Kish Foundation’s support.

In 2011, the first two Kish Foundation scholarships in the amount of \$7,000 were awarded to students Daryl Boykin and Eli Tredup. ■



**Matthew Frazier of the Kish Foundation in the Stan Fulton Building**

# New Courses Added to MHA Program to Keep Up with Demand

**Gael Hancock, '09 MS**

**S**tarting in spring 2013, the Master’s of Hospitality Administration (MHA) program will offer two new courses in club and golf setting management. “We have students from all areas of the hospitality industry, and to meet their needs and attract new students, we continue to add new electives,” says Dr. Gail Sammons, MHA program director.

“We try to be very flexible in our offerings,” Sammons continues. “A few years ago, we realized that we had an influx of students in food and beverage education. We were quickly able to develop classes that would meet their special needs.”

The MHA program is in its 13th year, with more than 90 current students

and 160 graduates. At this time, the highest percentage of students is in hotels, followed closely by food and beverage, and then gaming. Other students are from events and meetings, revenue management, country clubs, cruise lines, hospitality education, and entertainment. ■

# Society for Human Resource Management

The Society for Human Resource Management's (SHRM) Student Program was created in 1965 to promote mutually beneficial interaction between human resource management students and practitioners. Since the first chapter was chartered more than 40 years ago, the student program has experienced tremendous growth. The program now includes over 450 affiliated student chapters, including the new chapter at UNLV, and more than 15,000 student members. The faculty advisor for the UNLV chapter is Assistant Professor Ali Green.

"Our organization is something new to the Harrah Hotel College and to UNLV in general, so a lot of students are sure to be interested in being a part of it," says SHRM President Val Solodovnikova. "We believe that the SHRM Rebel Reps Student Chapter will not only provide the resources and practices for students to learn about the industry, but it will also help establish important connections with HR professionals, which will be absolutely beneficial for students' future careers. We have lots of exciting plans and ideas for this upcoming study year, and we are thrilled to implement them."

For more information about this dynamic group, please visit [www.shrm.org/Communities/StudentPrograms/Pages/default.aspx](http://www.shrm.org/Communities/StudentPrograms/Pages/default.aspx). ■



**Sitting, left to right: Tracy Hill, Katie Halasz, June Cabales.**  
**Standing, left to right: Val Solodovnikova, Sasha Dastmalchi, Joe Cosso.**

## Young Alumni

Hotel College Alumni Chapter Board Member Sandy Kim, '11, has been working with fellow hotel college alumnus Michael Amato-von Hemert, '10; David Mikowski, '12; and Sam Lee, '12, to establish a Young Alumni program. It began when Andrew Insigne, '11, assistant marketing manager at Marquee Nightclub & Dayclub at The Cosmopolitan of Las Vegas, offered to host an evening for Young Alumni (age 39 and under) at Marquee. Young Alumni events have since taken place at Savile Row in the Luxor, Commonwealth in Downtown Las Vegas, and McFadden's Restaurant and Saloon at Town Square.



Be sure to attend one of the Young Alumni Mixers — open to all UNLV Young Alumni. For more information, check the UNLV Hotel College of Hotel Administration Alumni Chapter Facebook page at <https://www.facebook.com/UNLVHotelAlumni?fref=ts>. ■



## Alumni and Graduating Students Reception 2013

The William F. Harrah Hotel College alumni chapter hosted the second graduating students and alumni reception June 7 at the Singapore Campus' student union. In attendance were UNLV Executive Vice President and Provost John V. White, UNLV Singapore Limited Director Chew Hai Chwee, and the William F. Harrah College of Hotel Administration Singapore campus management, including Associate Dean Richard C. Linstrom and Assistant Dean Dr. Billy Bai. Alumni interested in connecting with other Asia-based alumni are encouraged to contact UNLV Singapore external relations at [externalrelations@unlv.edu.sg](mailto:externalrelations@unlv.edu.sg)



## Commencement 2013

UNLV Singapore's fifth commencement ceremony, in conjunction with UNLV's 50<sup>th</sup> annual commencement exercise, was held June 8 at the School of the Arts Concert Hall Singapore. One hundred nine Bachelor of Science degrees in hotel administration were conferred by Executive Vice President and Provost John V. White. On stage to congratulate graduates were Dean Rama Venkat of the Howard R. Hughes College of Engineering, Associate Dean Richard C. Linstrom, and Assistant Dean Billy Bai. Victor Wenwei Mai was this year's student speaker, and Ang Ding Jie (DJ) was the recipient of the outstanding UNLV Singapore student award. During his remarks, Provost White highlighted the seven countries' graduates represented, the ratio of females to males in the graduate classes (83 percent and 17 percent, respectively), and the youngest and oldest graduates (23 and 28 respectively). Congratulations, Class of 2013!

## Winners of Galaviz & Company/UNLV Student Essay Contest Announced

### Essays Focus on Bringing Las Vegas and Asia Closer Together in the 21st Century

On March 27, UNLV's School of Architecture announced the winners of the Galaviz & Company/UNLV Student Essay Contest. The contest was based on the March 4, 2013, lecture provided by Jonathan Galaviz, managing director at Galaviz & Company, *Our Future in Asia: How Las Vegas Architects Can Capitalize on the Boomerang Effect*, as part of UNLV's Klai Juba Lecture Series.

The two winners, representing the Las Vegas and Singapore campuses, each received USD \$1,000 in prize money provided by Galaviz & Company. More than 230 essay entries were

received for the essay competition, and the topic was "My One Big Idea That Will Connect Las Vegas and Asia Closer Together in the 21st Century."

Cherylayne Erdley, vice president at Galaviz & Company, stated: "Our firm takes great pride in supporting the UNLV community, in both Singapore and Las Vegas. As the world becomes more global, it is critical for public policy makers in the state of Nevada to be highly attuned to the very important role Asia will play in Nevada's future."



UNLV–Main Campus:  
 Winner (USD \$1,000 prize): Bryce Taylor  
 Runner-Up: Esther Garcia  
 Honorable Mention: Alberto Sanchez

UNLV–Singapore Campus:  
 Winner (USD \$1,000 prize): Grace Pang  
 Runner-Up: Yin Yin Joy Teo  
 Honorable Mention: Dayana Binte Jaslim

The winning essays, including the essays of the runners-up and honorable mentions, are viewable at the following links: <http://www.unlvdc.org/#/lecture-series-events/> and <http://www.facebook.com/pages/UNLV-School-of-Architecture/289107593256>.

# UNLV Singapore Students Network in Las Vegas at UNLV Shine and UNLV Ties

On July 8, 300 UNLV Singapore students and local hospitality industry professionals participated in two networking events at the Harrah Hotel College. The main focus of the events was to provide the students with networking opportunities while letting industry professionals share their experiences and insights. The Singaporean student group was composed mainly of seniors majoring in hotel administration. The speakers hailed from different sectors in the hospitality industry.

The themes of UNLV SHINE (Sustainability in Hospitality Industry Networking Event) and UNLV TIES (Trade & Industry Exchange Session) focused on some of the most important issues facing tourism in Las Vegas and the world, including sustainability, diversity, international marketing, and increasing competition. Industry guests participated in panel and roundtable discussions, allowing for both an educational and an intimate networking experience for attendees.

Industry speakers and student attendees applauded the events:



Sam Lee Fine Art Photography

“The event was very well organized; subject matter was well selected. The panels were wide ranging, with speakers from all over the hospitality industry. This event can actually educate more people on substantiality and show people what it really means to be sustainable in the hospitality industry.”

—**Steve Kyong, vice president of business development, Global Experience Specialists**

“It was a wonderful event for me to interact with the students, and most importantly, this event is rewarding for them in that they are able to gain insight and knowledge about the industry.”

—**Ken Haas, '75, sales executive, Las Vegas Convention and Visitors Authority**

“I was really impressed by the way it was planned and organized. Through this event, I was able to see quite a few potential future employees.”

—**Annie Kang-Drachen, director of special events, Eiffel Tower Restaurant, Paris Las Vegas Hotel and Casino**

“What really made this event so special was the diverse group of poignant speakers, who were all incredibly compelling and memorable in their own ways.”

—**Stella Koh, student, UNLV Singapore**

“It was amazing being able to interact with distinguished speakers, an opportunity we would otherwise not have had. The cultural differences between Las Vegas and Singapore were definitely an eye-opener.”

—**Ashley Wong, student, UNLV Singapore**

“The event went very smooth, and it was unlike any other networking sessions I’ve been to because of the intimate small-table discussion format. Usually in other networking sessions, it’s difficult to get the speaker’s attention. The speakers were very experienced in many areas, and they provided me with a lot of knowledge.”

—**Yeo Wan Ting, student, UNLV Singapore**

# Egena Fu

For this issue, *Premier* talked to alumna Egena Fu, who graduated in August 2012. She's now working for Marina Bay Sands as a senior executive host, Player Development.

## Tell us a little bit about how you got the opportunity to work at Marina Bay Sands.

I had the chance to contribute as a volunteer with the Marina Bay Sands corporate communications department during the launch in 2010. I liked the company very much and applied online through the Marina Bay Sands website.

## How did you become interested in the casino marketing side?

During my visit to the UNLV main campus, I had the chance to tour Caesars, and the Vice President of Player Development Bill Harrington shared his experience as a casino host. I found it interesting, and it inspired me to pursue a career in this field.

## What are your main responsibilities on the job?

My chief duties include meeting and greeting players, developing excellent relationships with them, and ensuring their gaming experience at Marina Bay Sands is the best it can possibly be.

## You received your certification as a Responsible Gaming Ambassador via the education and training initiative held at Marina Bay Sands in January. How was that experience, and has it been helpful?

It was a great experience, and yes, it's definitely been helpful. We receive thorough and ongoing training at Marina Bay Sands in responsible gaming — this course only added to that. I take my role as a Responsible Gaming Ambassador seriously, and the training I received through the course puts me in an even better position to identify any potential problems and react professionally and appropriately.

## What's the most useful resource available in Singapore that you learned about in the



## course for dealing with responsible gaming issues?

I'd actually known about them from my previous training, but the resources available through the National Council on Problem Gambling in Singapore are just great. Their discreet helpline and available counseling services are such important resources.

## What other types of courses do you think would be useful for someone considering your line of work?

I think any course that stresses the importance of customer service would be particularly helpful. Delivering the best customer service possible is important in many lines of work, but it's absolutely essential for success in this one, and it's a hallmark and source of great pride at Marina Bay Sands. We do our best to create "once-in-a-lifetime" experiences for our customers each and every day.

## Do you have one piece of advice for your fellow UNLV students who are also interested in your field?

If you're not a fan of sitting (or standing) behind a desk all day, can't stand monotony, and like working with people — this is the best job ever. Go into the experience with an open mind, and you'll really enjoy it and learn a great deal along the way. ■■



William F. Harrah

## College of Hotel Administration

Alumni Chapter

### UNLVIP MEMBERS

*As of July 30, 2013*

On behalf of the Harrah Hotel College Alumni Chapter, we extend our appreciation to the current dues-paying members (as of July 30, 2013). A portion of your UNLV Alumni Association dues supports the Harrah Hotel College Alumni Program. Your support is greatly appreciated.

### LIFETIME MEMBERS

Robert Abel, '77  
Robert Achord, '11  
Robert Agnew, '73  
William Albert, '90, '96  
Jon Ann Alex, '91  
Michael Amato-von Hemert, '10  
Jon Ansok, '89  
Peter Arceo, '96  
Daniel Ardisson, '80  
Roger Armstead, '98, '06  
Allen Asch  
David Ayala, '02  
Linda & George Baggott  
Annette & Jonathon Bailey, '96  
Matthew Bailey, '82  
Bobbie Barnes, '93, '05 M. Ed.  
Jody & Kenneth Baxter, '73  
Denise, '95 & Bryan Beban  
Claire & Mark Benjamin, '97  
Stefania Pellegrinetti & Marco Benvenuti, '02  
Robert Benzo, '77  
Cheryl Berry, '00  
Ann & David Black, '96  
Gary Brown, '73  
James Bunch, '83  
Kerrie Burke, '90  
Pamela Burke, '87  
Richard Cane, '72  
Joseph Canfora, '82  
Paula Carson, '75

Bobbie & Turk Cobell, '93  
Suzanne Cohen, '94  
Gregory Colella, '95  
Nancy Collins, '86  
Bridget Colson, '92  
Kevin Coneys, '81  
Carlos Cook, '03  
Randall Cunningham, '04  
Joseph Cutchin, '74  
Robert D'Guglielmo, '99  
Erin & James DeFrates, '86  
Stephanie, '93 & Anthony Degiulio, '93  
Haeran Dempsey, '90  
William DiBenedetto, '95  
Victor Direnzo, '77  
Mary Dobashi, '72  
Justin Doucette, '92, '00 MS  
Diane Dukes, '90  
Kristine Duncan, '96  
James Durbin, '91  
Kathy, '94 & Brian Dyke, '98  
Marthe, '95 & Steven Elliott, '94  
Michelle, '98 & John Ely, '97  
Paula Eylar-Lauzon, '97, '89 MBA  
Danielle, '04 & Scott Fauske, '02  
Jason Feger, '02  
Kerry & Andrew H. Feinstein, '91, '95 MS  
Michele Fincher, '99  
Jeffrey Fink, '98

David G. Foreman, '77  
Thomas Foskaris, '83, '84  
Steven Francis, '78  
William Franko, '83  
Sumiko Fukuda, '95  
Michael Georgilas, '82, '86 MS  
James Germain, '75  
Stuart Glaser, '73  
John Glodfelter, '79  
Barbara Goldstein, '84  
Robert Gonzales, '88  
Gregory Goodall, '93  
Gregory Goussak, '84, '94 MS  
Tami & Dennis Gradillas, '91  
Trey Greenwood, '93  
Geffrey Grossan, '79  
Wynn, '94 & Steven Guinn, '90  
Kirstin Haas, '88  
Sandy Hackett, '77  
Robyn Hadden, '05  
Sandra Hanshaw, '88  
Christian Hardigree, '93  
Nancy, '86 & Mark Hemstreet, '86  
Hope & David Hernandez, '81  
Jean Hertzman, '06 Ph.D.  
Masaaki Hirayama, '76  
Vicki, '74 & William Hitzhusen, '73  
Jennifer Holt, '81  
Dwayne Hushaw, '84  
Rosita Issel, '84  
James Jallo, '72

## LIFETIME MEMBERS

Mark Jarvis, '91  
Thomas Jingoli, '96  
Dennis L. Johnson  
Karin, '92 & Jon Jones  
Jennifer & Michael Joseph, '96  
Christine, '90 & Jim Kiely, '92  
Sandy Kim, '11  
Yen-Soon Kim & Nak-Won Choi  
Lisa Kimelheim, '96  
Christopher Kitt, '87  
Jason Koenigsfeld, '03  
Kathleen Kulesza, '85  
Kelly Kuzik, '87  
Peggy, '71 & Joseph La Tour, '71  
Adam Lakritz, '85  
Timothy Lam, '04  
Donna Stave, '90 & Michael Lamb, '90  
Stephen Lambros, '83  
Catherine Lassesen, '86  
Chuck Lehman, '71  
Karen Leichenger, '79  
Lydia Chen Ping Lim  
Holly, '99 & Robert Lindsay, '10  
Jonathan Lord, '83  
Yvonne & Ralph Lorenz, '78  
James Luce, '80  
Reiichi Machida, '74  
George Maloof, '88  
Ann Marty, '90  
Allen Masny, '95  
David Matthews, '83  
Shannon, '91 & Bill McBeath, '87  
Barent McCool, '99, '03 M. Ed., '08 Ph.D.  
April Miller, '99  
Richard Minor, '85  
Cristyne & Daniel Moore, '88  
Jerry Moore, '78  
Monica Moradkhan, '04  
Siew Chiew Moran, '04, '12 M.Ed.  
Karen & Scott Morrow, '98, '05 MS  
John Morton, '76  
Daniel Moss, '99  
Marian, '85 & Kyle Moss

Tyrus Mulkey, '94  
Jennifer & Scott Mullen, '94  
Julliet Mushi, '00  
Judy Nagai, '11 Ph.D.  
Linda, '79 & Bruce Nelson, '78  
Marianne Nelson, '00  
Stephen Nelson, '71  
Lawrence Nethercott, '99, '11 MS  
Richard Neumann, '77  
John Newton, '90  
Kevin O'Connor, '93  
Michael Orlovich, '96  
Bradley Packer, '95  
Renee, '86 & Martin Paluga  
William Paulos, '69  
John Peiser, '78, '07 MHA  
Ralph Piccirilli, '04  
Thomas Poland, '78  
Meghan Popely, '95  
Vanessa Porrino, '05  
Oscar Portillo, '76  
Jill Pressman, '96  
Amy, '07 & Eric Puhl, '01, '06 MHA  
Carola Raab, '93, '96 MBA, '03 Ph.D.  
James Rafferty, '78  
Moe Rahmani, '95  
Kathy & Fayyaz "Raja" Raja, '92, '95  
Scott Ramin, '00, '04 MS  
Stephen Reeley, '82  
Scott Rhode, '88  
Hans Riehemann, '82  
Joann & Michael Riordan, '75  
Ann Rittal, '81  
Daniel Rush, '94  
Richard Russell, '90  
Noordin Samji, '82  
Gail Sammons, '87  
Jay Sanderson, '70  
Anthony Sandone, '76  
Gregg Saunders, '79  
Salvatore Semola, '81  
James Shaw, '80

Earl Sheehy, '74  
Alyssa Shipley, '95  
Mark Skidmore, '91  
Robin, '93 & Brian Slipock, '92  
Reginald Smith  
Jennifer, '04 & Zachary Smith, '00, '07 Ph.D.  
Lisa Spencer, '77  
Diane Spero, '82  
Robert Spraggs, '02  
Chris Stanley, '89  
Robert Starankovic, '82  
Michael Starr, '81  
Alex Sugden, '73  
Kan Suzuki, '78  
Lora Swatko, '87  
Diana, '89 & Mark Tabor, '83  
Tony Tamberchi, '79  
Joseph Tardiff, '72  
Darryl Tatz, '87  
Kathleen, '83 & David Tegtmeier, '92  
Gary Thompson, '78  
Joseph Turchiano  
Gary Turner, '72  
Allison Verrino, '99  
Joseph Wagner, '00  
Roger Wagner, '69  
William Wai-Lim Lin, '80  
Michael Walsh, '94  
James Ward, '96  
George Warner, '73  
Rex Warren, '80, '05 MHA  
Roger Watson, '85  
Robert Watt, '93  
Andrew Weather, '85  
Holly Weberg, '90  
Walter Weiss, '78  
Melanie & Mark Whitmore, '74  
Leonard Williams, '79  
Jean Witherow, '98  
Dale & David Wolfe, '75  
Megan Woodman, '94  
Brian Yu, '04  
Dan Abdalla, '97

## ANNUAL MEMBERS

Jenny Aguilar  
Kevin Allen, '02  
Sarah Allen  
Stephanie Allen, '11  
Robert Andregg, '81  
Sara Ansara, '01  
Thomas Anschutz, '01  
Angela Arkin  
Iona Armando  
Taylor Armstein  
Jacob Avneri  
John Backhaus, '11  
Angela Barbaryan  
Rochelle Bartos, '05  
Emily Bauer, '00  
Joey Begovich  
Scott Benjamin, '83  
Charles Beris  
Colleen Bevilacqua, '12  
Patricia Bosdachin  
Kyle Briski  
Kevin J. Brooks  
Frank Buatti  
Randee Busch, '04  
Jannette S. Butler  
Yihua Cai  
Natali Castrejon, '13  
Dalia Chaghouri, '12  
Chipo Chidziva  
Teresa Chien, '98  
Celine Choi  
Christopher Choi, '08  
Edith Chow  
Claudia Ciobanu  
Dustin Coffman, '09  
Stuart Cohen, '78  
Nicole Cook  
Tina Cox, '94  
Kathryn Coyne  
Ryan Cravens, '01  
Danny Crinson  
Jenny Currid  
Jennifer Daning, '75  
Rebecca Davis, '89  
David De Los Reyes  
Monique Delphin  
Stephen Denny, '04  
Elizabeth Dhanis  
Brittany Dixon, '11  
Daniel Dixon  
Loline-Marie Djidade, '07  
Joseph Domina, '82  
Danamhari Domingo  
Gabriella Dyer  
Marilyn, '81 & Kenneth Edwards, '81  
Eric Eisenberg, '95  
Dean Elyacoubi, '96  
Karina Favela  
Danielle Fayad  
Michael Ferreira, '12  
Daniel Fink, '97  
Andrew Fischette, '10  
Diamond Fitzgerald  
Jacques Flores, '77  
Denver Forester, '90  
Alison Foss  
James Francis  
Madalyn Freeman  
Lindsey Fujieki  
Kylies Fung  
Gregory Gale, '84  
Michele Galloway  
Jayne Garrett, '79  
Glenn Garrison, '92  
Michelle Glavey, '09  
Daniel Gomez  
Adam Gordon, '04  
Taylor Grant  
Pamela Graves Longley, '00  
Zachary Greget, '07  
Robert Grimes  
Carly Growdon, '11  
Laimis Gubista  
Natalie Gunara, '90  
Zhiqing Guo  
Kenneth Haas, '75  
Glenn Hammer, '74  
Eric Hartmann  
Conor Hastings  
Zachary Hay  
Catherine Hazzlerigg, '78, '95 MS  
Lindsey Hibbard  
So Chi Ho  
Jared Hobbs  
Robert Hoffman, '84  
Gerald Holinski, '88  
Inn Hong  
Nicole Ismert  
James Jalet, '71  
Chitra Jayanathan, '90  
Jong Hwa Jeon  
Nathaniel Jiron, '04  
Amanda Johnson  
Latisha Johnson, '11  
De'Anna Jones, '13  
Jiahui Sun Jovita  
Hee Jung Kang  
Lisha Kong  
Caleb Konner  
Renee Kraintz  
Jarrett Kratchman, '93  
Alyse Kurley  
Camilla Lackey, '04  
Wendy Laugesen, '96  
Jonathan Lazarus, '88  
Lisa Lazich  
Danny Le  
Jennifer Lee, '13  
Johnathan Lee  
Gregory Levitan, '11  
Ing Liang  
Amelia Ligot, '08  
A Reum Lim  
Jihwa Lim, '06  
Anthony Llanos, '97  
Vivien Lo  
Anthony Loiacono  
Vincent Lombardi, '83  
Curtis Love  
Kenneth Lu  
Lilina Lucchese  
Max Luchs  
Ada Ma  
Taylor Madden  
Ayano Maeda  
Costa Magoulas, '09  
Kevin Mahoney, '82

## ANNUAL MEMBERS

Rolf Maile, '85  
Kristhine Malamug, '12  
Gina Marano  
Jalisa Martinez  
Victoria Matherly, '12  
Christian McClure  
Danielle Meath  
Frank Menezes, '90  
David Mikowski, '12  
Jim Mikula, '78  
Scott Mills, '96  
Barbara Miyao, '87  
Soniya Mody  
Danielle Moffitt  
Adrienne Moore  
Patrick Moreo, '69, '83 Ed. D.  
Christy Morgan, '01  
Timothy Morrissey, '86  
Christina Munoz, '09  
Taylor Murto  
Michael Musselman, '93  
Amanda Nassirzadeh  
Phujohn Nguyen  
David Nightingale, '80  
Sunny Ong, '76  
Talaat Osman, '12  
Keanna Pettaway  
Michael Pius, '10  
Jill Plumer  
Jeri, '80 & Arthur Plunkett, '94  
Dirk Prado, '11  
Jerry Pribil, '91  
Max Puffer, '95  
Erica Racek, '97, '01 MBA

Celia Ramirez Smyth, '74  
Richard Robinson, '10  
Ricardo Rodriguez-Canales, '09  
Julie Roh, '07  
Andres Rojas, '12  
Michael Rossolo, '04  
Steven Rothbort  
Alpha & Michael Rotkin, '02  
Richard Sabo, '82  
Fouad Sadiki, '05, '12 MS, MBA  
Malek Sadri, '13  
Victoria Savini, '92  
Dena Selert  
Elena Shamapner  
Alan Shen  
Susan Sherman, '98  
Landon Shores, '13  
Jeffrey Simons, '87  
Jake Singleton  
Matini Sinirath  
Mark Sirota, '91  
Carson Slade  
Chris Smith, '98  
Aaron Soffer, '10  
Trish Stallone, '98  
Emmett Steed, '03  
Mark Sterbens, '75  
Robert H. Stone  
Rebecca Stratton  
Thomas Strunk, '71  
Jeffrey Stutts, '90  
Chris Sugden, '02  
Natalie Sugiyama  
Tsz Lo Sze, '12

Lynda Tache, '97  
Brandon Tan  
Yi Tao  
Lauryn Tester  
Perry Todd, '84  
Ryan Tuttle, '84  
Kenneth Uhl, '87  
Kenneth Valadez  
Krisanda Van Ness, '08  
Robert Van Ness, '83  
Christopher Van Zele, '99, '08  
MHA  
John VanSteenis, '03  
Murat Varol  
Hernan Vera, '99  
Frank Vitucci, '06  
Sheema Vohra, '87  
Jessy Wang  
David Wendling, '97  
Mackenzie Whelan  
Redha Widarsyah, '09, '13  
Suniee Wilkins, '99  
Macy Williams, '06, '09, '10 MS  
Hielie Wong  
Jia Yuan Xu  
Ziyan Xu  
September Yancone, '89  
Clifford Yeh  
Ilsun Yoon, '13  
Anthony Zaranti, '99  
Dina Zemke, '03

We strive for accuracy in listing our UNLVIP members. If there is an error in the way you were listed, or you would like to make a change to the way you were listed, please contact Robyn Hadden at (702) 895-3148 or e-mail [robyn.hadden@unlv.edu](mailto:robyn.hadden@unlv.edu).

Submit your updates to [Robyn.Hadden@unlv.edu](mailto:Robyn.Hadden@unlv.edu)

## 1980s

**Bill Hemphill, '85**, works in facilities management for Sodexo where he is general manager of a custodial account on the Oregon coast. Previously, he spent 15 years working in the hospitality industry with Radisson and DoubleTree Hotels. He also spent five years in the health care industry. Married with two grown children, Hemphill's hobbies include hiking, fishing, and listening to music. He lives in Toledo, Ohio.

## 1990s

**Elliot Dubin, '99**, earned his Juris Doctor from Northern Illinois University in May 2012 and was sworn into the Illinois bar and the general bar for the U.S. District Court for Northern Illinois in November 2012. In addition to practicing law, Dubin teaches as adjunct faculty at Northern Illinois University in the hospitality management program. He is currently looking at full-time tenure track faculty positions teaching in hospitality management or a full-time legal position with an emphasis on litigation. He currently resides in the north suburbs of Chicago and may be contacted at [Elliott.dubin@yahoo.com](mailto:Elliott.dubin@yahoo.com)

## 2000s

**Orie Berezan, '13 Ph.D.**, recently joined Duetto Research as the senior manager of Customer Success. During his Ph.D. studies at UNLV, he taught various courses in meetings and events, marketing, and management for UNLV and CalState University Dominguez

Hills. His area of research focus is loyalty marketing. Prior to his Ph.D. studies, Berezan worked with Intrawest Resort Development on numerous projects throughout the U.S. and Mexico. Friends may contact him at [orie@duettoresearch.com](mailto:orie@duettoresearch.com).

**Borko Bojamic, '07, Jessica Perahia, '11, and Julius Scarlet, '09**, launched an online travel agency (Scarlett Hospitality Group), a hotel consulting firm, and an online search engine. In November, the company was part of the Luxury Travel Convention in Las Vegas.

**Dana Covotsos, '07**, is an account executive at ML International. She and her husband have twin sons, Dylan and Easton, and live in Naperville, Ill.

**M. Elena Diaz-Pina Otter, '00** has joined Carpenter Sellers Del Gatto Architects as its marketing manager. She manages both the marketing and business development departments. She is a member of numerous professional organizations, including the Society for Professional Marketing Services, the Commercial Real Estate Development Association, the Young Contractors Forum, and the American Public Works Association. In addition, she is the cofounder of the Las Vegas chapter of Commercial Real Estate Networking & Beer.

**Randee Dickman Busch, '04**, is catering and conference manager for the Westin Lake Las Vegas Resort

& Spa. Her daughter, Morgan, was born June 21, 2012.

**Pamela Graves-Longley, '00**, is the director of sales and marketing/public relations for Lespri Resorts. The company owns and operates boutique hotels, restaurants, spas, and large property management companies in both the United States and Canada. The company, which has its corporate headquarters in Park City, Utah, is expanding to other vacation destinations both domestic and international.

**William Hastings, '10**, received his Master of Science in Foodservice and Hospitality Management from Kansas State University in December. He currently holds an analyst position at Service Management Group in Kansas City where he evaluates the customer experience for corporate foodservice clients that range from Burger King to Del Frisco's Steakhouses.

**Omari Head, '07**, resides in Washington, D.C. where he is currently a corporate strategic relationships manager for Hospitality & Tourism with American Public University. In this capacity, he is responsible for finding educational solutions for various hospitality corporations. He is also an active member of the Under 30 Gateway Council with AH&LA and the alumni council for National Society of Minorities in Hospitality.



**Omari Head**

**Trevor Hewitt, '11 MS**, owns and operates two nightlife venues in San Francisco and three nightlife venues in Sacramento. He plans to open his first Las Vegas venue, Pixa Rock Las Vegas, downtown this fall with chef Tony Germignani.

**Andrew Insigne, '11**, works as the marketing manager at Marquee Nightclub & Dayclub at the Cosmopolitan. He is also a celebrity assistant at major live award shows in Las Vegas and Los Angeles, including the Grammy Awards, the MTV Video Music Awards, and the Billboard Music Awards. He has served as a production assistant at large-scale events, including the Electric Daisy Carnival and the iHeart Radio Music Festival.

**Chenyu Ling, '11**, is now working as an event planning assistant in the marketing department of an education consulting company. Previously, she was an intern in the event department of the Rio All-Suite Las Vegas Hotel and Casino and the president of UNLV's PCMA chapter. She is also responsible for executing marketing strategies for the Beijing chapter of the UNLV Alumni Association. She lives in Beijing, China and may be contacted at [eventchenyuling@gmail.com](mailto:eventchenyuling@gmail.com).

**Adam Lopez, '00**, is a client project manager with Bally Technologies, where he is responsible for some of the company's largest Las Vegas accounts, including Boyd Corporate and Caesars Entertainment. He

assists customers in finding the best solutions for their casino management system, including new marketing campaigns, resolving issues with current architecture, and advice on growing their systems.

**Robyn Mathis,**

**'06**, has joined Nevada Public Radio as an account executive, working with both KNPR and Desert Companion. Previously, she was with Greenspun Media Group. She serves on the membership committee for the UNLV Alumni Association. You may contact her at Robyn@nevadapublicradio.org or (702) 259-7851.



**Robyn Mathis**

**Geoffrey Moran, '12,**

served his university in student government as the student body vice president and as the 2009 homecoming director. His involvement, experience, and leadership development led him to a Disneyland internship as

a vacation planner, where he assisted guests and created some magic. Since graduation, Moran has put his degree to use as a catering coordinator at the Treasure Island Hotel & Casino. He lives in Las Vegas and can be reached at moran.geoffrey@gmail.com.

**Michael Rossolo, '04, '13 MHA,** lives in Chicago, Ill., where he is the senior manager of revenue management for Marriott International, a company he's been with for 11 years. In 2012, he became a Certified Revenue Management Executive from the American Hotel & Lodging Association.

**Alexandra (Allie) Singer, '12,** is a sales manager for two Marriott properties managed by White Lodging Services in San Antonio's downtown area. Singer may be contacted at Alexandra.singer@whitelodging.com or by phone at (443) 845-2003.

**Robert Taylor, '06 MS,** was named the general manager at Chocolate Pizza

Company's newest retail location, Eastgate Jungle Jim's in Cincinnati. He and his wife, Eva, live in Amelia, Ohio and have three children, Sean, 18; Bradford, 15; and Chloe, 11.

**Zhou Wang, '04 MS,** is the senior manager of finance at Expedia. Now a resident of Seattle, he previously worked and lived in Texas. He can be reached at ibrushwork@gmail.com.



**Zhou Wang**

**Karla Washington, '12,** is currently the merchandise acquisition coordinator for Opportunity Village in Las Vegas. With a major in meetings and events and a minor in civic engagement and leadership, she has combined the best of both her passions. Friends may contact her at washingtonk@opportunityvillage.org.

**Xirui Yan, '12,** has been promoted to assistant director, Summer China

Program. Previously, she was an operation assistant for the same program. Yan lives in Beijing, China and serves as president for the Beijing Regional Club of the UNLV Alumni Association. She may be reached at sirui.yan@yahoo.com.

**Sam Zanini, '11,** has recently been promoted to campaign and database marketing manager for Mandalay Bay. He was previously casino marketing and slot operations analyst for New York-New York as part of the Management Associate Program (MAP) through MGM Resorts International. Friends may contact him at szanini@mandalaybay.com.

The Harrah Hotel College is pleased to announce the re-launch of its website. Please visit [unlv.edu/hotel](http://unlv.edu/hotel) to view the new, user-friendly site.

**PGA Alumni Updates**

**Joseph Sobaski, '12,** recently joined The First Tee of Southern Nevada as a program coordinator. Sobaski, who previously worked at Angel Park Golf Club, is a former First Tee participant and summer intern. While at UNLV, Sobaski was the recipient of the Matthew S. Anderson Memorial PGM scholarship, and now has come full circle to serve an organization focused on serving youth development through the game of golf in the Las Vegas community.

**Shawna Richardson, '10, '13 MS,** is working as a PGA teaching professional at CordeValle Golf Club in San Martin, Calif. In this position, Richardson is responsible for player development initiatives, which includes focus on increasing participation among their female players. In addition to

player development programming and implementation, she will also be implementing fitness and nutritional guidance to further enhance their students' game and overall health. Richardson will offer golf-centric programs to include yoga, stretching, and resistance training.

An interesting aspect of her new job is that she helped create it. She currently works alongside **Jon Horner, '09,** who she interned with in 2009 at Colorado Golf Club. "Now four years later, he and I are creating what I feel will be one of the premier instructional programs on the West Coast," she says. "Together our passion for golf and team approach will differentiate us along with approaching teaching in a holistic way (swing, physical, mental, etc.)."

# CONGRATULATIONS

Congratulations to this year's *Boyd Award* recipients:

Boyd Teaching Award –  
*Professor William Werner*  
 Boyd Research Award –  
**Dr. Yen-Soon Kim**  
 Boyd Service Award –  
**Dr. Curtis Love**

UNLV recently distributed awards to the following individuals:

**Adam Carmer, '96, '11 MS**, received a *CSUN Faculty Award* for Hotel Administration.

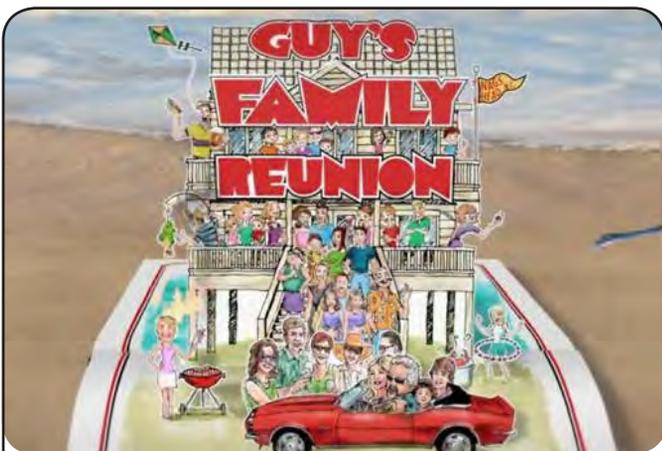
Congratulations to Associate Professor and Assistant Dean of Operations **Jean Hertzman, '06, Ph.D.**, who was honored with the *Outstanding Faculty Award* from the UNLV Alumni Association. "It's definitely a great honor and I'm proud to have the recognition," says Hertzman. "This award recognizes all areas: teaching, research, and service over the years. One of the best things

about it though, is that it provides a stipend and two scholarships within the college."

*The Outstanding Thesis Award* went to **Ji Hye Min, '06, '12 MS**, for "Evaluating the Impact of a New Casino Loyalty Program on Gaming Volume." Dr. Carola Raab served as committee chair.

Academic Advisor **Kia Vichaiikul** received the *Academic Advisor Award* for undergraduate advising.

On May 15, **Cynthia Vannucci, '76**, received the *2013 Professional Achievement in Education Award* from the Professional Convention Management Association in Washington, D.C. She serves on the faculty of Metropolitan State College in Denver, Colo. She continues a legacy as Professor Patti Shock, CPCE, CHT, was the first person to receive this award, in 2005.



**Guy Fieri, '90**, won a Daytime Emmy Award in the Special Class Special category for *Guy's Family Reunion*. His show, *Diners, Drive-Ins and Dives* is nominated for a Primetime Emmy.

Former Harrah Hotel College faculty member



**Christian Hardigree, '93**, now works at Kennesaw State University (KSU), located 20 minutes north of Atlanta, Ga. Her job includes overseeing The Commons, a Gold-LEED® certified facility which was recently named the National Restaurant Association's 2013 "Innovator of the Year" and recognized with the Operator Innovations Award for Sustainability. The restaurant, which serves as "the lab" for Hardigree's new Bachelor of Science in culinary sustainability and hospitality program at KSU,

incorporates composting, vermicomposting, hydroponic growing, water reclamation, organic agriculture, and more, while serving approximately 500,000 meals a semester.

In designing the curriculum, Hardigree wanted to create something unique, relevant, and innovative. The unprecedented approach transcends the traditional culinary arts or hospitality management curricula to incorporate and infuse the study of sustainable best practices, emphasizing areas like resource conservation, food science, nutrition, and agro-ecology, as well as essential management skills and abilities.



Congratulations to the Hotel Administration Honors graduates who attended the Honors College Medallion Ceremony held in the spring.

• **Janelle M. Stalley**, Major: Culinary Arts Management, University Honors, magna cum laude

• **Eunice Jho**, Majors: Meetings & Events Management and Asian Studies; Minors: Business Administration, History, Japanese, and Linguistic Studies, University Honors, cum laude

• **Noah A. Duran**, Major: Hospitality Management; Minor: Economics, University Honors

The Honors College is a selective undergraduate college that offers a unique liberal arts and sciences experience for high-achieving and highly motivated students. Coupled with the extensive research and cultural opportunities of a large urban university, the Honors College offers an exceptional value in higher education. ■■



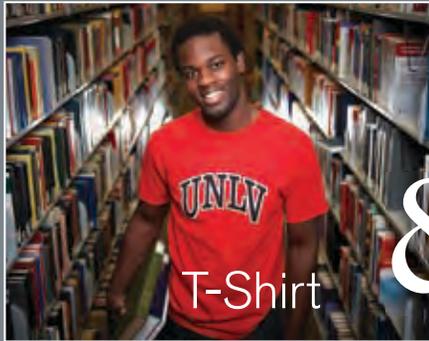
*Flossie and Jerry Vallen  
with Alumnus of the Year Chuck Lehman, '71*

# UNLV

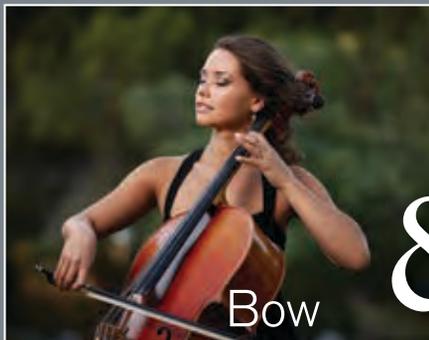
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ADMINISTRATION**

UNIVERSITY OF NEVADA, LAS VEGAS

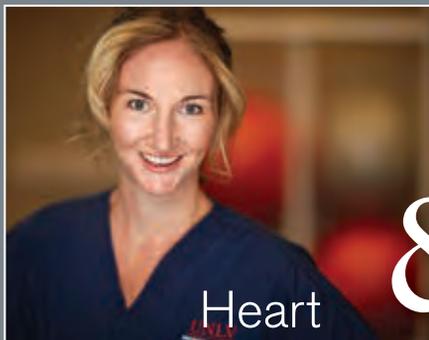
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