

PREMIER

Battista Locatelli: A Man of His Word

By Dr. Michael Green, '86, '88 M.A.

He owns much more than a hole in the wall, but Battista Locatelli always returns to the principles he started with. "The customers are our most important product. The customer is always right," says the owner of the Italian restaurant and lounge Battista's Hole-in-the Wall, a fixture at East Flamingo and Audrie for nearly 34 years. "It's all about service." A sign on the wall of his restaurant says, "There is less to fear from outside competition than from inside inefficiency, discourtesy, and bad service."

He has taught his principles to his children and other relatives; three of his four offspring work at Battista's. He also hopes to help the William F. Harrah College of Hotel Administration teach those integral beliefs to students and named the college as a beneficiary of a charitable remainder trust in his estate plan. He calls the hotel college "great, fantastic for the city and the state. When they graduate, they can work anywhere, because they've worked with the best."

He also believes in working hard, although he has scaled back. His wife Rio worked with him in the



Locatelli with his daughter, Pier.

restaurant for many years; "we have been married 51 years," he said, "and we still argue." His daughter Pier handles most of the business now—having trained for it by working with her father for so long and learning from him.

"I always tell my people, don't do to others what you wouldn't want done to you. You don't work for Battista—

See "Battista" on page 3

Dean Mann Pursues Development of Joint Degree with Chinese Institutions

The 2008 Beijing Summer Olympic planning was the impetus for Dean Stuart Mann to participate in Lt. Governor Lorraine Hunt's Trade/Tourism mission to Beijing, Shanghai and Hong Kong in October. This 10-day trip provided the opportunity for Nevada representatives to discuss partnership development and cooperative programs for hospitality training and education with educational institutions, private companies and governmental agencies throughout China.

To prepare for the Olympics, Beijing will build many new hospitality and tourism facilities. There is a significant need to provide high quality, international hospitality training to thousands of employees throughout China who will serve the tourist population. In meetings with higher education officials from Beijing International Studies University, Shanghai Institute of Tourism and the School of Hotel & Tourism Management of the Hong Kong Polytechnic University,

Dean Mann discussed the development of a joint B.S. in International Hospitality Management.

In addition, Dean Mann met with tourism officials and private

companies to discuss the creation of training programs resulting in a certificate of completion. The proposed programs would be taught by visiting faculty who would teach in China for various periods of time. While many details are yet to be resolved, this is an exciting venture and a great opportunity for UNLV and the State of Nevada to participate in such an important and historic event as the 2008 Olympics.



Dean Stuart Mann and Lt. Governor Lorraine Hunt meet with tourism officials in Beijing, China.

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DEAN'S MESSAGE

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

The pride that I take in our accomplishments over the last few years is centered on our students, our graduates and our faculty and staff. As you can see in this issue of Premier, UNLV student government is lead by one of our best students. We have student leaders at the top of each of our active student clubs and associations. Many of these clubs are national award winners and have achieved that status at the national meetings of their association. We have had undergraduate students represent the Harrah Hotel College at an international meeting in Greece and this year, a similar group of students will go to Finland for another meeting.

During the last twelve months, we have had the greatest number of Ph.D. students complete their programs of study since the doctoral program began. Five students received their degrees and each accepted an academic position at a respected institution of higher learning.

Our data shows that for many years now, about 40% of our bachelor degree graduates stay in Las Vegas, working in the hospitality industry. They hold a wide variety of positions and many have risen to top-level property and corporate positions. We have graduates who are corporate executives with Caesars Entertainment, Mandalay Bay Resort Group, MGM MIRAGE, and Millennium Management Group. We have graduates who are the general managers and property presidents at, for example, The Mirage, Treasure Island, The Excalibur, The Cannery, and The Suncoast.

Up and down the Strip and throughout the Las Vegas hospitality community there are UNLV graduates making important contributions to their companies at many levels of organizations. You literally cannot go into a Strip property and not run into managers who are our graduates.

The Harrah Hotel College faculty is engaged with the hospitality and leisure services community in many ways. They are committed to helping the industry through their outreach work and in doing so maintain the understanding of current issues necessary to be effective instructors. So many of our students take the time to tell me how much they have enjoyed and are impressed by instructors who can relate the classroom material to real world situations.

The use of instructors who hold full-time positions in the industry as adjunct faculty also enhances and enriches the educational experience of our students. Our faculty's continual interaction with the properties in Las Vegas enables our students to have access to mentors, internships, and work experiences in "the world's

greatest laboratory." This is an undergraduate education second to none and now the quality of this experience has reached worldwide audiences. Over 25% of our college students are now foreign nationals representing over 40 different countries. The predominant countries represented by these students are located in Asia.

As you will see from other articles in this issue, we continue to be active in seeking relationships that will be mutually beneficial to UNLV and our students and faculty, as well as to cooperating foreign institutions or organizations. We are particularly active in Japan, Korea, China, Macao, Hong Kong, and Russia, establishing agreements and memoranda of understanding on how we will cooperatively work together. One of our faculty members is still on assignment in Asia helping to develop these relationships and I will return to Asia in the spring to continue learning how we can help the Chinese prepare for the 2008 Beijing Olympics with certificate training programs. This semester we have four visiting faculty members from institutions in Asia. These visitors are teaching courses and doing research on a variety of issues of interest to their home institutions.

In the last year I have received inquiries about developing cooperative programs from institutions in Mexico, Australia, Turkey, Malaysia, and Taiwan. As a result of these inquiries and many others, the Harrah Hotel College faculty is exploring a new academic degree program. A new baccalaureate degree that would be given jointly by UNLV and an international hospitality management program is under investigation. Such a program would have students attending half of their classes at UNLV and half of their classes in their home country. The program would take five years, with the third year being a year of work experience on the Las Vegas Strip. While this program is still in review and development, it has received quite a positive response from many international institutions. We will continue to investigate these kinds of cooperative efforts and I will report on them in this newsletter at a later date.

I think these activity reports give you an idea of why we are so proud of UNLV and the William F. Harrah College of Hotel Administration. These activities do not happen without the support of our outstanding staff members. Our clerical support and our professional staff in advising, student services, career placement, development, alumni relations, public relations, marketing, foodservice, and facilities management all work together to make these activities produce the reported results.

In Memory of Shannon Bybee

Shannon Bybee, executive director of the University of Nevada, Las Vegas International Gaming Institute and a former top casino executive, gaming regulator and gaming lawyer, passed away in September at age 65. He was awarded the American Gaming Association's Gaming Greats Special Achievement Award last fall. Bybee was a former president of the Nevada Council on Problem Gambling, which last



Shannon Bybee

year created the Shannon Bybee Award, an annual recognition given to a person who has made meaningful contributions to the issue of problem gambling.

"The industry has lost a great friend. Shannon was a person of integrity whose commitments to his work and family could always be trusted. His university family misses him greatly," said Dean Stuart H. Mann.

Bybee joined the faculty at UNLV in 1994 as a gaming professor. He was a professor at the university's College of Hotel Administration, the William S. Boyd School of Law, and directed UNLV's International Gaming Institute.

Harrah's Donates Historic Collection to UNLV

Harrah's Entertainment, Inc., the Las Vegas-based gaming company, recently donated its extensive corporate archives, including hundreds of photographs, publications, documents, and artifacts to UNLV. The collection, known as "Harrah's Archive," is part of the Gaming Studies Research Center and will be housed in the special collections section of UNLV's Lied Library.

"Of course, UNLV has had a relationship with Harrah's and the family of Bill Harrah so it was fitting that the corporation decided to deposit their archives here," said Peter Michel, director of special collections for the library. "The interesting and unique thing about Harrah's is their appreciation of their own history and their important place in the history of the gaming industry. These items represent 65 years of gaming history and will serve to enhance UNLV's position as an international center for the study of gaming and the gaming industry," Michel went on to say.

The donation marks the single largest gift of historic material from a gaming company and is also one of the largest ever received by the university. In addition to the numerous pieces of casino and gaming memorabilia (including cards, poker chips, glassware, and promotional posters), the collection also includes renderings of



The Harrah's Archives can be viewed in UNLV's Lied Library.

Harrah's earliest properties and photos of William F. Harrah's father, a bingo operator in Venice, California. There are also historic photos and hood ornaments from luxury cars of the past, reminders of Harrah's one-time

1,000-plus collection of antique cars.

"The Harrah's collection is beyond a history of gaming in Nevada and the United States," said Michel. "It is an important part of the history of Nevada and of American business."

The company's affiliation with UNLV precedes the donation of the archives. The two entities have had a solid relationship for many years and the William F. Harrah College of Hotel Administration is named in Harrah's honor.

"These items represent 65 years of gaming history and will serve to enhance UNLV's position as an international center for the study of gaming and the gaming industry."

from "Battista" on page 1

you work for yourself. This is your place," he says.

It took a while for him to get his place. He came to the U.S. from Italy as a teenager in 1949, following many others through Ellis Island. With his sister, brother, and two cousins, he crossed the country by train. They had no money except for a few dollars he made serving fellow passengers when they became seasick during what he called a "mega-storm" that hit their boat on the Atlantic.

Locatelli entered the restaurant business and wound up in some of the finest establishments in Bel Air and Beverly Hills. "When I went to interview for a job, I

dressed my best—nice clothing, hair nailed down," he said. Once hired, he made big tips. "I always got the best station and never left the station. A lot of people walk away," he said. "It's all about service. Everything I did, I did with tender loving care."

But something else helped him earn tips and make friends. He could sing. He appeared on television programs hosted by Art Linkletter, Rod Serling, and Regis Philbin. His singing brought him to Las Vegas although never a headliner or a lounge act.

"Besides my other jobs, I drove for Shell Oil,

See "Battista" on page 4

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Why I Chose to Work in this Industry



by Stephen Michaelides

Vice President, Industry
Relations

*Hotel Food & Beverage
Executive magazine*

OK, up front, I need to level with you—I didn't join this industry, it sort of joined me. Let me explain: 1966 saw me at Penton Media, a Cleveland-based publishing company that publishes a slew of trade magazines, as editor of one of its metalworking magazines that (for the sake of pride and self-esteem) shall go nameless.

Early in 1971, Penton acquired *Restaurant Hospitality* magazine and Penton's president—given my BA in English Lit and some graduate work in creative writing and the fact that I had proved myself as a pretty decent writer—felt I was better suited to be the editor of that magazine than any of the others in its stable. What I knew about metalworking you could fit into a petit four.

Anyway, there I was at a new desk facing an incredible array of contacts—from presidents of restaurant chains to mom and pop operators to everything in between—and once I learned the jargon of the industry, I launched my restaurant business writing career that continues to this day, profiling many of the chefs and restaurant operators that today have risen to the top of their craft. And I've enjoyed every minute of it. One thing I've learned: unless you have the passion to work your butt off, often for 15 or more hours at a stretch, you ought to think about some other occupation than foodservice in which to immerse yourself, which is why I prefer writing about it.

from "Battista" on page 3

delivering in Los Angeles and Beverly Hills. I was singing in the truck, having fun, in bumper-to-bumper traffic, when a guy took down my truck number, called the company, and got my name," he said. He was asked to send a demo tape for Harold Minsky, the burlesque and showroom producer who was putting together a show for the Aladdin.

Locatelli quit his driving job, moved to Las Vegas, borrowed money from his mother-in-law, and bought a home. However, Minsky was unable to put on the show. So, Locatelli went back to restaurants, serving and singing.

Not only did he bring home big money, but word spread. Stars from the Strip started visiting the restaurant, inviting him to their shows, and asking him to sing on stage—without rehearsing.

The attention got him thinking: "We should open our own place." He and his family found an old 1950s diner called The Dive. "It WAS a dive.... the cockroaches were so big," he said, "you could rope and ride them." They opened for breakfast, then lunch, and finally dinner. And "I sang a bit."

Pier, then 17, would open the restaurant each morning. But she didn't know how to cook. She'd say, "You cook your breakfast and I'll charge you." Somehow, it worked. To make the money to pay their rent, he and his wife drove school buses.

"Little by little, our business just grew. I knew the

front part, but not cooking. But I knew how to handle people. We worked and put in a lot of hours. Each night, I'd sleep in a booth," he said. One of his oldest friends, screen idol Betty Grable, was a regular. So was Minsky, who apparently felt guilty about their earlier encounter, so he kept bringing new guests.

As the restaurant did better, Locatelli started buying out the other stores. Today, he owns the entire corner. In one year, they served 212,270 dinners—an average of 610 meals a night. How do they do it? "The biggest problem for many restaurants is that they want a plush entrance, but they don't think of the kitchen. The kitchen has to be big enough for people to breathe, to move," he said.

The Locatellis also believe it's important for their employees to view Battista's Hole-in-the-Wall as their own. "It's everyone's duty to protect the property," he said, from making sure the food is right to cleaning up.

Another factor is his employees. Many have been with him for decades. Pier explained, "I don't want to call it a staff—they're friends." Locatelli says of his daughter, "She's in charge. . . when I'm not here," and then laughs. "She has been my ace in the hole."

Locatelli believes in preparing the next generation of restaurant owners and gaming executives to follow in their footsteps. "We donate so much to help. We've done so well, we want to give something back." But for all of the help he gives, he knows it won't be easy. The secret to success is simple, he said: "Work, work, and more work."

Why I Chose to Work in this Industry



by Bill Allen

**Chief Executive Officer
Fleming's Prime Steakhouse
& Wine Bar & Roy's
Restaurants**

There was really never a doubt in my mind that I would end up in the Restaurant/Hospitality Industry. Early on, I wanted to earn some extra money in addition to the paper routes that I had at the time. I was twelve and the only place that was close enough for me to ride my bicycle was the country club in our neighborhood.

I wandered into the kitchen and met an imposing man whom I found out was the chef. I proceeded to stretch the truth in terms of my age and began to wash dishes! I soon graduated to the pantry and prep. I also worked as a busboy and became a waiter and bartender over time. I worked constantly and it was a great source of fun and excitement. The money was great as well - I was the wealthiest 7th grader I knew! As I worked my

way through high school and then college, I began to think that after college I should get a "real" job, so I started to study finance and accounting, thinking that perhaps I might become a CPA or go on to law school.

Back at the country club, I was now the Club House Manager and was being offered the General Manager's position. I gave a lot of thought to this and ultimately concluded that I needed the excitement and energy that the hospitality industry was giving me and I took the job. I abandoned any thoughts of spending the rest of my working career behind a desk. I have never looked back and I have always thought that I have been most fortunate! I have enjoyed a very exciting and prosperous career doing something that I truly love.

"I needed the excitement and energy that the hospitality industry was giving me and I took the job."

Hotel College Well Represented in UNLV Student Government

Being an actively involved student is nothing new to **UNLV Student Body President Monica Moradkhan**. She should know. A senior in the Harrah Hotel College and currently in her second year as Student Body President, she also served as her high school's student body president. In addition, her brother Paul served as UNLV Student Body President before her.

"My brother and I have always believed that it is important to be a part of activities that take place outside the classroom," said Moradkhan. "Programs such as student government, the Greek system, and clubs serve to enhance your collegiate career and help develop crucial character skills. Our parents have been supportive of our choices and that has also been very helpful."

Before holding her current elected office, Moradkhan served as Senate President Pro Tempore as well as a Senator for the College of Education (she was formerly a dual major before ultimately choosing the Harrah Hotel College as her priority). "I wanted to be able to serve students in a higher capacity so I decided to expand my involvement in Student



Senior Monica Moradkhan is Student Body President.

Government," she said. "I wanted to be able to help create more opportunities for students through scholarships, campus events, and leadership involvement."

It seems that she has. With Moradkhan's help, the Harrah Hotel College has taken a more noticeable role on campus. The following hotel students are involved in leadership positions: **Nick Heeg**, Hotel Administration Senator; **Katie MacDonald**, Hotel Administration Senator; **Anisa Izzolo**, Student Services Director; **Rocco Gonzalez**, Assistant Student Services Director; **Jeff Long**, Entertainment and Programming Director; **Aaron Arneson**, Assistant Entertainment and Programming Director; and **Jessica Adler**, Student Body President's Advisory

Councils Director.

In addition to her busy schedule as a student and leader, Moradkhan also owns her own business, Balloons in the City. She hopes to one day expand her balloon decorating business into a special events planning company. "I plan to attend graduate school at UNLV, then see where life takes me," said Moradkhan. There is no doubt that it will take her far!

"Programs such as student government, the Greek system, and clubs serve to enhance your collegiate career and help develop crucial character skills."

TERRORISM AND HOTELS: What risks and challenges do hotels face?

By Assistant Professors Christian Hardigree and Bill Werner

The terrorist attacks on September 11 placed hotels throughout America in a precarious situation that is the result of three competing risks the hotels face in regard to terrorism. The first is the general risk of lost business due to terrorist attacks elsewhere. The direct impacts of September 11 on business volume in Las Vegas and in travel and tourism generally have been well-documented, but questions remain how long this effect should be expected to last and what effects future terrorist attacks are likely to have on hotel business.

The second risk is the hotel's potential legal liability for injuries caused by a terrorist attack at the hotel itself. The potential legal liability is still undeveloped in American law, but it can be expected to follow the established tort law principle that a business owner owes its patrons a duty to provide reasonably for their safety and security — including both the duty to prevent foreseeable injuries and the duty to respond reasonably when an injury occurs. The primary difference in the case of terrorism, at least at the moment, is

that liability insurance for terrorism is prohibitively expensive and very few hotels have purchased it. While the probability of an attack against a particular hotel may be very low, the possibility still represents an uninsured catastrophic risk.

The third risk of terrorism is the potential that the security measures a particular hotel implements, or fails to implement, will negatively impact customer satisfaction, selection, and loyalty. Some studies have found that safety and security concerns are among hotel customers' top priorities, while others have reported that very few hotel customers even consider security when selecting or evaluating a hotel.

The real challenge for hotels is to find the relationship between security practices and customer satisfaction and then implement security measures that appropriately balance these competing risks. This is the primary focus of our continuing research in the area.

Christian Hardigree received her Juris Doctorate degree from Mercer University and is a member of UNLV's class of 1993. Bill Werner received his Juris Doctorate degree from the University of Cincinnati.

For more information on this research, please contact these faculty by e-mail at:

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Gambling Research Expert in Demand Around the World

As a native Las Vegas, could **Bo Bernhard**, '99 M.A., '02 Ph.D., have ever predicted that growing up in this city would lead to becoming an expert on gambling addiction? Bernhard left Las Vegas after high school to attend Harvard and began a research project on gambling in society that essentially continues to this day. Bernhard returned and received both his master's degree and doctorate in sociology from UNLV and is now the UNLV Director of Gambling Research and assistant professor in both the Hotel Management Department and the Sociology Department. His research has focused on gambling behavior, problem gambling, senior citizen gambling patterns, addictions among the homeless, and the history of problematic gambling. Most recently, his efforts have earned him one of the inaugural Presidential Awards from UNLV and the Shannon Bybee Research and Teaching Award from the Nevada and National Councils on Problem Gambling.

Bernhard's expertise lead to a very busy schedule in 2003. He traveled around the country and was interviewed on television and radio, including spots with CNN, the History Channel, the Discovery Health Channel, Telemundo, and NPR.

Bernhard has delivered keynote speeches, opening addresses, and presented research papers throughout the year at events such as the following: Pennsylvania Council



on Problem Gambling Conference; International Association of Gaming Attorneys Conference in Lisbon, Portugal; the Korean Problem Gambling Center in Seoul, Korea; the Senior Mental Health Conference in Phoenix, AZ; the Conference on Gaming and Commercial Gambling in Vancouver, BC; and the National Council on Problem Gambling Annual Conference in Louisville, KY. In addition, he delivered a lecture series in Australia entitled "Demystifying Problem Gambling" that was covered extensively by the national press in that country.

UNLV Partners with WageWatch for On-line Compensation and Benefits Surveys

UNLV's International Gaming Institute (IGI), in partnership with WageWatch, announces that seven casino compensation surveys are now available online as resources for the gaming industry. Since the IGI and WageWatch partnered a year ago, the organizations have released online compensation surveys for:

- * Las Vegas Casinos
- * National Indian Gaming Casinos
- * National Riverboat Gaming Casinos
- * Gulf Coast Casinos
- * Tunica Casinos
- * Reno/Lake Tahoe Casinos
- * Gaming Manufacturers

"We are pleased that almost all of the participants from IGI's prior survey years are now participating online with us," said Mary Ann McDaniel, director of surveys for the UNLV International Gaming Institute. "So far, more than 125 casino properties have subscribed and entered data online for the various surveys."

WageWatch offers a unique web-based compensation and benefits survey tool designed specifically for human resource professionals. WageWatch customizes the survey for each segment of the gaming industry and administers the online surveys for them. These surveys are accessible through a gaming industry home page on the WageWatch web site.

UNLV and WageWatch will be releasing two more national surveys in the first quarter of 2004. "Executive Casino Compensation" will be a survey of the pay and

benefits for director and above positions at the casino property level. The "Gaming Industry Benefits" survey will be a compilation of employee benefits. All casinos are invited to participate in these surveys.

All survey subscribers enter their company's compensation and benefits data into the online system to generate reports. The customized reports reflect comparison data of at least five competitors in a specified market or region. This system allows subscribers to cross-reference their facility's benefits and compensation data with that of their competitive set at any time and within minutes.

"This partnership with UNLV will help gaming subscribers have online real-time data at their fingertips," said Randy Pullen, chairman and CEO of WageWatch. "Gaming industry HR professionals can now run customized reports comparing their establishment to their direct competitors."

The first annual UNLV/WageWatch Casino Compensation Conference will be held on campus in the Stan Fulton Building from June 27-29th, 2004. Some of the topics to be presented during the seminar include "Trends in Compensation," "Labor Law Update," and "How to Determine Total Compensation."

For further information about participating in the surveys, the Casino Compensation Conference or the UNLV International Gaming Institute and WageWatch joint partnership, please contact Mary Ann McDaniel at (702) 895-1052.

New Recruitment Staff Join the College

To help further one of the college's primary strategic goals of diversifying the student population, two individuals were recently hired to focus specifically on ethnic minority student recruitment and retention.

Michele Jordan will work with the college through UNLV's Center for Academic Enrichment and Outreach. Michele is a native of Las Vegas and earned her B.A. in Business Administration. She is currently pursuing a Master's Degree in Counseling.

Rolando Flores, a native of Southern California who received his B.A. in Sociology from UC Santa Barbara, will work part time as a graduate assistant while pursuing his M.Ed. in Higher Education Administration at UNLV.

As the first in each of their families to graduate from college, Rolando and Michele have experienced first hand the challenges many ethnic minority students face



in completing college. Their work will focus both on recruitment and retention of students. Working with UNLV's Office of Undergraduate Recruitment, they have attended college fairs to connect with Nevada's brightest minority students in an effort to inform them of the educational offerings available at the college and the importance of obtaining a college degree for career advancement.

Michele and Rolando are currently building relationships with Clark County School District and Community College of Southern Nevada personnel, as well as ethnic minority community leaders, to develop a better means of informing students of the educational and scholarship opportunities available in the college. It is expected that the pair will also recruit students from out of state in the near future. To reach Ms. Jordan and Mr. Flores, please call the college's Office of Student Affairs at (702) 895-3616.

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Dr. Nazarechuk Continues His Busy Schedule Around the World

Dr. Andy Nazarechuk, '79, '85 M.S., has been busy traveling the world once again. In October, he was invited to present a paper that he co-authored with Dr.



Dr. Nazarechuk reunited with longtime friends of the college, Russell Roylance (left), general manager of the Twintowns Services Clubs in Australia and Arte Nathan (middle), senior vice president and chief human resources officer of Wynn Resorts.

Audrey McCool titled "The Value of Experiential Learning to Students Enrolled in Hospitality Management Education" at Da Yeh University in Taiwan. The paper was the result of data collected over nine years with the UNLV Event Management Team that organizes the food and beverage operations for many large-scale events.

In addition to speaking at the University, Dr. Nazarechuk met the president of Taichung University and gave a presentation on "Tourism Development Trends" to their faculty and graduate students. He also gave a presentation at Shih Hsin University in Taipei to an undergraduate class a few hours before he headed back to the airport. During the five days he was in Taiwan, Dr. Nazarechuk met three university presidents, gave six presentations, enjoyed a number of hosted lunches and dinners, and still had a little time left to visit local cultural attractions. "It was quite impressive to see such a hardworking group of faculty, students, and

industry professionals...they seem to be on the go all the time."

He also recently spoke about new gaming jurisdictions and regulations at the Returned & Services League Clubs (RSL Clubs) Conference held in Australia's Gold Coast. The RSL Club industry in Australia is designed to help the local economy by recognizing those who served in Australia's Armed Forces. In addition, the RSL Clubs provide for the sick, wounded, and needy amongst those who have served and actively preserve the memory of those who suffered and died for their country. The clubs are permitted to have slot and video poker machines and are similar to "locals" casinos in the Las Vegas area.

Dr. Nazarechuk was also a participant in the 2003 Australasian Gaming Expo Conference as an outside commentator for one of the panel discussions. During this expo, he was able to hear Arte Nathan, Senior Vice President/Chief Human Resource Officer for Wynn Resorts speak on the "Changing World of Human Resources." Dr. Nazarechuk was pleased to see a familiar face and catch up on the latest news from Las Vegas.

In early December, Dr. Nazarechuk attended an alumni reception at the Seoul Ritz Carlton with Dr. Won Seok Seo, '95, '97 M.S., head of the local UNLV Alumni chapter in Seoul. More than 70 people attended and the students in Dr. Nazarechuk's special events class helped with the planning and execution of the event.



Executive master students from the Department of Leisure and Recreation Management at Dayeh University, Taiwan, gather for a photo.

Answer your phone . . . the Rebel Ringers will be calling!

From mid-March through the end of April, UNLV students, aka Rebel Ringers, will call college alumni, asking for your continued support of our programs. They will invite you to pledge a gift to the college to promote academic excellence at UNLV. When students dial your number, answer the call with Rebel spirit! Thank you in advance!

Outstanding Alumnus Receives Award

Tony Santo, '84, was awarded the *Harrah Hotel College Alumnus of the Year* award at the annual 2003 Homecoming Dinner at UNLV's Tam Alumni Center. Each year, the college is asked to select an outstanding alumnus to represent the college and receive the award as a symbol of appreciation for his or her contributions, support, and dedication to the college. During the award presentation, UNLV President Carol C. Harter and Vice-President Fred Albrecht presented Santo with this honor. "I feel great appreciation to UNLV and to the



President Carol C. Harter, Tony Santo, Michelle Santo, Jim Germain, and Jim Kirkwood.

college for the terrific educational experience I enjoyed. The combination of coursework and practical experience has contributed to my career success in the gaming industry," he stated.

A 22-year veteran of the gaming industry, Tony serves as Senior Vice President of Caesars Entertainment Western and Mid-South regions and oversees the operations of a dozen Caesars Entertainment casino resorts in Nevada, Mississippi, Indiana and Louisiana. Tony will also be recognized at the college's 3rd Annual UNLVino Alumni Brunch on May 1, 2004.

In addition to the college awards, the Alumni Association posthumously honored **Robert Broadbent** with the Silver State Award. Broadbent was considered one of the most influential men in Southern Nevada business and was most recently involved in the Las Vegas monorail project, which is now named after him.

The 2003 Outstanding Alumnus was awarded to **Anthony Zuiker, '91** (B.A., communications). Zuiker, the creator of *CSI: Crime Scene Investigation*, has become one of the most popular screen and television writers in Hollywood.

"The combination of coursework and practical experience has contributed to my career success in the gaming industry."

Campbell Soars Like an Eagle on PGA Tour

Harrah Hotel College alumnus **Chad Campbell, '97**, recently became the first player to make the Tour Championship his first PGA Tour victory. The Tour Championship is the golfing equivalent of the All-Star Game.

Campbell blew away his competition with a front nine to built a five-shot lead. He went on to score 16-under 268, breaking the tournament scoring record in relation to par. Earning \$1.08 million for his win, Campbell will



© Stan Badz/PGA TOUR Photos

start the 2004 season in Kapalua for the winners-only Mercedes Championships.

At press time, Campbell was a qualifier to be named PGA Tour Player of the Year. The title is a vote of his golf peers and he's up against such well-known players as Tiger Woods, Vijay Singh, Mike Weir and Davis Love III. Even if he doesn't get the vote, Campbell is a golfing name you're sure to hear more of!

Annual Event Connects Alumni Across the East Coast

New York area alumni gathered at the Waldorf=Astoria on November 9 to attend the UNLV alumni reception, hosted by Dean Stuart Mann. The event, which was co-sponsored by the UNLV Alumni Association, drew over 85 alumni and friends from as far away as Washington D.C. and New Hampshire. This annual occasion allows the college to reconnect with alumni and bridge the distance between Nevada and New York. Graduates from many colleges attended, including Liberal Arts, Business, and Education.



Dr. Pearl Brewer meets alumnae Sue Roller, '00 Communications, and Kristen Galioto, '99 Hotel Administration.

UNLVino 30th Anniversary Celebration

May 1, 2004
Paris/Bally's
Hotel Casino
10:00 a.m. - 12:00 p.m.
3rd Annual Alumni
Brunch in
Paris Les Artistes
Steakhouse.
Includes an
early entry ticket
to UNLVino.
2 p.m. - 6 p.m.
"The Grand Tasting"
in the Bally's
Ballrooms

Plan to join us for another spectacular wine tasting event! In celebration of the event's 30th Anniversary, alumni are encouraged to make this a reunion-weekend to reconnect with your friends from around the country. Special events are planned on April 29 and 30 including sake tasting and champagne tasting events. And of course, you won't want to miss the 3rd Annual UNLVino Alumni Brunch on May 1 before the doors open to UNLVino. Socialize and celebrate with fellow alumni and friends as you prepare to taste exquisite wine from around the country.

Congratulations

Kathleen Nylén, '80, was named one of the most influential women in Southern Nevada business by *In Business Las Vegas* in September 2003. Nylén is a Principal for PBTK Consulting LLC.

Assistant Professor Andy Nazarechuk, '79, '85 M.S., was recently awarded the "Tourism Educator of the Year" by Zhejiang University and the Zhejiang Hotel Association. Zhejiang University is the largest comprehensive university in China. The Zhejiang Hotel Association, with over 400 hotel members, is the largest provincial association in China.

Gaming and tourism industry icon **Claudine Williams**, chairman of the board of Harrah's Las Vegas and Harrah Hotel College Senior Advisory Board member, was honored at the Governor's Conference on Tourism in December as the "Legend of the Industry."

Recognizing the role of education in shaping tomorrow's foodservice technology leaders, the October 2003 FS/TEC (International Foodservice Technology Exposition) **Distinguished Achievement Award** was recently awarded to UNLV for being a university that has successfully merged an information systems curriculum into their hospitality management programs. Two other universities, Pennsylvania State University and the University of Delaware, were also recipients of the award. "All three of these universities have been industry leaders in terms of integrating technology courses into their curricula, and all have established technology committees of outside experts to advise them in this area," said FS/TEC co-founder and co-producer Robert Grimes (Harrah Hotel College National Advisory Board) of Accuvia. "They have topped off those accomplishments by offering joint degrees marrying a major in restaurant or hospitality management with a minor in technology."

The college received a donation of 90 software licenses from Applied Computer Technologies, Inc., that will benefit students in UNLV's exposition and convention management program. The donation is valued at \$172,000.

The software package, called EXPOCAD, combines the graphic power of a computer-aided drafting program with the information processing power of a database and is used often by trade show professionals to sell, book, reserve, and manage exhibition floor space.

"ExpoCad is the industry standard for designing trade show floor plans and managing exhibitors," said **Curtis Love**, UNLV assistant professor of tourism and convention administration. "Learning to use this software will greatly increase the skills package of our students and make them more marketable to potential employers. "

Congratulations to the college's most recent alumni of the Hotel and Hospitality Administration graduate programs. Each graduate successfully defended their final thesis, professional paper, or dissertation. The research topics are listed to provide a sample of student work that has been completed.

Brad Busby, '03 M.S.; Research Study to Determine a Feasibility Study Template, and the Practicality of that Template for Potential Owners.

Changfeng Chen, '03 Ph.D.; An Investigation of Significant Factors Affecting Consumer Trust in E-Commerce.

Mehmet Erdem, '03 Ph.D.; Examining the Effect of Teaching Method and Learning Style on Student Course Achievement for Hospitality Education.

Ana Gomes, '03 M.S.; A Cultural Assessment of Employee Motivation in the Brazilian Hotel Industry: A Comparison Between the Northeast and the Southeast.

Clark Kincaid, '03 Ph.D.; An Examination of the Effect of Ethical Climate on Ethical Optimism and Organizational Commitment.

Taryn Perry, '03 M.S.; The Relationship Between Internal Service Components and Organizational Commitment in Fine-Dining Restaurants.

Julie Ann N. Price, '03 MHA; Priceless Moments Business Plan.

Carola Raab, '03 Ph.D.; The Feasibility of Activity-Based Costing in the Restaurant Industry.

Kristine Swift, '03 MHA; Assessing the Perceived Value of the Certified Meeting Professional Designation: An Examination of the Meeting Professional.

Niesa Silzer, '03 MHA; Adventure Travel and the Meetings Industry: Understanding How the Meetings Industry Utilizes Adventure Travel.

Dina Marie V. Zemke, '03 Ph.D.; The Effect of Ambient Scent on Affiliation Behaviors and Social Interactions.

Robin Zevin, '03 M.S.; An Investigation of Skill Sets Relevant for the Special Events Profession.

UNLV President Carol C. Harter was honored as the 2003 Educator of the Year at an October 25 event sponsored by the Nevada Hotel & Lodging Association and the Nevada Restaurant Association. The award was presented at the sixth annual Hospitality Scholarship Gala, which took place at the Rio Hotel and Casino. "The NRA and NHLA draw their memberships from Nevada's principal industry, and UNLV is very closely tied to that industry through the William F. Harrah College of Hotel Administration, the UNLV International Gaming Institute, and a host of other academic programs," Harter said. "By bestowing this honor on me, these two associations are recognizing UNLV's long-standing leadership in hospitality industry, education and research."

ALUMNI Updates

The 1970s

Gary Turner, '72 Gary works in the Las Vegas area where he specializes in home loans. He can be reached at (702) 497-2067.

Taya Mahoney Haugland, '79 Taya left the hotel business (she worked for such companies as Sheraton, Marriott, and Ramada Renaissance) nearly 15 years ago when she got married. She currently lives outside Washington, D.C. where her husband Jim is a member of the Bush Administration (Assistant Secretary of Commerce/Deputy Administrator of the National Oceanic and Atmospheric Administration). Taya is a stay-at-home mom for their six-year-old twin daughters.

The 1980s

Vida Chow, '87 Vida is the director of event management for the Grand Hyatt Hong Kong and in charge of catering sales and convention services for the 572-room deluxe hotel.

Moo Sung Kim, '88 Moo runs an academy for children's education, Hanul, in Seoul, South Korea. Previously, he worked for the Hyatt Regency Seoul for five years. He is married with two daughters.

The 1990s

Andrew Hagle, '92 Andrew works as an insurance premium auditor and loss control inspector. He frequently conducts insurance loss control inspections for the hospitality industry, both in hotels and restaurants. He previously worked for Boeing and also holds an accounting degree from City University in Bellevue, WA.

Lyra Beck, '93 Lyra works for Harrah's Entertainment in their Western Division. Through her job, she has the opportunity to travel to some pretty interesting locations: Tahoe, San Diego, and of course, her previous address in Shreveport, Louisiana. Now that Lyra is back in Las Vegas, she would like to hear from her old classmates and can be reached at Lyrallynn@aol.com.

"Wanny" Mun-Yee Hui, '95 Wanny has worked on several trade fairs in Hong Kong and the People's Republic of China for Adsale Exhibition Services Ltd. for over four years. She is now responsible for the coordination of a gifts/toys/housewares trade show, which is held in Dongguan (a manufacturing city in south China) twice a year. Prior to joining Adsale, Wanny worked for a conference secretariat organizing international conferences and special events in PRC and HK.

Renate Lee, '95 After working as the Public Relations Manager at the Busan Marriott Hotel in Korea, Renate is now living in Kuala Lumpur, Malaysia. She recently had a baby girl and is taking some time off to be with her daughter. Renate can be reached at renatelee@yahoo.com.

Kyle Yahiro-Okino, '96 Upon graduation, Kyle worked in the Las Vegas restaurant industry for four years. He then decided to return to UNLV and took courses in Continuing Education (now known as Educational Outreach) and graduated in 2000 with a certificate in web design. He has taught the same courses he once took and currently coordinates computer related courses and is the web master for UNLV Educational Outreach.

Man-Auk Chun, '98 Man-Auk works at the Sheraton Grande Walkerhill Hotel in Seoul, Korea as Senior Sales Manager.

Sangmi Park, '98 Sangmi is married to fellow Rebel, Jinho Lee, '97, who currently works for AIG as a Life Financial Consultant Manager. They live in Seoul, South Korea.

Ka Kei "Karrie" Yuen, '99 Karrie currently works in The Royal Garden, Hong Kong as an Assistant Sales Manager.

The 2000s

Cheryl Berry, '00 After trying a couple of different hospitality venues, Cheryl now works in the United States Air Force Club system. She spent her first 18 months working in Florida at Hurlburt Field and is now transferring to Hill AFB in Utah as Assistant Club Manager.

ALUMNI CLUBS

Get Involved.
Stay Connected.

Alumni Volunteers
Wanted!

If you are interested in joining an existing alumni club or would like to start one in your area, please contact your fellow alumni:

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Stephanie Fisher, '00
w-312-755-4273
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KEEP IN TOUCH!

Send us your personal and career updates to share with fellow alumni. Visit www.unlv.edu/Tourism/alumni and update your information online or send an e-mail to Judy.Nagai-Allison@ccmail.nevada.edu



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