International Students Bring A “World” of Perspective to the Harrah Hotel College

Walking around the corridors of the Harrah Hotel College, it is not hard to see that there are many international students. Whether they have sought out the school for its top-notch instruction in hotel, food and beverage, gaming, or recreation and leisure studies, they all share a common goal – to receive the best education possible in their chosen field.

Sandy Chen and Carola Raab are both international students who will graduate with doctorates in Hotel Administration in May. Although they come from completely different backgrounds, they are both nearing the end of their student careers at UNLV.

Having grown up a world away in Beijing, China, Sandy Chen always knew that she wanted to work in the tourism field. Although she earned a bachelor's degree in Library/Management Information, she spent a few years working in a five-star hotel in Beijing and it was there that she discovered her love of the industry.

In 1996, Sandy relocated to the United States to work at Disney World. After working there for a year, she wanted something more and decided that since she had time left on her visa, she would look into furthering her hospitality education. One of the people with whom she worked at Disney World suggested she look into UNLV’s programs. She took his advice and after learning about the available opportunities, applied, was accepted, and sight unseen, drove from Orlando to Las Vegas to begin classes. She spent the summer of 1998 completing an internship at a prestigious hotel in Chicago and completed her master’s degree in 1999. Sandy decided that still wasn’t enough education and began to work on her Ph.D. She’ll graduate in May.

Although she doesn’t plan to stay in Las Vegas after graduation, she does plan to work in the industry. “The Ph.D. program is preparing me for a teaching position, preferably in Hong Kong or China,” said Chen. “With the background and theory that UNLV has provided to me, along with the relationships that I have maintained back in China, I believe that my degree will give me a great advantage.” Sandy is optimistic about her future opportunities but would like to go back to China so that her family can get to know her newborn son.

While Ph.D. candidate Carola Raab is originally from East Germany, she lived in Canada for ten years before coming to Las Vegas. While in Germany, Carola attended a hotel school, then


Spreading the UNLV Message around the World…
Dr. Nazarechuk’s Report from China

For Dr. Nazarechuk, living in China as a visiting professor has been an interesting, exciting, and rewarding experience. “The country is going through so many changes and there is a great demand for information from the international community,” said Dr. Nazarechuk. Through his project, the Harrah Hotel College has been given a great deal of exposure at a crucial time in China’s tourism development. The following is a recap of the professor’s Fall 2002 activities in China.

Dr. Nazarechuk had the opportunity to teach two courses in September at Zhejiang University, the largest comprehensive university in China. In October, he was invited to give a presentation at the Cyrus Tang Foundation Scholarship Conference. Mr. Tang, a resident of Las Vegas, created a foundation that helps students from poor Chinese rural areas attend college. “The only requirement for these scholarships is a strong work ethic and community volunteerism,” said Dr. Nazarechuk.

He also traveled to Ningbo during the month to speak to a group of government and business leaders about commerce, trade, and culture. Since these leaders are actively seeking ways to protect their cultural heritage, his presentation focused on the creation of cultural zones that
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DEAN’S MESSAGE

Our international reputation remains a strength of the College and we continue to receive many students from countries around the world - in spite of a reported tightening of borders by the INS. This past semester we had 479 students from 47 countries outside the United States. The vast majority of those students were from Asian countries, with South Korea leading the way with over 150 students. With students from that many countries, you can imagine that our classrooms are a virtual “United Nations” in appearance. The diversity of cultures and experiences in each classroom enhances the education that we are able to offer our students.

At least once a week, the Harrah Hotel College receives a request from a foreign institution requesting the development of a cooperative venture. Most often, the request is focused on the foreign institution wanting to use the UNLV name in conjunction with its own program to enhance enrollment and/or revenues. We carefully evaluate each request and respond positively to those that make sense for us.

To date, we have signed letters of agreement for cooperative efforts with Kyung Hee University in Seoul, Waseda University in Tokyo, and we are about to sign yet another letter with Macau University. I will be traveling to Macau in early March to discuss the specifics of that agreement. We have also begun discussion with Soochow University in China with regard to several cooperative ventures. Professor Andy Nazarechuk is currently in China exploring additional opportunities and I will join him for

UNLV Family Mourns Loss

The entire world mourns the loss of the seven Columbia astronauts who perished on February 1, 2003. The Harrah Hotel College has a very personal connection to this tragedy. Willie McCool, the shuttle’s pilot, was the son of Audrey and Barry McCool, both faculty members here. Audrey serves as the Assistant Dean for Research and Barry teaches part time while pursuing his doctorate at UNLV’s College of Education.

As the word spread of this tragedy, members of the Harrah Hotel College faculty, staff and the UNLV community came together to support Audrey and Barry during this very public tragedy. As we watched the news coverage by the local and national media, we marveled at the strength and poise with which they fielded questions. They were so proud of Willie and of the accomplishments of all of the shuttle astronauts. “I don’t believe he died in vain – the space program is vitally important to scientific research,” said Audrey. “He was doing exactly what he wanted to do with his life,” she said.

Astronaut Willie McCool will be memorialized along with the entire Columbia crew, in a “memorial plaza” to be developed in front of the Stan Fulton Building. Contributions in memory of the astronauts may be given to the UNLV Foundation, for the “Columbia Memorial Plaza.” (UNLV Foundation, Box 451006, Las Vegas, NV 89154-1006.)

In addition, the McCool family has set up a memorial fund in honor of Willie McCool. Contributions will be used to support charities of particular interest to Willie, generally those concerned with children/children’s education and protection of the environment. Contributions should be mailed to:

Astronaut Willie McCool Memorial Fund
c/o Kirstie Chadwick
4074 Tenita Drive
Winter Park, FL 32792

See “Dean’s Message” on page 3
because of this belief, UNLV has offered a “Summer Studies in Switzerland” program for many years. The program offers a total of five weeks of study in three different Swiss locations during each summer. Much of the study is involved with visiting hospitality establishments in European cities. Each year, students apply for the opportunity to be one of the thirty-five students selected to join the group. Upon their return, many students point to this experience as the highlight of their UNLV education.

This year, for the first time, we have been invited to an international conference in Greece where undergraduate students will have an opportunity to present their research. Professor Mohsen Azizsoltani is taking a select group of our students to present the results of their research on international tourism.

Another unique offering at UNLV is our course in “Caribbean Cuisine,” which has been offered for several semesters. This course is conducted onboard a ship as it cruises to a number of Caribbean ports. Students are able to get an understanding of the management of the cruise ship as well as wonderful exposure to the foods of the Caribbean cultures. This course is offered during a time when classes are not in session for resident students. As one would imagine, this is a very popular course.

Thus, the exposure to international cultures in our college occurs not only through the trips to foreign countries, but as you can see, it happens in our classrooms through interaction with our international students. The hospitality education that UNLV students receive is greatly enhanced by this enriched cultural diversity of offerings. This diversity is a source of continuing education and pleasure for all of us.

form “China Report” on page 1

would fall under the protection of a designated government agency.

Next, he visited the Shanghai Institute of Tourism to present a seminar on developing convention education courses. “My presentation focused on convention industry trends and the need for trained managers in the meeting planning industry.” He will be returning to this campus in the spring to conduct a ten-day training program for faculty members.

In November, Dr. Nazarechuk visited the tourist destination Mount Huangshan (Yellow Mountain) to prepare for a research project. Because the Mountain has the potential to become one of the top natural destinations in China, Dr. Nazarechuk will conduct a tourism assessment of it in the spring. He also visited Qingdao, the host city for the water sports portion of the 2008 Olympics. The city’s Hotel College is preparing to move to a new campus next fall and is updating its curriculum to meet the growing needs of the local hospitality industry. He also traveled to Jinhua, a center for the growing needs of the local hospitality industry. He also traveled to Jinhua, a center for many industrial businesses. “Because the city’s hotel is opening a western-style restaurant, I was invited to conduct a training session on how to serve a western-style meal,” said Dr. Nazarechuk. “It was really interesting since our cultures vary a great deal when it comes to the service style used in restaurants.”

Afterward, it was on to Qian Dao Hu (1,000 Islands Lake) to give a presentation on how the area can increase its business during the “slow” season. The lake, formed by the construction of a dam fifty years ago features over 1,000 islands that offer a wide range of recreational activities. Dr. Nazarechuk’s presentation focused on the use of public relations in promoting the area as well as the creation of events and festivals to attract new audiences.

As you can tell, Dr. Nazarechuk has had a busy semester abroad. His extensive work is helping China move into the future of tourism and hospitality practices.

from “Dean’s Message” on page 2

a week on an extended Asian visit that includes the aforementioned trip to Macau. Andy’s efforts are reported in this issue of Premier.

The second-degree program (now in its second full year) in Hotel Administration provides graduates of the Interdisciplinary Institute in Herzliya, Israel (IDC) with an extended educational experience. Students participating in the IDC already hold B.S. degrees in Business Administration and they continue with us by earning a B.S. in Hotel Administration after completing an additional 37 credits and internship experiences.

For a long time, our faculty members have recognized the importance of international experiences in hospitality management. Hospitality and tourism have truly become global businesses and are of vital importance to the economy of many countries. Our staff firmly believes in the value of exposing our students to the hospitality management methods of other countries.

Because of this belief, UNLV has offered a “Summer Studies in Switzerland” program for many years. The program offers a total of five weeks of study in three different Swiss locations during each summer. Much of the study is involved with visiting hospitality establishments in European cities. Each year, students apply for the opportunity to be one of the thirty-five students selected to join the

“Hotelier of the World”
Stan Bromley Receives Award

Advisory Board Member Stan Bromley has a lot to be proud of. In addition to having worked for some of the world’s finest hotel properties, he was recently chosen to receive a Hotelier of the World award by the readers of HOTELS magazine. Judging for the award was based on the achievements of industry individuals, as well as their performance and vision.

Bromley, who began his hospitality career at the age of 14, has worked for such prestigious hotel companies as Four Seasons, Hilton, and Hyatt. He currently works for The Four Seasons in San Francisco, where he is motivating a new generation of workers. His son, Marc, a graduate of the Harrah Hotel College, is following in his footsteps by also working in the hotel industry.

For more information on Stan Bromley, please see his story on page 5.
Why I Chose to Work in this Industry

My first restaurant job was when I was 17 years old. While it was fun and exciting, it was demanding both physically and emotionally. I loved teaching but restaurants put me through college while I earned my education degree. Teaching filled me with satisfaction and pride but left my pockets empty. I taught for 12 years and for all of those years, I worked nights and weekends in restaurants to make ends meet. I finally decided it was time for a change and turned to the restaurant industry.

Initially, my restaurant career was financially driven but soon, it became my passion. I ran a diner that always had a line out the door. I worked 13-hour days and loved the excitement, the challenges, and interacting with so many people. I was hooked, but I never lost my desire to teach. Then it came to me...great restaurants need great teachers. I turned my focus to training new employees and organizing effective training programs. As the diner concept grew, I went on to train employees at five new restaurants around the world. My staff and I worked seven days a week but I didn’t get tired and, better yet, I didn’t get bored.

Today, as Senior VP of Human Resources, I teach to others what I have learned. Since I have been doing this, I have opened over 30 restaurants of various concepts, styles, and volume. I know one thing: I could never work in a field that I absolutely did not love and believe in. I consider myself fortunate that I get to combine my two passions—teaching and the restaurant industry.

Hong Kong. Because she had enjoyed her UNLV experience so much, Carola returned to Las Vegas and completed a master’s degree in Business Administration before deciding to pursue a doctorate degree. She began the Harrah Hotel College’s Ph.D. program in 1999 and will graduate in May. Her eventual goal is to return to UNLV as a professor.

“I really enjoyed the experiences I had at UNLV and wanted to continue my studies here,” said Carola. “The overall friendliness, especially within the College, is overwhelming. I came here as an undergrad looking to have fun and have enjoyed the atmosphere and the people so much, that I have gone on to get my Ph.D.”

“The professors are accessible, unlike those I encountered in Germany and Canada. The College provides the best of both worlds—it is research oriented but also gives students a practical, hands-on approach to learning. I hope to someday work for the Harrah Hotel College and share my knowledge with others.”

Lettuce Entertain You Enterprises, Inc.
Harrah Hotel College National Advisory Board Member

by Susie Southgate-Fox

Formerly of East Germany and Canada, Carola Raab is completing her Ph.D.
Why I Chose to Work in this Industry

I actually didn’t choose this industry…it was an accident. And you know what? Over the years I have learned that fate and unintended consequences have served me as well as strategic planning, and thinking things through ahead of time.

Don’t get me wrong. When you’re a student, you know that you can get through school or enjoy a successful career by just taking each day as it comes. Having a basic, thought out game plan driven by passion, commitment, knowledge, and loyalty, combined with the ability to stop and turn on a dime makes the best recipe for success.

My own personal fate started the day my dad died - I was 14. A series of family decisions led me, at times kicking and screaming, into the hotel business. It’s awful to have a parent die when you’re so young but at the same time, it was cool to go to my aunt and uncle’s hotel in Lake Placid, New York and work as a beach boy during the day and as a bread server at night. I attended middle and high school in Johnstown, Pennsylvania and continued working weekends during the school year at the hotel.

From there it was on to my education at the Ecole Hoteliere in Lausane. That’s where the kicking and screaming started. It was hard going from Johnstown, where western Pennsylvania “twang” is the spoken word, to Switzerland, where two years of high school French came nowhere near being sufficient enough. Sitting in a classroom, being taught in French and trying to understand a word here and there was quite the character builder.

During the first year, I remember waking up each morning hoping that my life was just a bad dream.

And that’s my point. We all need experiences that throw us into the world of “figure it out” and “yes, I can” in our personal and business lives. We will face multiple, conflicting, and difficult tasks that will require us to be effective leaders. I have found that leadership comes easier in good times, but times like we have recently experienced clearly define who is capable of rising to the top.

The hospitality and food industries have many faces, yet there is a place for everyone. Each place is different but each one requires leadership. As you evaluate your choices, don’t be worried that your strategic plan is not as comprehensive as you would like; leave room for accidents and fate. Understand that the unknown will teach you to be a better leader. People want to work for leaders who inspire them through their confidence and character and who know how to react when the chips are down. Don’t you?

by Stan Bromley
Regional Vice President & General Manager
The Four Seasons, San Francisco
Harrah Hotel College National Advisory Board Member

New York IH/MRS Brings Students, Faculty & Alumni Together

Harrah Hotel College students and faculty gathered at the November 2002 International Hotel/Motel and Restaurant Show in New York to attend educational seminars, view industry products and services, and promote UNLV. The student-run Hotel Association sent 10 students to participate in the show which included special tours of hotel properties and workshops. The students also staffed the UNLV booth during the show to promote our undergraduate and graduate programs.

The annual alumni reception was held in conjunction with the show at the historic Waldorf-Astoria Hotel. Since many UNLV alumni live in the greater New York Area, this was a wonderful opportunity for all alumni to gather and network with each other. They had the opportunity to meet Dean Stuart Mann and the UNLV Alumni Association president, Kevin Page, and learn about all the exciting things happening at UNLV.

During the reception, Soo-Eun “April” Park, ’00 (center) and her husband Ryan Shin caught up with her former Professor, Ellis Norman.
The Beginning of Our Next Adventure

April Apple, a Recreation and Leisure Studies student, was selected as the commencement speaker for the December 2002 ceremony. After April completes her recreation internship in Napa, Idaho this spring, she plans to work with municipal organizations, special events, and aquatics. Not one to shy away from a challenge, she also has plans to attend law school in the future. April’s graduation speech follows:

We’ve made it. Here we are at our graduation. May I be one of the first to congratulate you. This day not only marks the ending of a quest, but the beginning of an adventure.

A quest that brought you here to study in Las Vegas, Nevada. We may have begun our quests with separate and unique goals and had our own individual motivation to complete those goals. But today our quest has united us and brought us here as one for this ceremony.

Be proud of your journey. Remember who you were when you first began. The friends that you have made and will never forget. The professor who turned into a mentor and the many events that have shaped and molded us into who we are at this very moment.

Our adventure that lies ahead will not only be full of hope and promise, but it will be one of many new challenges. A full-time position with the company we have always dreamed about. A spouse or companion that will soon grow into a family or the great opportunity that is far from home. However, we are ready. Our time here at UNLV has instilled in us the skills needed to not only succeed in life but to excel. These skills are not just a diploma but are strength, wisdom, and courage. Think back to the course that was a constant struggle or the days that getting to class seemed nearly impossible. What caused you to overcome those hard times? Reflect on the decisions that were made that created a positive out of a negative. Pull from your inner strength and reach deep down into the intrinsic motivation that is inside your soul. It was with you then, it is with you now, and it will be with you in the future.

I would like to share three things to think about before we turn our tassels and depart our separate ways:

First, never forget the people who share this day with you. The ones who are sitting in this center, whose pride for you shines brighter than a beacon. They are our parents, spouses, and our children. They have pushed and pulled, stressed and prod. They care for you and they are not afraid to show it. Return that care right back. Tell them that you are grateful for them and that they are a part of your life forever.

Secondly, you are the one who will create your future. Your whole life awaits you outside these doors. Make life happen for you instead of letting life just happen. A few weeks ago a professor of mine handed out a poem. It was titled “Don’t Be Afraid to Fail”. The last stanza in the poem reads, “Don’t worry about failure. Worry about the chance you miss when you don’t even try.” Don’t miss out on life; try everything good and right.

And thirdly, be willing to be an eternal student. We have all heard the saying that “knowledge is power” - well it is true. It gave you the power to get here. There are lessons all around from where we can gain knowledge. Seek them out and absorb as much as you can. Only you can determine when you have gained enough knowledge. Most likely you will never get to that point.

So my fellow graduates I say good-bye and hello. Good-bye to my quest and hello to my adventure. The past has been written; we have walked down its path. It is not how we will remember the past, but how will the future remember you.

-April Apple, ’02

Sommelier for a Day

Expressions of enthusiasm and intrigue forge in the faces and body language of individuals as they mosey up to the UNLV Wine Club booth during each semester’s new student orientation. Unfortunately, while the multiple styles of wine glasses, a salmonazar of Moët et Chandon Champagne, and wine literature displayed on the table bring plenty of the positive reactions the wine club representatives are seeking, they create anxiety for others and even a negative nod or two from a few disapproving parents. Understandably, there is often a level of pretension surrounding wine that is potent enough to keep a few from becoming involved, and the wrong image of academics mixed with alcohol could certainly develop skepticism within others, but the wine club at UNLV seeks to operate without either.

The UNLV Wine Club, established over a decade ago, remains one of the College’s largest organizations, with an average of forty members per semester. Bimonthly meetings, consisting of a light dinner followed by a professionally led wine tasting, are open not only to all UNLV students, but also to faculty, alumni, and any other guests of legal drinking age. The tastings, which may incorporate a variety of wines, consist of one-ounce pours of six to ten different wines. Each meeting is independent from the others; hence, anyone possessing any degree of wine knowledge may comfortably join in at any time during the semester.

In addition to the on-campus meetings, events including wine dinners at various Las Vegas restaurants or special tastings at local wine bars are also planned. During the fall semester, the club embarks on a trip to the wine country where they enjoy tours and tastings at numerous vineyards and wineries. Previously, these excursions have included such destinations as Napa Valley, Sonoma County, and the Oregon American Viticulture Area.

The wine club can prove to be extremely important and beneficial for those planning a future in the hospitality industry or other lines of business. Whether on a day-to-day basis or a single important occasion, a little wine background may be all it takes to make a favorable impression. Cheers!

For more information, please check out www.unlv.edu/Tourism/wineclub.html.

-Greg Miller, ’02, Wine Club President
INTERNATIONAL INTERNSHIPS ON THE RISE


IN THE RECENT FIVE-YEAR SPAN, OVER 150 STUDENTS OPTED FOR FAB INTERNSHIPS IN GUAM AND SIAPAN, WHILE A TOTAL OF 23 OTHERS ACCEPTED HMD INTERNSHIP ASSIGNMENTS IN THE PEOPLE'S REPUBLIC OF CHINA (PRC). WHILE CHINA IS THE FASTEST GROWING COUNTRY IN TERMS OF TOURISM AND HOTEL DEVELOPMENT, REQUESTS FOR INTERNS HAVE DRAMATICALLY INCREASED IN OTHER ASIAN COUNTRIES AS WELL, INCLUDING SOUTH KOREA AND VIETNAM.

PROFESSOR AL IZZOLO INITIATED THE GUAM/SIAPAN INTERNSHIP PROGRAM 15 YEARS AGO. SINCE THE PROGRAM'S INCEPTION, AN AVERAGE OF 25 TO 30 STUDENTS HAVE PARTICIPATED ANNUALLY. ON THE OTHER HAND, CHINA INTERNSHIP ARRANGEMENTS BEGAN JUST FIVE YEARS AGO. THE FIRST GROUP TO CHINA CONSISTED OF 3 STUDENTS—JOHN MORSHI (TEAM LEADER), FORREST ROTHCHILD, AND LAUREN WASERMAN. THEY WERE SENT TO THE FIVE-STAR GOLDEN EAGLE PLAZA HOTEL IN NANJING AND DID NOT RECEIVE ANY CROSS-CULTURAL TRAINING.

CONSEQUENTLY THEY WERE NOT PREPARED FOR THE "CULTURE SHOCK" THAT Awaited them. THEY DID NOT UNDERSTAND THE PEOPLE'S REPUBLIC OF CHINA, NANJING, OR, MORE SPECIFICALLY, THE GE PLAZA HOTEL'S MANAGEMENT STYLE. THE STUDENTS WERE SCHEDULED TO STAY SIX MONTHS; HOWEVER, DUE TO RAMIFICATIONS FROM THE NATO BOMBING OF THE CHINESE EMBASSY IN BELGRADE, YUGOSLAVIA AND THE RESULTING TENSION, THEY WERE ADVISED TO RETURN TO UNLV AFTER ONLY THREE MONTHS.

SINCE THAT INITIAL GROUP, SIX GROUPS OF INTERNS (CONSISTING OF TWO TO FOUR STUDENTS) HAVE WORKED IN HOTELS IN NANJING, HANGZHOU, AND SHENZHEN. EACH PROPERTY Assigns STUDENTS TO TWO MAJOR HOTEL DEPARTMENTS—the "WESTERN STYLE" RESTAURANT AND THE FRONT OFFICE. WHEN THE STUDENTS HAVE SUFFICIENT CULINARY EXPERIENCE PRIOR TO ARRIVAL, THEY SPEND MOST OF THEIR TIME IN THE BACK-OF-THE-HOUSE ASSISTING THE PRODUCTION STAFF WITH FOOD PRODUCTION. THOSE WHO LACK THE REQUISITE CULINARY EXPERIENCE WORK AS BREAKFAST BUFFET GRILL COOKS AND HOSTS. STILL OTHERS WORK IN GUEST RELATIONS AREAS, INCLUDING FRONT DESK, CONCIERGE, AND MARKETING.

INTERNS OFTEN CONDUCT ENGLISH CLASSES FOR HOTEL STAFF MEMBERS. THEY ALSO TAKE ON ADDITIONAL ASSIGNMENTS DEPENDING ON THEIR SKILL LEVEL. WILDON LACRO, THE TEAM CAPTAIN FOR A GROUP OF INTERNS AT THE NANJING CROWNE PLAZA (FORMERLY THE GE PLAZA) FROM JANUARY THROUGH JUNE 2001, RECALLED, "WHEN WE ARRIVED IN CHINA, THE PROPERTY WAS GOING THROUGH THE RE-BRANDING PROCESS FROM THE GOLDEN EAGLE PLAZA (INDEPENDENT PROPERTY) TO THE CROWNE PLAZA. I HELPED THE EXECUTIVE CHEF WITH MENU DEVELOPMENT, STAFF TRAINING, AND TAUGHT BASIC ENGLISH TO THE STAFF."

ACCOMMODATIONS ARE ARRANGED FOR INTERNS WHO GO TO CHINA IN A HOTEL GUESTROOM OR AN EXECUTIVE APARTMENT COMPLEX. OTHER "PERKS," DEPENDING ON THE PROPERTY, INCLUDE FREE ROUND TRIP AIRFARE, MEALS, USE OF THE HOTEL'S SPA, TIME OFF FOR TRAVEL WITHIN THE PRC, AND A MONTHLY STIPEND.

ACCORDING TO HMD STUDENT INTERNSHIP PORTFOLIOS, THEIR INTERNATIONAL INTERNSHIPS ENABLE THEM TO ACCOMPLISH THEIR GOALS. SINCE THE COLLEGE IS PREPARING STUDENTS TO WORK IN A DYNAMIC GLOBAL MARKETPLACE, IT IS A GOOD IDEA TO PREPARE THEM TO SUCCEED IN SUCH AN ENVIRONMENT. AN INTERNATIONAL INTERNSHIP EXPERIENCE IS CERTAINLY ONE WAY TO ACCOMPLISH THIS. PROFESSOR IZZOLO STATED, "INTERNS WHO TRAVELED TO ANOTHER COUNTRY FOUND THE ENTIRE EXPERIENCE TO BE VERY PRACTICAL AND ENLIGHTENING... THEY GREATLY APPRECIATED LEARNING ABOUT THE NATIVE CULTURE." ACCORDING TO AN AGGREGATE VALUE RANKING, LEARNING ABOUT THE CULTURE AND DEVELOPING FRIENDSHIPS WERE GIVEN HIGHER RANKINGS BY THE INTERNS THAN PRACTICAL LEARNING OR PERFORMING MEANINGFUL JOB TASKS (SEE TABLE BELOW).

AGGREGATE VALUE RANKINGS

<table>
<thead>
<tr>
<th>Value to Intern</th>
<th>Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Learning about culture</td>
<td>2.72</td>
</tr>
<tr>
<td>2. Developed friendships</td>
<td>2.81</td>
</tr>
<tr>
<td>3. Developed hospitality skills</td>
<td>3.18</td>
</tr>
<tr>
<td>4. Practical leaning took place</td>
<td>3.36</td>
</tr>
<tr>
<td>5. Was able to implement changes</td>
<td>4.00</td>
</tr>
<tr>
<td>6. Performed meaningful job tasks</td>
<td>4.63</td>
</tr>
</tbody>
</table>

(Nota: 1 = highest value ranking, while 6 = lowest)

Although there is much to consider and prepare for when contemplating an international internship, some useful advice for American students is: (1) prepare yourself for a different value system relative to work, respect, and communication, (2) expect the unexpected and roll with the punches, and (3) patience is more than a virtue—it is the key to survival!

- ELLIS D. NORMAN, ASSISTANT PROFESSOR, DEPARTMENT OF HOTEL MANAGEMENT

Don't Miss Your E-Newsletter from the College

Have you been receiving the college’s monthly e-newsletter? If not, visit http://www.unlv.edu/tourism/alumni.htm to sign up. Don’t forget to update all your contact information so you can stay connected to UNLV.
The Harrah Hotel College announced in December the members of its new Alumni Association Board of Directors. Affiliated with the UNLV Alumni Association, the board will work to improve communication with members and engage alumni worldwide in the life of the college.

The new members are: James Germain, president, USA Hosts (chairman); Stacy Bloom, industry account manager, Kinko’s (events/activities co-chair); Christine Paskvan Kiely, executive director, Clear Channel Taxi Media (events/activities co-chair); William McBeath, president, The Mirage (fundraising/development co-chair); Anthony Santo, president, Paris/Bally’s Enterprises (membership chair); Anthony Santo, president, Paris/Bally’s (fundraising/development co-chair); Craig Schaefer, business analyst, Acres Gaming (strategic planning chair); and Marcus Threats, casino floor supervisor, The Mirage (special projects chair).

The UNLV Korean Alumni Association recently gathered for their 42nd alumni dinner and fundraiser in November 2002. The Korean Alumni Association president, Won-Seok Seo, ’95 BS, ’97 MS, coordinated the dinner with nearly 100 people in attendance. All alumni living in Korea are encouraged to contact Won-Seok Seo for information about upcoming events. Visit their website at www.unlv.co.kr.

Amy Beaulieu, ’02 MHA recently became the first graduate of the William F. Harrah College of Hotel Administration Executive Master of Hospitality Administration (MHA) program. Amy, a meeting and travel program coordinator for the Midwest Bioethics Center in Kansas City, Missouri, participated in the December graduation ceremony. Amy’s professional paper entitled, “Characteristics of a Meeting Planner: Attributes of An Emerging Profession” dealt with demographics of meeting planners, their educational backgrounds, why they chose to become a planner, what skills are needed, and their general perceptions of the industry. Additional information about the MHA may be obtained via e-mail to veade@cmail.nevada.edu.

Bill Paulos, ’69 (member of the Hotel College’s first graduating class), and College of Business alumnus Bill Wortman, ’71, are partners in Millennium Management, the gaming company that recently (January 2003) opened The Cannery casino in North Las Vegas. Millennium Management also operates the Rampart Casino at the JW Marriott in Summerlin as well as the Greektown casino in Detroit.

Support Our Students!
The following themed meals are presented as part of the Quality Food Management course (FAB 467). As the “grand finale” to their academic experience, students must prove they can really do the job. They will plan, perfect, cook and serve your meal as if they were operating their own restaurant. Our students look forward to an opportunity to have you as their guest in the newly renovated Boyd Dining Room.

Lunch Series
Boyd Dining Room, Beani Hall
11:00 a.m. – 2:00 p.m.
March 26 Beach Café
April 2 Cinnabons and Great Steak & Potato Company (store owned by alumnus Brian Slipock ’92)
April 9 Blue Asia
April 16 Verducci’s Casual Italian Restaurant
April 30 Stage Deli
Seating available on a walk-in basis only.
For groups of 10 or more, please call Chef Jean Hertzman at 702-895-3866. For a schedule of the Signature Dinner Series, please call Judy Feliz at 702-895-1330.
Established in 1966, Ace Denken Co., Ltd., is a leading manufacturer in Japan’s flourishing recreational gaming industry. Innovative products manufactured and supplied by Ace Denken include integrated computer-based management systems, advanced dispensers and money changers for gaming, and fully automated maintenance and cleaning equipment. Ace Denken has 800 employees and annual sales of over 80 billion yen. In May 2001, Ace Denken Co. introduced its first pachinko machine to the gaming market, providing new opportunities for business expansion.

Ace Denken is a strong believer in the importance of higher education and has built a relationship with UNLV’s International Gaming Institute and the Harrah Hotel College. In 1992, a $2 million endowment created by Ace Denken and its president, Takatoshi Takemoto, enabled the College to launch both its doctoral program in hospitality administration and a research journal. Additionally, a Harrah Hotel College faculty member is selected as the Ace Denken Chair of Research each year. Seyhmus Baloglu currently holds this position. In addition, Ace Denken has provided support to publish the works of Shannon Bybee, Executive Director of UNLV’s International Gaming Institute.

Ace Denken regularly calls upon the Harrah Hotel College to provide gaming and hospitality management seminars to its staff through the International Gaming Institute. Because of this relationship, faculty members have had the opportunity to travel to Tokyo to provide presentations. Most recently, Graduate Studies Director John Bowen visited Waseda University in Japan and spoke about customer relationship management in the casino industry and its implications for pachinko parlor managers.

In recognition of Ace Denken’s outstanding commitment to UNLV and to higher education, Takatoshi Takemoto received an Honorary Doctorate in 1992 from the University and Community College System of Nevada. Honorary doctorates are awarded to individuals who have made significant contributions to education and to the state of Nevada. Most recently, Mr. Takemoto was appointed as a Senior Advisor to the William F. Harrah College of Hotel Administration Advisory Board. “We value our partnership with Ace Denken Co. and greatly enjoy the international relationships we have with many of the company’s staff,” noted Stuart Mann, Dean of the Harrah Hotel College. “We are most appreciative of all that Ace Denken has done to provide support for our research and doctoral programs, and we look forward to a long lasting friendship and business relationship,” said Mann.

“Chef” Kane will be Missed

Harrah Hotel College Adjunct Professor Edward J. Kane, 51, passed away in November after a four-month battle with cancer. Formerly the Chairman of the Culinary Arts Department at Southern Nevada Vocational Technical Center, Kane was the author of a twice-monthly column, “Culinary Corner,” for the Las Vegas Review-Journal.

A teacher in the Food and Beverage Department, Kane was known for his unique ideas and passion for food. “Ed Kane was a wonderful instructor with incredible enthusiasm,” said Department of Food and Beverage Chair John Stefanelli. “Being a chef was his life’s calling and the Harrah Hotel College certainly benefited from his wisdom.”
Shannon Bybee, Director of the University of Nevada-Las Vegas (UNLV) International Gaming Institute and professor at the UNLV Harrah Hotel College and Boyd School of Law, was recently recognized for special achievement in responsible gaming by the American Gaming Association’s (AGA) Gaming Hall of Fame.

A former member of the Nevada Gaming Control Board as well as a gaming executive, Bybee was instrumental in bringing about the dialogue that led to problem gambling regulations in the state as well as in promoting the need for industry involvement in responsible gaming. In 1991, he was elected to the board of directors of the National Council on Problem Gambling (NCPG), and four years later he was selected to be the council’s first president. In addition, he was the first to introduce problem gambling information into the Harrah Hotel College, which is now a standard part of the curriculum.

On November 20, the Food and Beverage Department held its 6th Annual Industry Appreciation Lunch.

Professor Andy Feinstein presented the “Best Friends of CAMP”, the Culinary Arts Management Program, awarded to the Nevada Beef Council, represented by Rachel Buzzeati and Wolf Pack Meats, represented by Bob Butler. The Nevada Beef Council and Wolf Pack Meats have worked with UNLV students for the past five years, performing demonstrations in classes and donating products.

Associate Professor Seyhmus Baloglu received tenure and promotion to his current status and is on sabbatical leave for one year, beginning August 01, 2002. While on leave, he will develop and teach online courses from Turkey while also promoting the Harrah Hotel College’s undergrad and graduate programs. In July, Seyhmus received the Ace Denken Research Award (2003-2004) from the Harrah Hotel College and will be listed in Marquis Who’s Who in America.

Elizabeth Blau (Harrah Hotel College National Advisory Board) was profiled in an article in the trade magazine, Restaurants and Institutions.

Dr. John Bowen, Director of the Graduate Program, recently received the UNLV Foundation Distinguished Teaching Award.

Justin Doucette, ’92 BS Accounting, ’00 MS HOA has been named by the Executive Office of the U.S. Treasury to serve on the newly expanded Taxpayer Advocacy Panel. He was chosen from a field of 1,300 applicants to represent the state of Nevada. Mr. Doucette, a CPA, is also a partner in Celebrity Chef Mark Miller’s Coyote Cafe restaurants in Las Vegas, NV and Santa Fe, NM and is the president of Justin Time Business and Tax Solutions. He is chairman of the Nevada Restaurant Association and vice-chair of the Nevada Restaurant Self-Insured Group.

Dr. Angela Farrar received her tenure as a professor in the Harrah Hotel College.

Celebrated Chefs Claude Lambertz (star of This Ain’t No Buffet) and Jean Hertzman (1998 Las Vegas Chef of the Year), the UNLV Food and Beverage Management students, and The Nevada Department of Agriculture, hosted The Friends of Nevada Dinner. This was a six-course gourmet dinner showcasing Nevada-grown food and beverage products. The event raised nearly $4000 for the Poverello House, which offers regular daytime hospitality to homeless men in a homelike environment that respects human dignity.

Richard Mirman (Harrah Hotel College National Advisory Board) was named Chief Marketing Officer and Senior Vice President of New Business Development by Harrah’s Entertainment.

Professor Stowe Shoemaker received the Michael D. Olsen Research Award in January during the Graduate Research Conference held in Las Vegas.

Professor Robert H. Woods, Ph.D. was recently recognized as the 3rd most prolific author of scholarly publications and 2nd most influential scholar in hospitality management education. In an article published in December 2001, a citation analysis of published scholarly works over the past ten years identified Dr. Woods as one of the most influential scholars in hospitality management education (the leading scholar is now retired). Citation analysis studies count the number of times other scholars cite an individual’s work. In this case, citations from leading journals were examined over a ten-year period ending in 2001.

More recently, an article published in November 2002 identified Dr. Woods as the 3rd most prolific scholar in hospitality management education (again, the leading author is retired). This study examined refereed publications over the last ten years and was simple and straightforward, merely a count of published articles in refereed journals over the period of time.
ALUMNI UPDATES

The 1970s

Mike Shubic, ’76 Mike was hired as Regional Vice President of Gaming Operations for Black Hawk Gaming & Development Company, Inc., which operates two casinos in Black Hawk, Colorado, and one in Reno.

The 1980s

Randy Fleitz, ’82 Randy was named Senior Vice President of Marketing for the Las Vegas operation of Walters Golf.

Steve Cyr, ’86 Steve was selected by Las Vegas Life magazine as “The Best Casino Host.”

The 1990s

Sherri Shoaf Illokken, ’90 Sherri is married to Sigurd Illokken, also a former hotel college student, and they have four children. They own three La Salsa Fresh Mexican Grill Restaurants in Cincinnati, Ohio and still keep in touch with several friends from school. Sherri and Sigurd can be reached by email at Sherri@Illokken.com or Sigurd@Illokken.com.

Paige D’Allessio, ’92 Paige joined the San Francisco office of Insignia/ESG as an Account Manger in the firm’s Corporate Services Group. She is active in civic and professional organizations such as Commercial Real Estate Women, Corporate Real Estate Network, and Junior Achievement.

Michelle Young, ’94 Michelle was named the Director of Catering Services by The Stirling Club in Las Vegas. In this position, she is responsible for creating and coordinating all special events, private parties, and meetings. She has eight years of catering experience and previously served with Ark Restaurants at the Venetian Resort Hotel Casino.

Kristine Le Blanc Duncan, ’95 Kristine recently relocated from Chicago to Denver as Senior Catering Manager for Hyatt Regency Denver. She and husband Daniel were married September 27, 2002 at Inverlochy Castle in Scotland and now reside in Denver, Colorado.

Asun Pareja, ’95 Asun returned to her native country, Spain, two years ago and is the General Manager of the three-star Hotel Capital in Barcelona. Previously, she worked at the MGM Grand for six years.

Masahiro (Sam) Kajihara, ’97 Masahiro is now working for The Regent Singapore, a Four Seasons Hotel. He is interested in meeting other UNLV alumni in Singapore. He can be reached at masahiro.kajihara@fourseasons.com.

Brooke Baumkirchner Sain, ’98 Brooke was married in August 2002 and loves living in sunny San Diego. She is the National Sales Manager for the Hilton La Jolla Torrey Pines.

The 2000s

Josh Killian, ’00 Josh was named Casino Host of The Cannery, a locals-oriented casino in North Las Vegas that opened in January 2003. Josh previously worked at the Rampart Casino in Summerlin.

Elliot Dubin, ’99 Elliot began working at the Embassy Suites in Chicago in November 2002. He became the property’s Front Office Manager after serving as Guest Services Manager at the Renaissance Chicago North Shore, located in Northbrook, IL.

SAVE THE DATE - Alumni Reception during the Chicago Restaurant Show, May 18, Le Méridien Hotel, 5:30-7:30 PM.
Alumni You are Invited
to the
2nd Annual
UNLVino Alumni Brunch &
Industry Achievement Awards Presentation
including
ALUMNUS OF THE YEAR
William Hornbuckle, ’84 • Executive Vice-President—Marketing, MGM MIRAGE
April 26, 2003 • 10 am – 12 noon • Risqué de Paris • Paris Hotel Casino • Las Vegas, NV

The academic departments in the College will recognize additional honorees.
Plan to join your friends for a weekend reunion in Las Vegas and celebrate the achievements of our alumni and friends. All brunch packages include a Trade entry to UNLVino, a private wine tasting for the industry from 12:00-3:00pm. UNLVino opens to the public at 3pm.

Members of the Harrah Hotel College Alumni Association will receive member discounts on brunch packages.
For more information, contact Judy Nagai-Allison, alumni affairs coordinator at 702-895-2934, email Judy at judy.nagai-allison@ccmail.nevada.edu, or visit www.unlvino.com/brunch.html for ticket pricing information.