DEAN MANN’S TRANSITION KEEPS HIM KNEE-DEEP IN EDUCATION
Scents and Sensibility
Scents part of multisensory marketing

Life at Sea
Cruise industry career of choice for some in hospitality

Leisurely Pace Not for Active Seniors
Staying active promotes positivism

Profile of a Dean
Stuart Mann stepping into calmer waters
I began my UNLV dean’s career by changing my conference badge at the ICHRIE meeting at the Doral Resort in Miami on August 1, 1998. When finished in June of this year, I will have completed almost 12 years as the hotel college’s third dean. We have accomplished a tremendous amount during these years. These accomplishments could not have occurred without the support of many individuals, both inside and outside of the university.

First, I would like to thank my wife, Doreen, who came here kicking and screaming from “Happy Valley,” where she left many friends and was close to family. After two miserable years, she found many new friends, and that made the last 10 years a whole lot more tolerable. It sure is true that “a happy wife is a happy life.” Our last 10 years in Las Vegas and with UNLV have been terrific.

None of this would ever have happened if I had not received a convincing call from Pearl Brewer, who had been on the faculty at Penn State prior to her tenure with UNLV. She spoke about the opportunity at UNLV and the challenges that existed. Thanks for the call, Pearl.

During the interview process, listening to the potential for UNLV being described by Provost Douglas Ferraro and President Carol Harter was very exciting. They shared plans to grow and develop a dynamic metropolitan research university. It was a very convincing description. I could hardly say no.

How many college presidents do you believe would say to an incoming dean: “I know you started a program for professional golf management at Penn State. Do you think you could get one started here at UNLV?” Without that kind of interest from the top, we would not have had the smooth creation of our highly regarded UNLV PGA Golf Management Program, which is accredited by the Professional Golfers’ Association of America. Thanks, Carol.

It was hard not to be enthusiastic about the opportunities here. When offered the position as dean, I told Carol that three to a maximum of five years would be what I would spend before retiring. I was honored to be selected by the faculty and the administration for the position. It has been quite rewarding.

The direction of change for UNLV — to move toward a graduate research institution — was a vision that had my full support and the support of Provost Ferraro. He was instrumental in helping change the composition of the faculty by providing the college with new faculty positions and allowing us to hire outstanding young faculty members with tremendous resumes.

All of our ideas for creative programs, campuses, and facilities were backed 100 percent by the administration. I was given a significant amount of freedom in the negotiations and development of projects, both domestically and internationally, by each of the presidents and provosts for whom I have served. A large thank-you must go out to Presidents Harter, Ashley, and Smatresk for their support as well as to Provosts Ferraro, Alden, Smatresk, Neuman, and Bowers. We would definitely not be in our current position without their continual backing and innovative administrative handling of our needs and requests.

And to David Ashley, a special thank-you for coming to Singapore and presiding over the first graduation at UNLV Singapore at a time that was personally very difficult for you and when you were being seriously criticized for being there. David, in my opinion, as the UNLV president, you absolutely did the proper thing by putting aside your personal struggle and being there for the hotel college and for UNLV.

From the very beginning, fundraising was to be an integral part of my activity as dean. Then-Vice President John Gallagher was quite helpful in supporting the positioning of the college to get ready for major fundraising activity. Thank you, John, for being there when needed and for understanding our requests. It has been great to work with three excellent development officers who have helped us lay the foundation to acquire some significant gifts for the college. Thank you to Deborah Young, Karin Olsen, and Judy Nagai.

When I arrived, I luckily inherited the glue and lubricant that have held us together and kept us running smoothly on all cylinders at all times. Annette Kannenberg, my administrative assistant and later business manager, is a model for all admins and managers at this university. She should be used as the exemplar at all universities — at least at those where I have worked. What we have achieved is in no small part due to her knowledge, intensity, caring, and ingenuity. Annette, a great big thank-you to you.

From the start, I knew that we needed a continual voice from our industry constituents in order to always keep us headed in the right direction. Very early in my tenure as dean, I asked many industry friends if they would join me and the hotel college to form an advisory board that would be the voice of the industry. Many of these folks I had known from my days at Penn State, and many I met as they agreed to give of their time and resources to join the UNLV family. Thanks to all of you. I appreciate all that you have given to me personally and to UNLV while asking nothing in return. I hope you have gotten...
Why I Chose the Hospitality Industry

I have been privileged to work in the food service industry for the greater part of my career. What a great industry! There really is none like it.

My plans to become a lawyer were shelved for what I thought would be a short period of time in the early 1980s by an opportunity to work with A&W Food Services of Canada. The appeal of the “opportunity” was really more about a person than it was about the company.

A&W was Canada’s first chain restaurant. The branded packaging and food items, along with the car service and social-gathering opportunity that the restaurants provided, were hugely popular. From 1956 through the early 1970s, A&W was a fast-growing, very successful chain of drive-in restaurants that reached from coast to coast in Canada. By 1970, consumer needs and tastes were changing, and the brand needed to change too. Owners hadn’t reinvested in the business, and it was hurting — with properties in all the major cities worth more than the businesses that occupied them. Unilever purchased the company in 1972, and the management team’s plans for turning the business around were at last supported and funded.

When I learned of a position opening in late 1981, it really was the director I interviewed with who impressed me. He was able to so clearly articulate and frame his vision for the business that I “bought the dream” and was thrilled to join to be part of the realization. It has never left me how important our passion for our work and our connection with possibilities are in our influence of others. The journey since has been incredible.

The hospitality industry offers so many opportunities for young people. From their very first jobs to full, rich careers, all is possible. Almost every other industry in the world is in some way dependent on ours. Supply to the hospitality industry is the mainstay for agricultural, fabricating, and manufacturing companies around the world. Our industry makes tourism, world travel, and global business development possible. It also contributes enormously to the pleasure and social aspects of all our lives. It is a fast-paced, ever-changing, and growing industry. No wonder many of the brightest and most innovative people are attracted to and captured by it.

I have held a succession of increasingly responsible positions over my 26 years with A&W, culminating in my present position of vice president, purchasing and distribution. I lead the team that specifies and procures food, packaging, equipment, and restaurant décor for this quick-service restaurant chain.

My group’s work is not only essential to creating the branding and consumer experience the company intends, but it is also a profit center, with annual purchases of well over $200 million.

In 2000, I also assumed responsibility for the launch of our packaged soft drink business and serve as general manager of that business. A&W Root Beer is the number-one selling root beer in Canada.

I am privileged to be a member of the corporate strategy team. This team and the strategic clarity its work has produced over the years have transformed the company from a chain of 300 tired drive-in restaurants to an industry-leading network of 700 consumer-driven modern restaurants under the banner of one of the most powerful restaurant brands in Canada. The benefits of our disciplined strategic process and excellent business practices are extended through our family of 350 franchise owner/operators. For our business success and for our enlightened approach to managing internal and external relationships in support of strategy, A&W has been recognized since 2003 as one of Canada’s 50 Best-Managed Companies.

I consider myself to be a lifelong learner. Having joined the work force immediately after high school, I have benefited from formal training, practical learning experiences, mentoring, and opportunities to observe many capable people at work. In addition to in-house training seminars at A&W, I have completed courses in marketing, finance, organizational behavior, statistics, human interaction, customer service, and other subjects at institutions such as Harvard Business School, The University of British Columbia, Guelph University, and the National Training Laboratories.

I have been blessed with the opportunity to learn and contribute in achieving outstanding business success. I delight in using my skills to shape our organization and the people who will carry it forward in the future.

something for your efforts. You certainly have my sincere appreciation.

And, finally, I want to thank an extremely supportive faculty and staff who together helped the hotel college achieve a tremendous number of outstanding accomplishments. Many of you were here when I arrived, and more than half of you have been hired during the last 12 years. You have each been a part of this effort to have the hotel college become and remain the premier program of its kind in the world.

Thank you all for making the job as dean a remarkably pleasurable one and a time I will never forget or regret. I look forward to my days as a “plain old faculty member.”

It’s not a surprise to those who have worked with Harrah Hotel College senior Robert Crawford that he would take home the regional award for the competition held in Las Vegas in February. Crawford went on to compete in the final competition held at The Culinary Institute of America at Greystone in Napa Valley, Calif., in March. While Crawford didn’t take home the 2010 finals competition honor, he has much to be proud of as he successfully competed regionally against 9 other student competitors.

The local culinary judges were unable to resist the original culinary creation of crusted lamb loin stuffed with roasted garlic puree served on a bed of rainbow chard and wild mushrooms with parsnip puree, mint oil, and a horseradish jus. His winning creation sounds just as delectable as it tastes.

The panel of judges for the regional competition included Chef Rick Moonen, RM Seafood; Chef Luciano Pellegrini, Valentino Las Vegas; Chef Carla Pellegrino, Rao’s Restaurant Las Vegas; several chef instructors from a number of culinary arts programs; and local media judges. The event even featured celebrity host Fabio Viviani of Bravo’s Top Chef fame.

If Crawford has anything to say about it, he’ll be serving his award-winning dish in his own restaurant in no time. His competitive spirit and drive for excellence resulted in taking the regional competition’s top honor. It was the fourth year in a row a UNLV student has won this regional competition.

Crawford got his start cooking in his Grandma’s kitchen, where she shared all her cooking secrets with him. He also credits being part of the first generation of teenagers who

had the Food Network accessible to inspire them. This aspiring chef’s first job was working an intensely hot wood oven, and the heat and hard work didn’t seem to scare him away. He continued to focus on gaining relevant work and life experiences. He has actually lived in 11 different locales, all before going to college. These include Hong Kong, New York, Montreal, Los Angeles, Arizona, and Washington, D.C. Each location has contributed to his broad sense of culture and society as it relates to the common denominator — food.

When asked which chef serves as his inspiration, Crawford responds, “The chef I look up to and respect the most is Greg Englehart, who is now the chef de cuisine at André’s in the Monte Carlo Casino. He has such a passion and drive for cuisine that it would inspire even a single bachelor to pick up the sauté pan! He creates some of the greatest dishes I have ever had, and his knowledge has helped direct me through my current career more than he would know.”

A graduate of the Culinary Institute of America, Crawford is now completing his final year as a UNLV student, pursuing a dual bachelor’s degree in both hotel administration and culinary arts management. “If it weren’t for my family, I would have never transferred to UNLV. That decision has turned out to be the best one I ever made, and I have absolutely no regrets for any of my past and look forward to what the future holds.”

As Crawford prepares to graduate in December, he continues to be busy making plans for his future. He is studying to become a certified sommelier and enjoys learning about food and wine, and having already read hundreds of the best cookbooks, he’s likely to remove the “almost” designation to become a famous chef in no time. 

Butch Harmon, President of Butch Harmon School of Golf, was the guest speaker at the December meeting of the PGA Golf Management Student Association. An accomplished player on the PGA Tour in the 1970s and the winner of the B.C. Open in 1971, Harmon has been involved in the golf arena more than 42 years. Today, he is the president of Butch Harmon School of Golf in Las Vegas and heads up Team Butch Harmon, a group of teaching professionals who work with the world’s top tour professionals.
Women In Hospitality Panel Provides Advice to Students

Afsha Bawany

Top women executives in the Las Vegas hospitality industry discussed their paths to success and provided career advice to UNLV hotel college students and local high school seniors in an event held Sept. 23, 2009. Cynthia Kiser-Murphey, president of New York-New York, Renee West, president of Mandalay Bay and Valerie Murzli, corporate vice president of human resources for Station Casinos, Inc., were guests of the Women in Hospitality panel sponsored by the Bob Boughner Career Services Center. Punam Mathur, Nevada Energy’s vice president of human resources, served as moderator.

The panelists focused on the demands of a job in hospitality and the importance of staying organized to balance family and work. Angel Byum, a freshman majoring in event planning and management, said she was inspired to see women break gender barriers to achieve high-level positions within the hospitality field. “It was very empowering,” Byum commented.

After the discussion, hotel college students and students from Valley High School’s Academy of Hospitality talked with the speakers and networked with representatives from local companies.

Suit Up

Student Karla Washington is interview-ready with professional clothing she purchased at the Suit Up Event, held on Feb. 24 in the student union. In addition to business attire being offered at reasonable prices, students also took advantage of UNLV Career Services assistance, including resume critiques and job search advice. Photos: Don Snyder.

For the latest and most accurate information on the state budget and how it impacts the university, visit www.unlv.edu/budget/.
You may or may not notice the sweet smell of success the next time you visit a casino or resort, but if you do, it’s not by accident. Introducing fragrance into the air is part of a growing hospitality industry trend toward multisensory marketing — eliciting favorable impressions not only by what someone sees or hears but also smells, feels, and remembers — to create an overall positive impression about the resort experience. What started out as an effort to minimize the impact of cigarette smoke in casino air has blossomed into a growing business for companies that develop custom fragrance blends for resorts worldwide. UNLV researchers are examining the trend and finding there is more to study than meets the nose.

The sense of smell is just one way (and a very powerful one) to help guests form positive emotional impressions. Scent affects both mind and body. It can immediately create or connect to a memory as well as have a potent physiological impact. A putrid odor can literally make one sick, and a pleasing smell can improve a mood — just think cookies in the oven. The hotel industry is learning what aromatherapists have long realized: Scents can relax or
stimulate the body’s responses and perhaps even influence behavior. For nearly 20 years, resorts and casinos have worked with fragrance formulators such as pioneering firm AromaSys to scent their inside air through existing ventilation systems. Their reasons range from the basic premise that pleasant fragrances can minimize cigarette smell and convey the impression of cleanliness to a more sophisticated notion — that a distinctive scent can create an irresistible appeal and air of luxury. Kathryn LaTour, associate professor of tourism and convention administration, is studying different ways the guest experience can be enhanced through the senses. LaTour notes that there are actually more sensory channels than the five traditional senses. “It’s actually closer to 19 different ways a person forms perceptions, some below conscious awareness.” Learning more about people’s psychological and physiological responses to strong sensory cues like fragrance can have an impact on consumer behavior. “It’s a wide-open field,” LaTour says. “The industry is eager for more data.”

Gael Hancock, program manager for the Master’s of Hospitality Administration degree at UNLV, is providing some of that data. As part of her recently completed master’s thesis, she conducted one of the few objective studies on the effects of fragrances in a casino setting. Her study is significant because it is not based on focus groups or subjective surveys about whether customers “liked” a fragrance. Instead, it simply measures the “coin-in” rate for reel slot machines at five different casino floor locations when different fragrances were dispersed. Hancock tested both synthetic fragrances and natural fragrances compounded from essential oils. She wanted to know if there would be any difference between the synthetic and natural scents, which are more complex and can be more expensive to use. For the two natural fragrances she tested, she deliberately chose very different scents, one known for its invigorating effects on the body and the other recognized as relaxing.

Her results proved interesting. “Coin-in” rates were positively affected when the air was scented with natural fragrances, either refreshing or soothing. The power of the natural fragrances utilizing essential oils over the weaker synthetics did not surprise Hancock. Her background research and 25 years’ experience with aromatherapy had suggested that natural fragrances “have been shown to affect mood, lessen anxiety, and increase alertness,” which could keep gamblers staying longer and playing more, she posits. It’s possible that natural fragrances may help gamblers “maintain an emotional equilibrium and not experience such highs and lows,” says Hancock.

Until more is known about scents and their impact on the guest experience, hotel and casino properties are covering their bets and employing a variety of approaches. Perfuming the air has become big business, with companies trying to sniff out that elusive scent that could keep gamblers staying longer and playing more, Hancock’s research suggests “the decision to continue to use or begin including ambient fragrances in the servicescape is a good one.”

Studies like Hancock’s and LaTour’s raise more questions: Would video poker or blackjack players, whose games require more concentration, react to scents differently? Does a pleasing scent influence one’s perception of time? What role do cultural factors play in formulating a scent? Can the cost of more expensive natural scents be justified? What are the ethical considerations involved in manipulating sensory perceptions to influence consumer memory and behavior?

UNLV would like to take the lead in answering these types of questions. It’s working to establish an Experience Management Institute to further study multisensory marketing and its impact on the hospitality industry. Even though the effects of sensory marketing are not yet fully understood or measured, hotel operators sense they’re on to something. And the William F. Harrah College of Hotel Administration smells an opportunity.
Student Spotlight

I t’s a long way from his birthplace of Nigeria to Nevada, but for Ayo Akinsete, that journey has been anything but boring. “A random series of events led me to Las Vegas,” the former soccer player says. “Although I’m no longer involved in soccer, it’s a big part of how I ended up here.”

Akinsete grew up in southeast London, where he played football (known as “soccer” to Americans) for West Ham United, a professional English soccer team. “In England, professional soccer teams take on kids who they think can become professional and groom them from a young age,” explains Akinsete. “I played from age 11 through 18 and then was released, as I had many injuries that last year.”

After he was released by the team, he still wanted to play the game and was recruited by the University of South Carolina to play soccer on a full-ride scholarship. “I did that for four years, had a great time, and graduated. During my last year, I was drafted to play for a professional indoor team called the Orlando Sharks in Florida. I got there, and a month into training, I realized I had lost my passion to play and really didn’t enjoy the game anymore. I was miserable in Florida, so I decided to quit.”

As he was wondering where the next stop on his journey might be, he remembered a UNLV professor who had taught for a semester in South Carolina. “I had really enjoyed Kathy Nelson’s class, and I decided to track her down,” says Akinsete. “I got in contact with her — in she was in Asia at the time teaching a class — so I Skyped her and told her I wanted to get my master’s in UNLV’s hotel college.”

“She said, ‘Okay, let’s make it happen,’ so I took the necessary steps, and now here I am, about to graduate with an MS in hotel administration,” says Akinsete. “Before I came to UNLV, my girlfriend and I came to Las Vegas for spring break and met Kathy and her husband, Dan, for lunch. What was meant to be a quick lunch ended up being a two-hour conversation. We just all got along like a house on fire.”

That lunch was the beginning of a wonderful friendship. “We stayed at the restaurant for hours and just kept talking,” says Nelson. “Ayo is one of the most passionate students I have ever known. Although I was teaching in Singapore when he began at UNLV, he called to say that he never knew he could love learning so much.”

Nelson refers to Akinsete as “someone who is high on life. He is turned on by business, marketing, finance, music, movies, education, and let’s not forget sports. He was an incredible collegiate athlete, but of course, I have never once heard about this from him,” she says.

“To be perfectly honest, before I came to UNLV, I hated school, and during my undergraduate studies, the work was boring and very monotonous,” says Akinsete. “Kathy told me that grad school would be a different experience, and she was right. Grad school has been the first time during my life that I can say I have enjoyed the education aspect of school. I truly believe the things I have learned here will really help me in my future.

“I am grateful for Kathy Nelson and am very close to her and her family and have a great deal of love for them. They have done so much to help me through the graduate school process. Recently, my mum met Kathy and called her my guardian angel because of all the things she has helped me with. She considers herself my American mum.”

Now Akinsete is looking forward to the next leg of his journey. He’ll graduate in May and move to New York to work for the Gansevoort Hotel. “I am really interested in working for their events department and one day being general manager of a hotel.”

Photo by R. Marsh Starks
Dining Gourmet With Fellow Alumni

There is no love sincerer than the love of food. — George Bernard Shaw

If you love food, you're not alone. The Alumni Gourmet Dinner Club shares this love of food and meets approximately once a semester at a local restaurant. You are guaranteed to have a great evening if you join alumni and friends at one of the dinners. It's easy — all you have to do is show up and purchase your food and beverages. The hotel college alumni association board of directors does the rest. They select which restaurants to visit (based on location, price, and cuisine).

They arrange the pricing and menu for dinner, meaning each event is different. You may be offered a set menu, or you may have a choice of specially prepared menu items, eat family-style, or order straight off the menu, depending upon what the restaurant has to offer. Consider joining the Alumni Dinner Club for a fabulous meal, great networking, and reconnecting to UNLV.

The Alumni Gourmet Dinner Club has already met at several restaurants, including BOA steakhouse at Caesars Palace, The Carmel Room at Rampart Casino, Todd’s Unique Dining in Henderson, Sergio’s Italian Gardens near UNLV, Enoteca San Marco at the Venetian, SC Prime Steakhouse in the SunCoast, and Table 34 near the airport. Each location has provided the club with a divine setting, delectable food, and incredible service.

The dinners have grown to include approximately 25 to 30 alumni and friends at each event. Get to know the hotel college alumni board of directors, catch up with one of your professors, or see a fellow graduate you haven’t connected with in a while. The main goal of the dinner club events is to have fun. In fact, the alumni board of directors internally refers to them as the “fun dinners.” If you haven’t had an opportunity to attend a gourmet dinner, please make sure to join the group at your favorite restaurant. The more, the merrier!

Which Fork Is for What?

Students learn importance of etiquette at annual dinner

Interviewing for a job, networking, attending social events, and having professional skills are crucial to acquiring success in business. Thanks to the generosity of Harrah’s Entertainment, hotel college students have the opportunity to learn etiquette from Don Wood, assistant professor and director of operations in the Food & Beverage Department. Student members of hotel college clubs and residents of Hotel House, a dormitory floor dedicated to hotel college students, are invited to network, learn, and eat a nice meal while practicing good business etiquette with alumni and other professionals. Director of the Bob Boughner Career Center Bobbie Barnes says, “Dining etiquette skills are critical to professional success. Often employers invite candidates to dinner to observe social manners and dining skills. I believe there is a bias against candidates who do not have table manners.”

Because of the generous support of Harrah’s Entertainment, students have access to the real-world experience of a four-course meal with full silverware, china, and glassware table arrangement, as well as cloth napkins. Harrah’s Entertainment employees attend this event and interact with students. Zach Substanley, resident advisor of Hotel House, says, “The etiquette dinner was an opportunity for residents to engage with industry professionals while enhancing professional dining skills and relaxing with their peers. It truly gave students an opportunity to dress up and enjoy a fine meal, compliments of Harrah’s Entertainment.”

Most of us know which fork to use, what direction to pass the rolls, and not to speak with our mouths full. Wood covers the basics of etiquette and explains its importance beyond good manners. For instance, students learn to remove themselves from uncomfortable situations and which topics and behaviors are not appropriate for business situations, all while having the opportunity to practice these skills with professionals at their table. Part of Wood’s presentation includes photographs demonstrating good (and bad) business etiquette.

Leanne Ford, who plans to graduate this May, thoroughly enjoyed her experience at the dinner. “It was truly a networking opportunity and was the perfect setting for a comfortable evening full of conversation. I strongly suggest hotel students attend, because you should never let any moment pass where you can meet someone who might just give you the opportunity you have been looking for. I will definitely be attending again this year.”

Sophomore Andy Rojas agreed that the dinner gave him confidence for similar future situations. He also noted, “Sitting at my table were two people from Harrah’s so not only did I get to network, I was able to understand the unique partnership between Harrah’s and UNLV.”
Adam Lopez in front of his second home.
In light of today’s tough economic times, many people are embracing the idea of an “all-inclusive floating resort,” or a cruise. What’s not to love about cruising — all the comforts of a luxury hotel, spa, casino, and other amenities in one place? Premier set out to find alumni that are working in this ever-growing industry and see what made them choose it as their career path.

Adam Lopez, ’02, recalls that as a UNLV student, he was undecided on what aspect of the hospitality industry most interested him. “One thing was for sure — I wanted a job that allowed me to travel to exotic destinations and meet people from all over the world. I didn’t want to sit behind a front desk,” says Lopez. “I decided to go into the casino side of the hospitality industry… How could that line of work be boring? I started working in downtown Las Vegas while attending UNLV.”

Lopez continues, “I worked my way through a couple of casinos, during which I had some of the best times in my life. But it still was not what I wanted to do — remember what I said about a job that traveled and traveled far? I took a year off from the casino industry to find myself, and during that year, I worked as a limousine driver and then a supervisor. Soon after, the tragic 9/11 attacks hit, and if you were in Vegas at that time, you know how hard it was economically. I decided to work for Caesars Palace and was fortunate enough to land a job as a slot floor person soon after the economy started to pick up, even though this was not my true passion.

“Soon after starting, I overheard people talking about the ‘the boat’ and asked what they were talking about. They told me about a joint venture with Caesars Palace and Crystal Cruises, where Caesars runs the operation and Crystal owns the ship. They also said the best thing of all is if you are selected, you get to work on the ship for six months traveling around the world.”

Lopez immediately wondered why he hadn’t thought of this career option earlier and inquired with the human resources department about the position. “At this time, the deal was a no-brainer,” says Lopez. “Caesars kept your job at home while you worked on the ship, and upon your return, it’s like you never left.” He quickly applied, was hired as a slot host and within six months was on his way to Los Angeles to meet the vessel.

“Being on the ship was a whole different world. I met more people from different countries that afternoon then I had ever met in my entire life,” remembers Lopez. “My room was the size of a shoe box, and the bathroom was the same size as one on an airplane. My Australian roommate ended up being my best friend until he left the ship.

“The travel is simply amazing and the main reason you take the job. I have worked for Crystal for almost seven years, and every summer I have spent in Europe. On top of this, every year one of our ships does a world cruise. It’s a four- to five-segment cruise that usually starts from Los Angeles or Miami and sails between 101 and 105 days. My first world cruise left Los Angeles and circumnavigated the globe. Most people don’t see this many continents in a lifetime, and I was going to do it in four months.

“During this trip, I surfed in Hawaii, saw the devastation of Nagasaki and Hiroshima, Japan, ate Kobe beef, partied in Tokyo, bought too much stuff in Shanghai, saw Hong Kong, ate pho, checked out Bangkok and all the temples, went to Sentosa Island, saw the military state of Yangon, did a three-day safari in Kenya, and hiked to the top of Corcovado in Brazil. This was all during just my first year of working for Crystal.

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Remembrance of Cocoa Puffs Past

When it comes to marketing in recessionary times, everything old is new again.

Roughly 20 Gen Xers are sprawled around an institutional room lying on blankets, eyes closed. They’ve just been led through a gentle yoga session and a meditation exercise designed to open their minds to an earlier, safer time. A researcher asks them to imagine they are descending a staircase into their past. The first step down represents yesterday: What were you doing? What did you eat? With each additional step, they’re led further into their personal history, asked to remember the terrible TV shows they watched years before, the songs they blasted on their Walkmans, until they’re mentally revisiting kindergarten. Then comes the big question: What is your earliest childhood memory of In-N-Out Burger?

Or “cars” or “laundry detergent,” as the case may be. As the recession freezes up consumer spending, anxious companies are using this technique (known as Childhood Memory Elicitation), among others, to define consumer nostalgia and develop advertising and special promotions calculated to make us buy again.

It’s called retro marketing, and suddenly it’s everywhere. Corporations such as Pepsi, General Mills and McDonald’s are finding that a vintage logo or a sepia-tinted commercial can cut through the clutter of a hectic, computer-animated mediascape and stir up feelings of comfort that trump financial worries. What’s $1.99, or even $9.99, after all, when you’re lost in a childhood reverie so potent you can almost smell the Play Doh? (Or taste it — if you were the type of kid who went in for that sort of thing.)

“New and improved,” the standard sales cry of boom times, is being replaced by “achingly familiar and reassuringly consistent.” You may have already noticed cans of Mountain Dew with that evocative ’70s logo on grocery shelves, or oddly archival-looking Trix cereal boxes at Target. Perhaps you’ve found yourself humming “My Back in the Day Song,” a faux-nostalgic hip-hop single from a recent McDonald’s sweet tea commercial in which a young man time-travels back to his boyhood ‘hood, all the way to his mom’s kitchen, where she greets him with a chilled pitcher. Even for those of us with no personal memories of sweet tea, the spot makes the $1 beverage seem far more reassuring than anything Treasury Secretary Timothy Geithner could say right now.

“Especially in a recession,” says Andy Gutowski, partner and creative director of Object 9, a Baton Rouge–based marketing company, “everyone’s looking for some kind of comfort. And logos or products that take you back to a time when things were simpler can really trigger that emotional connection.” Gutowski, who helped mastermind Pabst Blue Ribbon’s amazingly successful 2003 retro campaign during the last economic downturn, is finding that his expertise is more in demand than ever. “When people are worried that they’re going to lose their jobs,” he says, “any link to the past can be very effective.”

As proof that nostalgia can jumpstart sales, he points to his recent work with Lone Star Beer, a Texas brew that had flattened, lost in crowded marketplace with a “modernized” logo that aped the italic typography of Coors Light. “We brought back the ’70s-era Lone Star shield logo and the famous tagline ‘Long Live Longnecks,’” he says, “and positive feedback started pouring in.” So did new revenue: Post-makeover Lone Star sales spiked 18 percent in Austin and San Antonio supermarkets. (Not all new beer nostalgia initiatives are cosmetic: The nearly dead Schlitz brand resurfaced last year in a “Classic 1960s Formula,” and Old Style — a blue-collar brew known witheringly as Old Bile in some circles — having recently reclaimed a traditional carbonation technique called “kreuzening.”)

Part of the appeal of retro marketing is the promise, however illusory, that merely buying a product will transport you to a time that now seems safer, and more wholesome and morally righteous.
than our own. Ideas of family come up repeatedly in positioning studies, says Gutowski, who’s about to relaunch a popular Southern coffee brand: “All the research we’ve been doing consistently leads back to the comfort factor. People are telling us, ‘I’d buy this because it’s the coffee my grandfather drank,’ or ‘It’s the coffee I grew up with.’”

For a 2007 study on the brand meanings of cars, Kathryn and Michael LaTour, marketing experts at the University of Nevada, Las Vegas, used the Childhood Memory Elicitation method to lull some 60 members of various generations into a chatty, nostalgic state. “One interesting revelation,” Kathryn says, “is that Gen X children of divorce who grew up without a father around started [fantasizing] ‘memories’ they wished they had, in which father figures drove them around in safe, boxy station wagons,” not unlike the SUVs Xers embraced as parents themselves.

Flashback branding is not, of course, just targeting Baby Boomers or Xers. Marketers also have their eye on the Gen Y hipsters who seem to fetishize anything retro, from hulking horn-rimmed glasses to action star Burt Reynolds. When General Mills partnered with Target to bring back vintage ’60s box designs for cereals such as Wheaties, Cocoa Puffs, Cheerios and Trix this spring, the younger market responded avidly. “We’ve been seeing positive feedback, both from people who remember these designs from their own childhoods and from young adults with an appreciation for ‘throwback’ packaging,” says associate marketing manager Kerry Delaney.

For its part, Pepsi is going with an old-yet-new campaign modestly called “Refresh Everything” that coolly asserts a minimalist logo while warmly revisiting the cola’s 1960s–1970s glory years. In one typical ad, retro icons Bruce Lee and Gumby mingle with contemporary counterparts while Bob Dylan and Will.i.am duet on the Dylan classic “Forever Young,” remixed as “Forever Young (Continued).”

The choice of Will.i.am, who helped define Barack Obama’s presidential bid with his “Yes We Can” video, seems calculated. Many observers have pointed out that Pepsi is co-opting Obama’s campaign image, which expertly evoked nostalgia for a Camelot past (down to Michelle’s Jackie-esque wardrobe) while trumpeting change.

Even retro jingles are making a comeback, a development made more significant by the fact that jingles have all but disappeared from advertising in recent years. This spring, Cotton, Inc. rehabilitated its 1989 ditty, “The Fabric of Our Lives” (which research showed had an unexpectedly high recognition factor among twenty- and thirtysomething women), drafting indie sweetheart Zooey Deschanel, among others, to give it an update. To drive the nostalgia point home, the spot shows Deschanel dreamily sifting through used LPs and coveting eccentric vintage clothes. Hers is a world bathed in golden light, miles away from the frenzied computer animation and brazen come-ons of most modern ads. The spot “makes me want to go back to bed,” commented one viewer on the ad’s YouTube page, “with cotton sheets.”

This article originally appeared in the June 1, 2009 issue of United Airlines’ Hemispheres magazine.
Learning his Nana’s recipes and techniques for homemade pasta and meatballs are some of Chef Geno Bernardo’s fondest memories of growing up in New York. Bernardo, the executive chef of Nove Italiano at Palms Las Vegas, was born to a northern Italian mother and a Sicilian father, so there was always something fragrant simmering on the stove. His rich Italian heritage serves as his inspiration, and those Sundays spent with Nana in the kitchen were the humble beginnings of his lifelong journey through the culinary world.

Although he had been cooking from an early age, Bernardo started his professional career at the age of 16, working at Massimo’s, an Italian restaurant in his New Jersey neighborhood. The early experiences he gained there fueled the passion that first emerged in his Nana’s kitchen. He attended culinary school at the prestigious Johnson and Whales University in Providence, R.I., from where he graduated at the top of his class.

He boldly broke away from his Italian heritage to learn the craft of a sushi chef in San Diego, Calif. At Sushi on the Rock, Bernardo’s efforts were rewarded, as the restaurant was voted “Best Sushi in San Diego.” Armed with a new appreciation for Japanese discipline and aesthetics, he returned to Western cooking as sous chef at Sally’s on the Waterfront at the Grand Manchester Hyatt before serving in a senior sous chef position at the Marriott Hotel San Diego. For his first executive chef position, he returned to Rhode Island to run the kitchen at the Providence Oyster Bar, which opened to outstanding reviews and enthusiastic public response.

Bernardo joined the N9NE Group to develop Nove Italiano, and with Bernardo in the kitchen, the hot spot has become one of Las Vegas’ most acclaimed Italian restaurants. Located on the 51st floor of the Fantasy Tower at the Palms Casino Resort, customers are immersed in breathtaking views of the iconic Las Vegas Strip.

Nove Italiano redefines Italian dining. Bernardo collaborated with Chef Michael Kornick, N9NE Group’s James Beard-nominated consulting chef and partner, and
N9NE Group Executive Chef Barry Dakake to create the menu for the restaurant. The hallmarks of Bernardo’s style are the thoughtful use of the freshest and finest seasonal ingredients, something he has taken one step farther with his current gardening acumen.

Working with a gardener in Pahrump, Bernardo grows much of the produce used in the restaurant’s kitchen. “Right now, I’m growing heirloom tomatoes, zucchini, a variety of lettuces, and different types of garlic. I enjoy being able to utilize the most natural foods in my restaurant,” he says. “My Nana has always stressed the importance of freshness, and she’s still cooking at age 100. I hope to be doing the same!”

The sixth installment of the Chef Artist Dinner Series, featuring Chef Bernardo, was held March 16. This series is held each semester to provide students a unique opportunity to work directly with a guest chef in preparing a gourmet dinner event open to the public. Proceeds from the event benefit the students, faculty, and facilities of UNLV’s Food and Beverage Department.

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**Rigatoni Bolognese**

**INGREDIENTS:**

- 1 lb. ground veal
- 1 lb. ground beef
- 1 lb. ground pork
- 3 slices pancetta, 1/3" thick
- ½ bottle dry red wine
- 3 T red wine vinegar
- 1 large Spanish onion, diced into 1/3 inch cubes
- 3 ribs of celery, diced 1/3" x 1/3" x 1/3"
- ¼ C thinly sliced garlic
- 2 carrots, peeled and diced 1/3" x 1/3" x 1/3"
- 2 C beef broth
- 1 10 lb. can, whole, Italian plum tomatoes in puree, crushed
- 2 T tomato paste
- 4 tsp fresh oregano
- 4 bay leaves
- 3 tsp crushed red chilies
- ½ C extra virgin olive oil
- Salt and pepper

**METHOD:**

1. Render (melt down the fat) the pancetta in a large round pot, add the olive oil
2. Add the vegetables, lightly caramelizing them
3. In a separate skillet, brown the meat well, breaking it up with a spoon, and draining when finished
4. Add the meat, red wine vinegar, and beef broth. Bring to a soft boil, reduce to a simmer, and add the tomatoes, tomato paste and chilies
5. Reduce to a slow simmer, add the bay leaves and oregano
6. Cook 20 – 30 minutes, season and cool
7. Remove the bay leaves
The Diverse Face of UNLV’s Golf Management Program

Professional curriculum continues to attract students from a variety of cultures and backgrounds

What used to be thought of as a sport of retirees, or even reserved for businessmen making deals, has evolved into a pastime — and, in some cases, professional careers — for people from all walks of life. According to Chris Cain, UNLV’s Professional Golf Association (PGA) golf management director, “We see ourselves as experts in the game of golf as a business, and we hope to represent diversity as it is introduced into the game with more frequency.”

At UNLV, students are trained to become leaders in the golf industry through classroom instruction, practical internship experience, community service, and other outstanding career-development opportunities. For many of them, being able to be part of the “business” of their favorite sport is a dream come true.

It was the phenomenal success of diverse and multicultural players like Vijay Singh, Se-ri Park, Tiger Woods, and K.J. Choi that helped with the PGA’s increase in the cultural diversity of its membership. “As these players’ popularity grew, so did diversity in the game of golf,” says Cain. “We’ve seen that effect here on campus as our program has also attracted a diverse mix of students.”

According to Cain, “We believe there has never been a greater opportunity for quality individuals to excel and live out their dreams than the one we provide in our PGA program.” UNLV’s commitment to diversity reflects the PGA’s goal of attracting and developing strong performers with a passion for excellence in the golf industry.

One of the program’s graduates is African-American Oakland, Calif., native Kendall Murphy, ’08, who started playing golf when he was 11 years old. “My mom forced me to go to a junior golf program on Saturday mornings,” he recalls. “In the beginning, I didn’t want to be there, I didn’t enjoy it, and most of all, I didn’t understand it. But then I found out that my neighbor — a close family friend — played golf and was good at it. After he took me out, showed me the game, and really worked with me, I finally hit that perfect shot — that shot that all golfers know keeps them coming back for more. That’s exactly what it did for me, and I have been hooked ever since.”

From there, Murphy played four years on his high school’s varsity team, which won three conference titles and had an undefeated senior season. “After I finished high school, I had always planned on going to college, but I just didn’t know what I wanted to study,” says Murphy. “This is where my story gets a little different. I was not a member of a country club nor did I go to a fancy private high school where the information for PGA golf management university programs was advertised the most at that time. Fortunately for me, my mother was a college counselor, so when I told her I wanted to make sports my business, she went out and searched for PGA golf management programs. When I found out I could turn the sport I love into a major and a job, I was hooked. From there, I looked at the different programs around the country and found UNLV to be the best for me because of the director’s vision and the direction I saw things going within the program.”

He made his decision to attend UNLV and earn his Class A distinction. “I knew that the road in front of me would not be the easiest one and that there would be a lot of ups and downs. I understood that I was paving a road for others and that my success through this process was key to a positive promotion of this program, this school, and golf as a whole.” The hard work paid off, and Murphy is now pursuing his master’s degree in kinesiology at Saint Mary’s College in California, where he is the assistant men’s golf coach and a part-time instructor in the kinesiology department.

Another success story is Jason Montoya, a member of New Mexico’s Native American Santa Ana Pueblo tribe. He will graduate this spring and is scheduled by August to become the PGA’s first Santa Ana Pueblo tribal member to attain PGA of America membership.

It all began when Montoya was 12 and his mother signed him up for a two-
week golf summer camp sponsored by the tribe. “Ever since then, I’ve loved the game,” he says. “I knew that I wanted to make it my career and was looking for a PGA golf management program. UNLV’s program was very young but had a door open for me. I knew this was a program where I could make something of myself while helping build the program at the same time.”

Montoya notes that he has seen interest in golf grow in his tribe since he began playing the game. “Our tribe owns two golf courses, and we promote the game. We’d like to see more tribal members play, and it is free to every tribal member. That’s how our own members have been taking up the game.”

He notes that throughout the Santa Ana Pueblo nation, the game of golf has a great impact on the people not only as a source of income but also as a way of living. “We can all play the game, but I would like to see more Native Americans in upper management roles by being local PGA professionals.”

When he graduates, Montoya would like to return to his home course and move into a management position, representing the tribe in a positive way. “I would encourage other Native Americans — not only young adults but everyone — that it is possible to be part of the Professional Golf Association. The game of golf and the industry have changed over time, and it is no longer of one color.

“As an industry, we need to reach out to other golfers and promote the game. I look at this time as an opportunity for the entire golf industry to bring new golfers in to courses and to open those courses to all races and genders. I would hope others could see that no matter who you are or what you are, you can make something of yourself.”

Current student Miles Hohnstein describes himself as a mix of “African-American, Scottish, Jewish, and Native American.” He became interested in the game after watching Tiger Woods on TV, and after teaching himself for about two years, he made his high school’s varsity squad.

“Considering the history of this
Today’s senior citizens are taking on more activities and living seemingly healthier lives than many of their previous counterparts did. It seems that nowadays, seniors, as they prefer to be called, are out and about and are even more physically inclined than many of their grandchildren! What has caused this change, and what has it done to aging and longevity? As the baby boomer generation has aged, they’ve decided they prefer to continue being active, and they are serious about it. Whether they’re hiking, joining book or wine clubs, or traveling around the world logging volunteer hours, there are many activities geared toward just their demographic to make these activities even more convenient.

In addition, as this population has aged, there has been increasing emphasis on teaching and learning lifelong recreational skills. Research has shown that recreation is an important part of an individual’s social behavior and that it plays a critical role in the lives of older adults by contributing to an improved quality of life. Seniors who participate in recreational activities report significantly more life satisfaction than those who do not.

According to Associate Professor Cynthia Carruthers, “A pleasant life is one that successfully integrates positive emotions about the present, the past, and the future.” Carruthers’ area of research expertise includes aging and lifestyle choices. She has been a presenter at conferences that deal with the power of positive aging and believes that seniors achieve well-being through leisure and cultivating their potential through particular contexts.

“Positive emotion or happiness supports the cultivation of personal strengths, and the use of personal strengths enhances happiness,” she says. “The importance of positive emotion helps people age well and in a healthy manner. By participating in happiness, leisure, and intentional activities, seniors have a better quality of life. Leisure experiences have the potential to greatly increase positive emotion.”

So just how crucial is it to your well-being to be a happy and well senior versus one who is more prone to being sad and ill? Carruthers has learned that seniors who remain open to experiences and accept the challenges of aging gracefully are more thankful for what they have and what they are able to do than those who sit around and bemoan the fact that they are getting older. “They maintain hope in life and optimism in the face of adversity,” she says. “Retaining a sense of humor and your capacity for play and joy, complemented by adequate rest and retreat, is very important.”

In April 2007, Del Webb Corporation, developers of the Sun City senior living concepts, conducted a survey among a select group of baby boomers and senior citizens that showed active recreation, especially adventurous pursuits such as hiking and river rafting, is emerging as a top interest for these older Americans. This challenges conventional thinking about “senior” recreation, according to the company, the nation’s largest builder of active adult communities for people over age 54.

Topping the lifestyle interests were health and fitness activities, including strength training and cardio workouts, in this survey of Del Webb residents and prospective residents. Swimming, golf, and bowling topped sports, athletic, and outdoor pursuits, but surprisingly, adventure activities such as kayaking, hiking, and even hang gliding have worked their way up the scale.

For the next 20 years, experts predict we will see record numbers of baby boomers moving into active adult retirement communities. These are not nursing homes, assisted-living facilities, or government-subsidized high-rise buildings. These communities are like Disneyland for grown-ups, around-the-clock amusement parks offering a multitude of activities for the 55-plus age group.

Few baby boomers plan to grow old gracefully; they’re going to fight the aging process every step of the way and enjoy life to its fullest. As a result, active adult communities are springing up all over the country, catering to the wishes of those who desire to remain young and vibrant.

“In addition to being physically active, things like maintaining old friends while cultivating new ones and trying new things and thinking new thoughts are also important,” notes Carruthers. These age-restricted communities can help initiate new friendships and, with a myriad of scheduled activities, make it easier to stay healthy and fit.

Assistant Professor Jennifer Livengood teaches a course on leisure and aging that provides students with a broad overview of diverse issues regarding older adulthood. Emphasis is placed on the role of leisure in the lives of senior adults as it relates to sociological and cultural perceptions of aging; cognitive, psychological, and physiological changes during the aging process; diversity; issues related to retirement; and long-term care.

“In this class, students learn through reading, discussions,
and projects to help them better understand aging as it relates to leisure,” says Livengood. “For example, I give them assignments where they have to plan trips for seniors within certain parameters, conduct community research, and analyze retirement.”

Livengood’s course offers those interested in working with seniors helpful tools and research to better understand older generations. They are exposed to many aspects they may not have previously realized are important to this age group, including strength training, the importance of public parks, and advertising to an aging demographic.

“When people are younger and absorbed with the day-to-day functions of raising a family, building a career, and caretaking of aging parents, they often neglect the future,” says Livengood. “Through my work, I hope to help them realize that by serving, contributing, and continuing to grow, they can face the future with excitement for new challenges and opportunities.”

“Taking sustenance from the past but living in the day is crucial,” agrees Carruthers. “Older individuals may continue involvement in many of their leisure activities up to age 75 plus. Acceptance of one’s life as having been well lived; having been lived to the best of one’s ability; and having been lived fully with honesty, fairness, and self-respect will help people come to terms, be at peace, and put their life events in perspective.”
S tuart Mann may be stepping down as dean of the William F. Harrah College of Hotel Administration at the end of June, but he will not be stepping away from the college or projects that have been his focus for the past 11 years. There is simply too much left to do, says Mann, 71. Beginning this fall, he plans to teach a strategic management course, collaborate with the next dean on international program development, and oversee the build-out of the hospitality campus and the Innovation UNLV concept. In addition, he plans to bring research projects to life through time spent with faculty and graduate students.

However, Mann says he will finally take some time to unwind. He looks forward to playing golf and splitting time between his countryside Pennsylvania home and Las Vegas, where he enjoys one of his favorite pastimes — dining out.

Mann shares his perspective on college accomplishments during his tenure and where he sees the college going. He also has some advice for students, graduates, and the next dean.

What will you miss about being dean?
I will miss the creative part of this job. What I’ve enjoyed most is putting people and resources together in order to foster academic programs.

What do you consider the highlight of your career as dean?
The Singapore campus, the first international UNLV campus, is clearly the highlight. The Singapore government recently announced it would provide scholarships to students who want to attend universities overseas. The Harrah Hotel College at UNLV was one of the five programs chosen, which clearly speaks to the reputation of UNLV and the hotel college locally and abroad as well as the role of the hotel college in advocating a global tourism education.

In addition, outstanding new faculty were recruited and hired to improve the research profile of the college, bringing it in alignment with the research ambitions of the university.

The hotel college was the recipient of extraordinary gifts, including a $30 million gift from Harrah’s and a $1.2 million endowment gift from Bob Boughner to name and support the career services center.

Another hotel college accomplishment was the establishment of the professional golf management program and its designation as one of only 20 accredited programs in the U.S. by the Professional Golfers’ Association.

You played an instrumental role in conceptualizing Innovation UNLV, designated for education and research. Describe your vision behind the plan and where it stands now.

We have planned for what I call a “campus within a campus.” This is a special place on the UNLV campus for hospitality services, education, and research. A conference center and hotel will provide UNLV with a place to entertain guests and conduct meetings for a variety of academic reasons. A new academic building equipped with much-needed lab space will provide faculty and students the learning and research facilities we have needed for a long while, having outgrown our existing Beam Hall.

Harrah’s Entertainment has committed to helping provide the funds for an academic building currently in architectural development. The university administration will advocate for matching state funds at the next legislative session. As funds become available, construction will begin. We hope to have faculty and students in a new facility in less than four years.

How has an international campus contributed to the hotel college’s reputation?
The hotel college is recognized internationally as a premier program. Singapore, in its strategic plan, recognizes international education as one way to drive its economy. It is inviting the best programs from around the world to deliver their degree programs in Singapore and is offering scholarships for its citizens to attend one of five non-Singaporean universities. We are very pleased to have been chosen as one of those five.

UNLV has received Board of Regents approval to build a campus within the United Arab Emirates. Why is it important for UNLV and the hotel college to expand educational opportunities abroad?
Currently, the hotel college has a student body representing 40 countries here at our Las Vegas campus, and 10 to 15 countries are represented at the Singapore campus. Those numbers tell us of the appeal for hospitality management education overseas and why students need to understand how hospitality works globally.

The overall vision is to have a network of international campuses for students to move seamlessly from campus to campus. Students can take the identical program offered in Singapore at roughly the same cost as an out-of-state student who pays for the program here. The same requirements for entry and graduation apply. It is the identical program taught by UNLV faculty members. Students who have an understanding of multiple cultures, countries, and global tourism will develop a very good background to work anywhere in the world, for any company, at any level.

What advice do you give students entering hospitality careers?
I tell students what I hear from executives in the industry: They want someone who has a passion for the business. The ideal employee is someone who wakes up in the morning and cannot wait to get to work to interact with guests and their fellow employees. The executives look for employees who hate to go home at night because they love what they do.

Students must have the ability to be both a team member and a team leader. They must have both written and verbal communication skills and have an understanding of accounting and financial management. Students must have a positive, “up” personality. I also recommend that students understand and interact with multiple cultures.

What is your advice to graduates of the hotel college starting out in their careers?
Being passionate about this field will help graduates get through the difficult job requirements — like working when other people... continued on page 36
Here’s an overview of Stuart Mann’s accomplishments as dean of the Harrah Hotel College from 1998 to 2010.

- UNLV Singapore established as the university’s first international campus.
- Received approval for a second international campus in the United Arab Emirates.
- Received gifts from Bob Boughner ($1.2 million) for career services center support.
- Received $30 million from Harrah’s Entertainment for a UNLV hospitality campus.
- Increased enrollment by 1,100 students.
- Received gifts totaling $59,023,936 for the college’s programs, scholarships, and endowments.
- Established online Master’s of Hospitality Administration program for professionals in the hospitality industry.
- Created a Bachelor of Science degree with a major in Recreation and a concentration in Professional Golf Management, one of 20 to be accredited by the PGA of America.
- Initiated concept and gained UNLV Facilities Masterplan support for a hospitality campus with a new academic building, a conference center, and a hotel.
- Established a “seed grant” program for faculty that annually funds startup or prototype projects.
The UNLV William F. Harrah College of Hotel Administration held the 6th Annual Vallen Dinner of Distinction Honoring Excellence in Hospitality, on April 29 at the M Resort. The purpose of this event is to honor those executives who have significantly contributed to the hospitality industry and to hospitality education. All of the proceeds from the evening’s silent auction will benefit the Stuart H. Mann Endowment Fund, which has been established to provide resources for students, staff and faculty at the Harrah Hotel College.

DEAN’S MEDAL OF DISTINCTION
Hae Un Lee
President and CEO,
Lee’s Discount Liquor

The Dean’s Medal of Distinction is awarded to an individual who has demonstrated excellence in the hospitality industry. This honoree maintains a strong connection to industry through participation in professional associations, and has made exemplary contributions to the prestige and public image of the industry through charitable and educational efforts illustrating social responsibility.

ALUMNUS OF THE YEAR
Jung-Ho Suh, ‘82, ‘83 MBA
Chairman,
Ambassador Hotel Group

Each year, the Harrah Hotel College Alumni Chapter selects an Alumnus or Alumna of the Year. The individual selected for this award has shown significant leadership and/or achievement in their particular field, demonstrated support to UNLV and the Harrah Hotel College, is a resource to UNLV students, faculty and staff, and has potential to positively impact the future of the college.
FOOD AND BEVERAGE MANAGEMENT INDUSTRY EXECUTIVE OF THE YEAR

Joe Micatrotto Jr.
President and CEO, Micatrotto Restaurant Group

The Micatrotto Restaurant Group has been very supportive of our students and has established the Micatrotto Professional Scholarship for students and a faculty member to travel with them to the National Restaurant Association Show and to other professional events throughout the year. They not only contribute the full finances needed for this but also their time preparing the students for the trips and having the students at their side throughout the entire trip. They take the time to make this an excellent professional learning experience.
— Pat Moreo, Department Chair

HOTEL MANAGEMENT INDUSTRY EXECUTIVE OF THE YEAR

Felix Rappaport
President and COO, Luxor Hotel & Casino and Excalibur Hotel & Casino

The Hotel Management Department has selected Felix Rappaport as its industry executive of the year to recognize both his professional accomplishments and his enduring support of the College of Hotel Administration. His career success is an inspiration and model for our students, and he devotes an extraordinary amount of time and energy connecting with our students and helping them reach their own career aspirations.
— Bill Werner, Department Chair

RECREATION AND SPORT MANAGEMENT INDUSTRY EXECUTIVE OF THE YEAR

John Anderson
President and CEO, SH Architecture

John Anderson and SH Architecture’s 25-year commitment to the Las Vegas community and to the recreation and sport industry encouraged us to select them for the 2010 Vallen Dinner of Distinction. John has shown his commitment, not only through his firm but also by being involved individually in the advancement of the architectural and parks and recreation professions.
— Dan McLean, Department Chair

TOURISM AND CONVENTION ADMINISTRATION INDUSTRY EXECUTIVE OF THE YEAR

George Jage
President, SFG Group LLC dba World Tea Expo

George Jage was chosen by the Tourism and Convention Administration Department because of his commitment and passion for the trade show industry. He is a true entrepreneur and remains involved with professional associations. He has generously shared his expertise and passion for the industry with many hotel college students.
— Tony Henthorne, Department Chair

INTERNATIONAL GAMING INSTITUTE RECOGNITION OF ACHIEVEMENT AWARD

Accepted by Patti Hart
CEO and President, International Gaming Technology

The International Gaming Institute is honoring Patti Hart in recognition of IGT’s commitment to instruction and training for the gaming industry. It is the generosity of corporate partners like IGT which permit the Institute to offer programs for gaming regulators and to develop innovative and new seminars. IGT’s commitment to education is just another example of IGT’s vision and leadership in the gaming industry.
— Patty Becker, Executive Director

HARRAH’S EXCELLENCE IN INNOVATION RESEARCH AWARD

MICROS Systems Inc.

MICROS Systems’ point of sale, service-oriented architecture (SOA) system Simphony was chosen because it provides flexibility, resiliency, and streamlined integration of applications in a Software as a Service solution. The benefits of Simphony include enhanced efficiency, real-time data, improved guest service, and reduced operating costs.
— Seyhmus Baloglu, Associate Dean

The fall 2010 issue of Premier will include an update on the fundraising progress for the Vallen Professorship Endowment and thank all the donors who have contributed to the fund.
With a 17-year history and a participant list that reads like a who’s who of the Las Vegas hospitality industry, the William F. Harrah College of Hotel Administration’s Mentor Program has exposed many students to the real-life experiences of the industry. When Professor Andy Nazarechuk (now the dean of the Singapore campus) began the program in 1993, it was with the intent to connect students with professionals.

“I thought it was important for students to develop one friend in the industry,” says Nazarechuk. He began by contacting 34 of his industry friends and hotel alumni, and by the time he left the program in 2004, close to 2,500 UNLV students had found mentors in the hotel industry.

In the beginning, mentors were required to take their mentees out to lunch, and students were required to reciprocate. Everyone joked about how much better the mentors were at finding good restaurants than the students. Mentors were asked to share with their mentees their experiences, including stories of how they became involved in the industry, while the students were encouraged to have their mentors visit campus or give presentations. In short, they were encouraged to get to know more about each others’ professional lives.

While the original mentor class had
15 alumni mentors, this year’s program matched 135 mentor/mentee pairings. The nine-month curriculum is designed to match hotel college juniors, seniors, and graduate students with hospitality managers in the Las Vegas community.

“The program provides real-world exposure that we simply cannot provide in the classroom environment,” says Bobbie Barnes, director of the Boughner Career Services Center and the manager of today’s Mentor Program. “In fact, many participating students have cited the program as one of the highlights of their collegiate studies.”

Assisting Barnes is student liaison Anastasia Camras. “My main responsibility is being an active presence on campus for the program, promoting it to other students, and answering any questions they may have,” says Camras. “Due to my exposure with the program, I have found myself promoting it to prospective mentors within the industry as well.” Camras has her own mentor success story. “I was very lucky with my previous mentor, Tim Wright, the general manager of Green Valley Ranch Casino Resort. I had an intimate view into all the departments, from hotel operations to gaming. My current mentor is Cindy O’Keefe, the vice president of hotel operations for Caesars Palace, a much larger hotel. The business models of the two properties are so vastly different.”

Another of this year’s mentees is Quynh Dam, an undergraduate student who aspires to be a casino controller. As someone who came to America as a 13-year-old from Vietnam, Dam believes that “in America, you can work hard to achieve your goals.” As a young teen, the uncle who encouraged her to move to America brought her on a trip to Las Vegas, and as she remembers, “it seemed like a wonderland to me. In most of the Asian countries, gambling is not thought of as a good pastime, but I was in awe of this place.”

Although she never thought she might some day work in the hospitality industry, her father (who still lives in Vietnam despite numerous attempts to leave) told her to find something specialized to study. “In Asia, many parents force their children to study medicine or law or engineering, but my father thought if I discovered something I truly enjoyed, there would be less competition later,” recalls Dam. “I struggled with the idea — I had already been accepted to UCLA to study business — but upon remembering that magical trip to Las Vegas years earlier, I decided to look into UNLV.”

Dam was paired with longtime mentor Diana Hewitt, Bellagio’s director of pit clerk operations. Hewitt, who has been with MGM MIRAGE for 24 years, is a dedicated employee, which forms the foundation of a perfect mentor.

“I first became involved in the mentor program after meeting Dr. Nazarechuk while I was participating in a job fair on campus,” says Hewitt. “When he explained the program to me, I didn’t have to be convinced — it sounded great!” Hewitt has had a mentee nearly every year since 1999 and for a few years even had more than one at a time. “It becomes a relationship like they’re my children,” she says. “I’ve gotten to be part of some great success stories, and they help me immensely. They sit in the pit, observe, help out in the office, and I basically get them up to speed with what the job entails. It’s so rewarding that I almost feel guilty about it!”

According to Dam, “Diana has been a wonderful mentor. She has introduced me to so many people within the company who do exactly what I hope to. The mentor program has helped me get in touch with the right people, improved my networking skills, and helped me learn what the various jobs entail.”

A mentor who is also actively involved with the program is the operations controller of ARIA Resort & Casino, Doug Walker. “I found out about the program when I was teaching as an adjunct professor at the college in the mid-’90s,” he says. “I chose to become involved because as a former teacher and a manager in the hospitality industry, I feel that I can contribute to students’ development. Also, the program is a successful platform for encouraging and recruiting future industry leaders.”

One of Walker’s mentees who has graduated is Jolie Duhon, who now works as the room service manager at the world’s largest hotel, the MGM Grand. Currently, Walker is mentoring Doug Smith, a student who would like to eventually attend law school. “I graduated from UNLV’s Boyd Law School and became an attorney,” says Walker. “I’m currently giving Doug advice and preparing him for the LSAT exam and what to expect during his first year in law school based on my personal experience.”

“Doug is a lawyer, and we were paired together because I plan to attend law school myself in the near future,” says Smith. “He impressed me from the start with his experience, his professionalism, and his encyclopedic knowledge of the law. I felt that he symbolized everything a good lawyer should be.”

Smith believes you should never be afraid to express your doubts to your mentor. “Their very purpose is to help you address those doubts,” he believes. “The second thing is that you should listen to everything your mentor says, internalize it, and find a way to apply it to your own life. Good mentors open our eyes to new possibilities and help us chart new courses by tapping into the strengths within ourselves.”

Erin Mcilveen has spent this year paired with mentor Mark Hellrung, general manager of the Four Seasons Las Vegas. “The most important thing I have learned from Mr. Hellrung is leadership,” she says. “It’s an integral part of effective management, and I am fortunate to learn from my mentor how it has helped him succeed. From our discussions, he has taught me that it is important for college students to develop leadership skills both inside and outside of the classroom if they want to be successful in their future careers.”

Mcilveen also comments that the mentor experience has taught her that the hospitality industry is “a people industry, and there are many people around you who want to help you succeed. All of the mentors in the continued on page 37
Each semester, a number of widely recognized companies visit UNLV looking to recruit for hospitality positions. Coordinated through the Bob Boughner Career Services Center, these visits serve both students and alumni. After utilizing the Career Services Center’s myriad of benefits, including individual career and job search counseling, resume reviews, job announcements and referrals, mock interviews, and career assessments, students and alumni are prepared for these focused networking opportunities.

Hard Rock Cafe views the administration, faculty, and hospitality program at UNLV as one of the best in the country. We feel honored to have the opportunity to meet with so many high caliber UNLV hospitality students who view Hard Rock as a potential employer. We are committed to building and maintaining a long term relationship with UNLV and providing career opportunities for students at UNLV for many years.

— Bob Alexander, regional recruiter-West, Hard Rock International

As a recruiter for the Disney College Program, I am looking for students who have a passion for the hospitality industry. I find that many of the students I meet on your campus not only have this passion, but they have extensive experience working in the industry and, of course, a strong hospitality-
infused educational background that makes them a strong candidate for our internship program.

— Elaine Bolivar, recruiter, Disney College and CareerStart Programs, Disney Worldwide Services, Inc.

We find the hotel college students display a passion for hospitality while driven to succeed in the industry. They are ambitious and have a willingness to apply their textbook knowledge to the everyday operations.

— Chris Cappas, vice president of employment & training, Harrah’s Entertainment

Having been exposed to some of the finest hotels and restaurants in the world, students from UNLV come to the table with a high level of professionalism, significant workplace experience and a comprehensive understanding of day-to-day operations. The faculty and staff have always done an extraordinary job of cultivating this talent and expressing genuine hospitality to industry partners like us.

— Lisa Nelson, manager of recruiting, J. Alexander’s Restaurants

### Hospitality Recruitment Listing

- Alyeska Resort
- American Casino and Entertainment Properties
- ARAMARK
- Archstone-Smith
- AVERO
- Bacara Resort and Spa
- Backyard Grille
- Bandon Dunes Golf Resort
- Big Sky Resort
- Bluegreen Corporation
- Boyd Gaming Corporation
- Bridg Group – T.G.I. Friday’s
- Canyon Ranch SpaClub
- Capital Group Companies
- Charlie Palmer Group
- Cheesecake Factory
- City of North Las Vegas
- Club at Cordillera
- Club Med
- Compass Group
- Cornerstone Colorado Club
- David Saxe Production
- Destination Kohler
- Diamond Resort International
- Domino’s Pizza
- Dragon Hill Lodge
- Ecolab
- E&J Gallo Winery
- El Paso BBQ
- Encore Productions
- Enterprise Rent-A-Car
- Experient
- F&G Hospitality Consulting
- Fairmont Hotels and Resorts
- Four Seasons
- Freeman Group
- Gant Aspen Hotels and Resorts
- Garden City Casinos
- GES Exposition Services
- Grand Del Mar Resort
- Hard Rock Café
- Hard Rock Hotel Group
- Harrah’s Entertainment
- Hillstone Restaurant Group
- Hilton Hotels Corporation
- Holland American Line
- Houston’s Restaurants
- Hyatt Hotels and Resorts
- IGT
- Incline Village Resorts
- InterContinental Hotel Group
- Island Hospitality
- Islands Restaurant
- J. Alexander’s Corporation
- Kentucky Fried Chicken
- Kimpton Hotels and Restaurants
- Kor Group
- KSL Resorts
- Lettuce Entertain You Enterprises
- Loews Lake Las Vegas Resort
- LXR – Luxury Resorts and Hotels
- Mammoth Mountain Ski Area
- Mandarin Oriental
- Marriott International
- Merlin Entertainment Group
- MGM MIRAGE
- MICROS Systems
- Nemacolin Resorts
- Oakwood Worldwide
- Omni Hotels
- Pacific Island Club
- Pacifica Hotel Company
- Palm Restaurant
- Panda Express
- Peninsula Hotels
- Pinnacle Entertainment
- Pizza Hut
- Planet Hollywood Resort and Casino
- Princess Tours
- Resort at Squaw Creek
- Rosewood Hotels and Resorts
- Sage Hospitality Resources
- SeaWorld Orlando
- Sodexo
- Southern Wine and Spirits
- Starbucks Coffee Company
- Starwood Hotels and Resorts
- Station Casinos
- Sweet Tomatoes Restaurants
- Thaldiston Lodging
- The Capital Group
- The Cheesecake Factory
- The Grand Del Mar Resort
- The Kor Group
- The Parker Palm Springs
- T.G.I. Fridays
- Tower 23
- Troon Golf
- Trump International Hotel Management
- Vail Ski Vacations
- Venetian and Palazzo Resorts
- Walt Disney World
- West Paces Hotel Group
- Westmark Hotels
- White Chocolate Grill
- White Lodging
- Wirtz Beverage
- WMS Gaming
- Wyndham
- Wynn Las Vegas
- Yellowstone

Photos by Aaron Mayes, ’06
Utilizing the World as a CLASSROOM

Hotel college offers opportunities for study in other locales

Robyn Campbell-Ouchida, ‘00 MA

One exciting prospect that Harrah Hotel College students might not be aware of when they first register at UNLV is the option to study and learn more about their respective fields while immersed in another culture. The hotel college has had a strong travel study program for 28 years, and it continues to offer new opportunities for learning around the world. With opportunities for study and credit accumulation in Europe, Asia, the Caribbean, and other locales, students are exposed to new traditions and experiences.

**Switzerland Study-Abroad Program**

Each summer, the college hosts a truly unique three-week experience in the birthplace of hospitality education, Switzerland. Students are given the opportunity to understand Swiss and European hospitality in the expansive Swiss Alps nestled in the center of Europe and along the shores of Lake Geneva. This year’s program will take place June 13 through July 4.

“This trip started in 1983,” says Department of Food and Beverage Chair and Professor Pat Moreo. “We knew that students needed exposure to other cultures, and there was a demand for it. This experience helps students gain an education of international hospitality, tourism, and cultural arts while understanding what it’s like to be a foreigner in a foreign land. We prepare them for opportunities overseas as well as how best to work for foreign companies with interests in America.”

Classes meet four days per week in Montreux, and the long weekends permit guided and independent travel to hotels, attractions, and restaurants in such destinations as Paris, the Riviera, Florence, Venice, Rome and, of course, Switzerland. Tours of the Nestlé chocolate production facility, the city of Gruyère (where Gruyère cheese is produced), and the Banfi winemaking facilities, where students receive a private tour and lunch hosted by the Banfi family, are a few of the trip’s highlights. Additionally, Banfi sponsors at least one student and one faculty member each year for a two-week immersion trip in Italy.

“We’ve changed and adapted the trip over the years,” says Moreo. “It’s really about understanding how to celebrate our differences while celebrating the unity of humanity.”

For more information, visit hotel.unlv.edu/programs/switzerland.html or contact the program’s director, Dr. Carl Braunlich, at carl.braunlich@unlv.edu. Alumni are welcome, although they are not part of the formal education program.
Winter Asian Studies Program

For the second time, Associate Professor Al Izzolo has embarked on a trip to Southeast Asia over the university’s winter break. This year, 25 students joined him and Dr. Seyhmous Baloglu on the two-week learning excursion.

“When I did the first trip in 2007, Dr. Zheng Gu assisted me with the planning,” recalls Izzolo. “He’s from China, and with his help and that of a student who was studying in Bangkok at the time, we were able to develop an itinerary. I had previously been to Japan but not to Southeast Asia and needed assistance with the planning aspect. Economically, this is an up-and-coming region of the world, and I thought it would be an ideal addition to the college’s study-abroad offerings.”

The experience begins with students taking one of two courses (FAB 333/Culture and Cuisines of Southeast Asia and TCA 449/International Tourism) during the fall semester, then is completed after their journey, when students submit reports about the trip. While in Asia, they visit five sites: Hong Kong; Shenzhen, China; Macau; Singapore; and Bangkok, Thailand. With on-site tours, including stops at the Venetian Macau and UNLV’s Singapore campus; assignments; and diving into local cuisine and culture, it’s a well-rounded expedition for all involved.

Student Chelsea Adams says she took the trip because she enjoys learning about different types of cuisines and cultures. “I always wanted to travel to Asia and plan on going back and visiting other countries as well,” she says. “The most important thing I learned from my trip wasn’t the 5,000-year history of China but just how similar our cultures are. I would recommend this trip to others because it is a great opportunity to experience the most unbelievable time of your life.”

Next year’s trip is scheduled to begin January 11. For more information, contact Izzolo at al.izzolo@unlv.edu.

Caribbean Studies

Professor and Chair of the Tourism and Convention Department, Tony Henthorne has an extensive history with Jamaica and doesn’t spare any of his knowledge when it comes to this new study-abroad offering within the college. “I’ve been traveling to Jamaica since 1990, when I ‘inherited’ this trip at the University of Southern Mississippi,” he says. “When I joined UNLV’s faculty a few years ago, I knew I wanted to bring this tradition to campus.”

Henthorne, who has visited Jamaica more than 60 times, never tires of the country or its people. “It’s so great to show students other places in the world,” he says. “And it’s not all about the fancy resorts either. Many Jamaicans live in shanty towns, and life travels at a much slower pace than our students are used to. It’s great exposure to the rest of the world, and the cultural transformation can be a shock for some.” He goes on to note that one benefit of studying in Jamaica is that everyone speaks English, although “with the heavy accent, it’s almost another language.”

Students travel during the first summer-school session in May and spend two weeks broadening their horizons. “All students enroll for two classes, and if they’re classes they’ve already had, we set up a special-topic individual study for them.” The program is split between Montego Bay and Ochos Rios, and students are housed in a beachfront condo/hotel.

Student Hanako Seko was part of last summer’s Jamaica program, where she says she gained a lot of knowledge about international tourism. “The trip was worthwhile, and I had a lot of good experiences. I hadn’t been to Jamaica before, and it was the first time for me to see the beautiful country,” says Seko. “I had a good opportunity to learn about tourism because one of our assignments was asking people their opinions and learning what they thought.”

“Being immersed in a different culture and learning to make my way around a different country was good for me,” says student Heidi Berger. “Besides seeing both sides of Jamaica — the tourist side and the local scene — I think I really learned how to deal with people from all walks of life, which will definitely help in my career.”

Planning is under way for this summer’s expedition. For more information on this trip, contact Henthorne at tony.henthorne@unlv.edu.
Challenges and Opportunities of Creating Library Services for the Singapore Campus

Lateka Grays, Hospitality Librarian

When the University of Nevada, Las Vegas, opened its Singapore campus, it was critical that library services be provided and integrated into the curriculum. The University Libraries team overcame many challenges to create a libraries services infrastructure to support the students. Work began with then-hospitality liaison librarian Cory Tucker and has been carried on by current hospitality liaison librarian Lateka Grays. Our greatest strengths were the expertise of the liaisons and the support of the university.

We faced challenges to our mission of establishing library services in three key areas: access, communication, and technology. We developed a list of questions to help us address these challenges and keep us focused on the desired outcome.

**Access questions:**
1. Who needs access (students, faculty, and staff)?
2. What can we legally provide (due to licensing and copyright restrictions)?
3. What will the cost be to provide access?
4. How will we provide access to print materials (books, reports, etc.)?
5. Who will provide reference service to the executive and undergraduate students, given the 16-hour time difference between Las Vegas and Singapore?

**Communication questions:**
1. Who should be contacted for changes to library services?
2. What types of language barriers exist?
3. How do we alert users to new information about the libraries?
4. What types of resources are needed to support the research and assignments for the students?

**Technology questions:**
1. What type of infrastructure does the campus have?
2. How do we resolve technology glitches?

How did we address and overcome these challenges?

A web page was created for the campus to provide information about how to access resources, new services, and the types of resources available. http://www.library.unlv.edu/singapore/index.php

Meetings were held to create a user type for Singapore barcodes and interlibrary loan documents. It was determined that entire books not available electronically would not be loaned or shipped. Only sections in accordance with copyright restrictions would be provided through interlibrary loans. However, there is still a need for some print materials that are not available electronically. We continue to look for full-text
UNLV Singapore Appoints Career Services Manager

Shrestha Sook Yean recently joined UNLV Singapore as career services manager. According to Andy Nazarechuk, dean of the Singapore campus, “Shrestha brings a wealth of academic and industry experience to help the graduates of our program find suitable internship and employment opportunities in the expanding tourism and hospitality industry in Singapore.”

Sook Yean, a native Singaporean, has many years of experience in education and industry both in Singapore and abroad. She holds a masters degree in economics and has taught finance courses at SHATEC Institutes, which is the Hotel Association of Singapore’s higher education facility.

In this position, she plans to set up career days, help students with resumes and job searches, and spread the word throughout the hospitality industry about the pool of highly trained and qualified students and graduates ready to work. She commented, “Through my work experience, I have developed knowledge of the hospitality industry and its needs. Everyone here has been very welcoming, and I’m looking forward to showing the hospitality industry the high caliber of our graduates.”

The creation of Singapore library support was critical to the support of the students and faculty. It is an ongoing process that we are continually refining. We learned many lessons in the process, including the value of early collaboration and frank communication about budgets, logistics, timelines, and expectations.

News from Singapore

In March, the Singapore Ministry of Education announced that Singaporean residents can attend UNLV Singapore with a scholarship from the Singaporean government. The Singapore Institute of Technology (SIT) will launch its first eight degree programs with five overseas university partners from August 2010, one year ahead of schedule. Students enrolled in SIT will receive degrees from these overseas universities that are the equivalent of those awarded in their home countries.

For more information about this degree program, please visit www.moe.gov.sg/media/press/2010/03/singapore-institute-of-technol.php.
In His Own Words

One day, I received a call while I was busy preparing for my last semester at UNLV Singapore asking if I would be interested in working for the Korean Embassy during the APEC (Asia-Pacific Economic Cooperation) CEO Summit Singapore 2009. Without hesitation, I answered, “Count me in! I’m sending my resume now.”

I was assigned to accompany the spokesperson for the Korean president, Lee Myung-Bak. It was similar to being a personal assistant, and I was thrilled because the president’s spokesperson is Kim Eun-Hye, a famous Korean media member.

During the summit, my tasks consisted mainly of helping Eun-Hye. I was assigned a Mercedes Benz with a driver, but running around in Singapore’s humidity kept my suits soaked with sweat. I worked long hours and didn’t sleep much during the entire summit, but I felt fortunate to be helping someone I admire so much.

Due to security measures, there was not an opportunity for me to attend the actual summit talks or any other presidential meetings. Instead, I heard a lot of stories from the spokesperson and other government officers. I was impressed by how hard everyone worked. We tend to focus on the faults of successful people and overlook their sacrifices, dedication, and endless efforts, but there surely are reasons for their achievements. I was pleased to receive a personal note from Eun-Hye thanking me. It was rewarding to know she appreciated my assistance.

Later, we had a party with the people who had worked together during the APEC CEO Summit 2009. Many people recognized me as Eun-Hye’s personal assistant and praised what I had done during the event. Some people also mentioned they could see the difference between someone who majored in hospitality at UNLV and someone who did not. It was a positive comment to hear, and I felt proud to be a UNLV student.

Graduate Students Attend Conference

Gael D. Hancock

More than 13 graduate students and five faculty members attended the 15th annual Graduate Student Research Conference held just outside Washington, D.C., this past January. This conference gives students an opportunity to learn the process for academic paper submissions, including meeting deadlines, responding to reviewers’ suggestions, and ultimately making presentations.

Students submitted extended abstracts of 2,000 to 2,500 words based on completed research for consideration for formal, or “stand-up,” presentations. For research in progress, students submitted shorter, 1,000-word abstracts to be considered for poster presentations. In this informal setting, students stand next to their posters and discuss their research with other students and faculty members. This gives the students immediate feedback and suggestions that can help clarify, strengthen, or deepen the research.

Presentations by Harrah Hotel College students included, but were not limited to, “A Grounded Theory of Popular Culture on Destination Image Formation: Perspective of Special Interest Tourists,” by So Jung Lee and Dr. Billy Bai; “City Branding: Investigating a Brand Advocacy Model for Distinct Segments,” by Safak Sahin and Dr. Seyhmus Baloglu; “Park User Quality Evaluation and Recreation Management Matrix,” by Xi Leung and Dr. James Busser; and “Medical Travel Facilitator Websites: An Exploratory Study of Web Page Contents and Services Offered to the Prospective Medical Tourist,” by Dan Corman and Dr. Seyhmus Baloglu. Most of the presentations were made by Ph.D. students, but this year, UNLV had two master’s students attend the conference and make presentations.

The conference was hosted by the Virginia Tech Department of Hospitality and Management and the Penn State School of Hospitality Management. Thirty colleges and universities support the conference. Next year, it will be held at the University of Houston Conrad N. Hilton College of Hotel and Restaurant Management. The Harrah Hotel College hosted the conference in 2009.
The number of clubs catering to international students within the hotel college has grown immensely the past few years. With the Singapore campus firmly ensconced and ideas for other satellite campuses being negotiated, it’s only natural that these students would feel a connection toward one another.

**Singaporean Student Club**

This club was initially started by the first batch of UNLV Singapore students who had transferred to the Las Vegas campus. Initially, the club’s main objective was to help transfer students from Singapore settle in but through their work on campus, they have also helped promote UNLV Singapore as the first international branch for the Harrah Hotel College.

Club founder Jamie Chua, ’09, says, “There were five of us from the pioneer class of the UNLV Singapore campus and being one of the first Singaporeans on the Las Vegas campus was a rather challenging and memorable experience. We had to get used to both the different living culture as well as the school culture. We decided to form the Red Dot Singapore Club (The Red Dot being a reference to how small Singapore is on a map) to help students get used to school and life in Las Vegas and to increase the awareness of Singapore and our campus there.”

The club does not have specific meeting dates and times but offers organized outings and other opportunities for socializing and networking. They enjoy meeting at new or otherwise interesting restaurants as well as holding events to celebrate some of their native holidays, like Chinese New Year. “It helps alleviate the feeling of homesickness,” says Melissa Yeo, the club’s vice president. “It also gives an opportunity for others to learn about how we celebrate these holidays.”

This club is not restricted to only Singaporean students but exists for other members of the student population who are interested in learning more about the country and its culture. Because Singapore is such a multicultural city, its culture incorporates the four dominant cultures in Singapore, which are Chinese, Malay, Indian, and Eurasian.

Watch the next issue of *Premier* for information about other international student clubs.

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**GMA Getting Students Involved**

A fairly new organization, the Gaming Management Association (GMA) is dedicated to helping students get more involved with professionals in the gaming industry. According to GMA’s public relations director Qnych Dam, “We host a lot of exciting events each month, including guest speakers, tours, and field trips.”

All UNLV students are welcome to join and becoming a member provides a plethora of networking opportunities. If you’re an alumni and would like to learn how you can help the organization, please read http://unlvrebel yell.com/2009/11/20/meet-the-gaming-management-association/.
The Harrah Hospitality Research Center (HHRC) will host its first Research Summit June 9 through 11 at the Stan Fulton Building on campus. More than 25 academic researchers from around the world will present completed research and research in progress. In addition, several HHRC grant recipients will present their findings.

The summit will bring industry practitioners and educators together to discuss, examine, brainstorm, and create the hospitality industry of the future. Networking opportunities, roundtable discussions, and a futures panel discussion will center on the conference theme of “Emerging Trends.”

“We are pleased with the number of papers that were submitted for this conference,” says Dr. Seyhmus Baloglu, associate dean for research and HHRC director. “Our goal is for the summit to be the platform for discussing innovative business approaches in the hospitality industry. We are on our way to making this a viable hospitality and tourism conference.”

Highlights include keynote speaker Lou Carbone, author and experience management consultant. He will discuss the details of “Getting Clued In to Experience Management: How to Keep Customers Coming Back Again and Again.”

Following the conference, a workshop using ATLAS.ti, a qualitative analysis software program, will be offered free to attendees. The Certified Hospitality Educator training will also be offered through the American Hotel and Lodging Educational Institute.

For more information on the conference, visit http://hotel.unlv.edu/research/hhrc.
Life at Sea
continued from page 11

“The most noticeable difference between what I learned working on a cruise ship versus working in a regular resort is the worldwide travel experience — waking up in a new place every day is like a dream,” he says. But the challenges are also very different. “For example, you can’t just call your local vendor to order a part or F&B items when you are in Safaga, Africa (the port closest to Cairo).”

Another difference is the people you meet. “In addition to meeting some of the most amazing people, you don’t only work with them but also sleep in the same corridor/cabin as well and see them every day of your ship contract,” notes Lopez. “It’s funny, because when you walk through an employee corridor at a big resort casino, how many people outside your department do you really know? When you are on the ship, you know almost everyone (depending on the size of the ship), and you greet them as you walk down the corridors.

“The experience of working on a cruise ship is like no other,” says Lopez, whose current title is fleet slot machine manager. “I have been to over 70 countries, seen places people only dream of, and experienced life to the fullest. No one can ever take those experiences away from me. As I mentioned before, it’s a different life as well as a lifestyle; not only have I been fortunate enough to enjoy it, but I also met my wife on board as a fellow crew member, and we have been together for six years.” As the fleet slot manager for Crystal Cruises, Lopez divides his time between the company’s two ships — the Crystal Serenity and the Crystal Symphony.

For Garry Abbs, who has degrees in both business administration (’92) and hotel administration (’96), working for a cruise line company was a much different experience from the Las Vegas hotels where he had previously worked. “I have worked for Celebrity/Azamara Cruises both in a land-based office and on the ship,” he says. “Many people believe a cruise ship is basically a floating hotel, and for the most part, they’re correct. But there are many things that are far more complex on a ship.

“Ships are usually staffed with people of many nationalities, and that means there are visas, passports, and medical requirements that need to be in compliance. Also, the cruise industry is responsible for most of the costs associated with a crew member’s flight, transportation, and hotel costs to get to the ship.”

As Lopez indicated above, the crew working on the ship has contracts ranging from four to eight months, and a team may change drastically from the first time you come on board. “This can be good or bad; however, just when you get your team really ‘vibing,’ you may have a new hire arrive on board and have to adjust to accommodate training,” says Abbs. “The ever-changing dynamics of the schedules and team chemistry take strong leadership in order to make the necessary adjustments, identify areas of opportunity, and make the team the best they can be in a really short period of time. Standards, policies, and training must be solid, enforced, and within compliance in order to keep the brand intact. Within a hotel, teams tend to stay together for a much longer period of time, which gives management the ability to build upon their teams.”

Abbs also noted that in a hotel, management usually does the hiring, but this is not the case on board a cruise liner. He should know, as he was employed as Celebrity/Azamara’s work force planning manager. “If there is a need for more guest relations agents, then the corporate recruiters will select and hire the replacements. As we all know, there is no better knowledge when hiring than the people who are experienced in the field. While the recruitment department has guidelines of what the onboard managers are looking for, sometimes they miss the mark.”

Another thing the average traveler might not think of is the sheer complexity of checking passengers into 1,000 to 1,500 rooms at one time. “Can you imagine doing this in a hotel?” asks Abbs. “The cruise line industry has perfected the express check-in process whereby guests may pre-check in prior to arriving at the pier. This expedites the process and avoids long wait times upon arrival to the vessel.

“Also, at embark/debark, all of the trash departs the ship and all of the food provisions are loaded. Can you imagine how busy the inventory team is during this day? Supplies for one or two weeks are placed onto the dock, and the employees have eight hours to load it on the ship and then organize it.

“At a hotel, we can call our supplier at a moment’s notice to bail us out when we run out of a food item, but this is not the case with the cruise industry. If you are running low on an item, you will need to coordinate delivery at the next port, and sometimes this can be days away.”

While UNLV does not offer an entire cruise ship curriculum, there is a course called Cruise Ship Administration available during the summer session. However, Abbs and Lopez both note that what they learned in their hotel management courses gave them a “leg up” on the competition. Abbs says that his UNLV education gave him “the confidence to ‘go global.’ Having the tools and knowledge acquired from Las Vegas hotels and my education, I was able to quickly adjust to ‘ship life’ and make an impact upon the ship’s culture and financial results.” He went on to say, “I found the biggest weakness I had upon arriving on board was the fact I spoke only English. Most of the crew members know three or more languages!”

Wearing a uniform with a military feel was a change from the business suits Abbs had worn in previous jobs. “I tell people it is like being Mickey Mouse at Disneyland,” he says. “All the guests and crew want your time, and while it is very important to have a presence on the ship, it is very important to prioritize and organize your day in order to get things done.”

He was especially fond of the perks. “My wife lived on board and did not have to work. My laundry was always done by my room attendant, room service was always available, and my room was cleaned twice a day. I was really spoiled on board and treated like a king.” As the hotel director for Celebrity Cruises, Abbs received some additional benefits to his job. “Once a week, I hosted a dinner for guests, which featured lobster, steak, and wine. I enjoyed meeting very important people, but the best was the food and drink!”

The website Cruise Critic lists the following as the top-10 cruise trends for 2010:

Rising Prices
Innovative Onboard Attractions
Lots of Sister Ships
European River Cruising Enters Luxury Niche
Attracting Virgin Cruisers
It’s a Small (International) World
Innovative Cabins Are On the Rise
Theme Cruise Options Explode
The End of Tips?
Caribbean’s In, Alaska’s Out
Middle East’s Hot – Suez Canal Is Not
Valentino Luciani passed away in late October. He was born in Penna San Giovanni, Italy, and was a 40-year resident of Las Vegas. Luciani left Italy when he was just a teenager, to pursue the “American dream.” New York and Chicago were his first places to reside briefly, before heading west to Las Vegas. Food and beverage was his main occupation, working in several of the finer establishments in town. Through the excellence of his endeavors, he ultimately found himself on the academic side of his profession, as a professor/lecturer of food and beverage at UNLV. He loved to stargaze and was a member of the Astronomical Society. He passionately pursued knowledge in many areas and had friends all over the world (he could speak at least four languages fluently). Luciani published several books for the hospitality industry.

Gifts in memory of Luciani may be given to the UNLV Foundation for the Valentino Luciani Tribute. Checks may be issued to the “UNLV Foundation” and sent to: UNLV Foundation, Box 451006, 4505 Maryland Parkway, Las Vegas, NV 89154-1006. Donors should write that the gift is in tribute to Valentino Luciani, either in the memo line or in a note accompanying the donation.

Gifts can also be made online at www.unlv.edu/foundation. Select the link for the William F. Harrah College of Hotel Administration and under designation, select “Other” from the drop-down menu. “Valentino Luciani Tribute” should be typed in the box.

In Memoriam

Valentino Luciani

Chris Bigelow, ’74, FCSI CFSP
The Bigelow Companies, Inc.
This foodservice consultant company specializes in foodservice design and management advisory services to stadiums, arenas, convention centers, and performing arts centers throughout the world. Learn more at bigelowcompanies.com.

Adam Tanenbaum, ’91
Career Works Ltd.
Career Works (www.careerworks.co.il) was founded in 2001 and has become the largest Israel-based nurse recruitment agency with associates throughout the world. The company specializes in the recruitment of international registered nurses and healthcare providers for its client hospitals in the United States. The healthcare worker becomes a staff member of the hospital and remains on hospital payroll at all times, receiving all hospital benefits unless otherwise specified.

Pete Connolly, ’87
Connolly Retirement Planning Services
This independent firm with four licensed agents a combined 100 years of insurance experience represents more than 50 A-rated insurance companies in order to provide recommendations to its clients. They offer annuities, life insurance, disability insurance and long term care insurance. They are located in Henderson, Nev. and can be reached at (866) 521-9777.

Kevin R. Allen, ’02
Cruise Holidays of Summerlin
Cruise Holidays of Summerlin is a professional travel franchise business that specializes in cruise ship travel. The company’s goal is provide great service and help its clients to ensure great vacations. Visit them at www.summerlin.cruiseholidays.com.

Josh Ziegler, ’99
The 123 Book Ltd.
This company offers discount cards in Hong Kong, similar to the Entertainment Book in the United States. The 123 Book Ltd. offers several products, including Good Times (www.goodtimes.com.hk), the Hong Kong Card (www.thehongkongcard.com), and Hotel Express International (www.hotel-express.com).

The above is a partial listing of alumni-owned companies. It is not meant to be comprehensive nor does the Harrah Hotel College specifically endorse any of these companies.

What tips do you have for the next dean?
The dean’s job is to create a working environment where everyone can easily achieve his or her goals. It is critical to understand that everyone can contribute and that everyone at every level of the organization has good ideas. Learn from the past, but forge new paths to new destinations. Develop a vision. Be a good citizen of the university, be willing to compromise and collaborate with other deans, and recognize the needs of all campus groups.

The new dean should take advantage of being in the Mecca of hospitality. Las Vegas and the hospitality industry are very supportive of this college and its dean.

In Memoriam

Dean Mann
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are having a good time and working longer than others work in nonhospitality jobs. Las Vegas has always been one of the primary vacation spots in the world. Visitors want to come here for entertainment, shopping, and recreational activities. Las Vegas will recover. Hospitality and tourism is one of the best economic sectors. I advise graduates to get in the field at any level. They will work their way up easily because they have been well educated.

The dean’s job is to create a working environment where everyone can easily achieve his or her goals. It is critical to understand that everyone can contribute and that everyone at every level of the organization has good ideas. Learn from the past, but forge new paths to new destinations. Develop a vision. Be a good citizen of the university, be willing to compromise and collaborate with other deans, and recognize the needs of all campus groups.

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Golf Management
continued from page 17

I feel I can have a large impact on the game and the history of this country. I am very thankful to have the chance to thrive within the present golf community,” says Hohnstein. “I believe golf has been one of the least diverse activities for such a long time because it is not only a difficult game to master but also expensive and exclusive. I hope I will be able to promote and grow the game to both new and old audiences alike.”

Hohnstein is excited about the amazing opportunities within the golf industry and considers those at UNLV is his second family. “I love inventing new ways to conceptualize the game of golf,” he says. “I enjoy relating the existing information about golf to other athletic movements, and I place a lot of emphasis on being an athletic golfer. Because of this, I see myself being very involved with a golf school and eventually running my own. Mentally and mechanically, I feel I can have a large impact on the instructional aspect of golf.”

How does the PGA feel about the increasing diversity of its membership? Just ask Director of Diversity Recruitment Earnie Ellison, who has been with the PGA since 1997. “Improving our mix of cultural diversity is the right thing to do,” he comments. “We’re continuously experiencing growth in the number of culturally diverse individuals (including females) who play golf. It’s very important that we also provide opportunities for culturally diverse individuals to become PGA professionals with careers in golf. To help with that, we provide scholarship support to each of the 20 PGA golf management universities, and in 2009, the first historically black university was accredited as a PGA golf management university. Along with continuing to help these schools recruit, we encourage employers to hire these professionals and put them in key management and leadership positions.”

Ellison believes that diverse cultures attract the same. “As you review the history of how diversity has grown in all areas of life, it started with a few or, in many cases, just one,” he says. “These few were driven to make sure they could help open doors for others by being the best they could be. As more people of color see people who look like them, they become motivated to learn more and prepare themselves for similar opportunities. Golf is no different. We can grow this game and its business from becoming more inclusive, thus creating an improved return on investment. Golf should look more like America.”

According to Cain, UNLV’s program director, “We are committed to the development of the individuals in our program as people, as students, as professionals, and as golfers. These commitments reflect our mission of attracting, nurturing, and producing individuals who are great performers, both in their professions and in their lives. Without a doubt, the combination of our world-renowned hotel college, the premier golf community in Las Vegas, and the guiding philosophy and curriculum of our academic program creates an unparalleled environment for individuals who are passionate about golf and living with excellence.”

Mentoring
continued from page 25

program have donated their time to help the next generation of hospitality managers succeed. It is helpful for me to know that this industry is composed of people caring for people.”

For Pauly Vander Cica, ‘08, mentor David Frankhouser has had a direct impact on his career. Frankhouser, a longtime casino executive who has worked for Station Casinos since 2000, really took him under his wing. “At our first lunch meeting, David and I created an action plan, and I learned his global thoughts on management,” says Vander Cica. The five principles that Frankhouser talked to his mentee about are as follows: 1) A leader leads by example. Do the work your employees do in order to earn their respect. 2) Be consistent with applying discipline. Never play favorites, or you will lose credibility. 3) Never engage in office politics and gossip. Ignore the noise and focus on your work. 4) Never burn bridges. This is a small town, and everyone knows each other. 5) Always work hard and create a reputation that will precede you everywhere you go.

He believes the most important thing he learned during his mentorship with Frankhouser was to not take this unbelievable opportunity for granted. “He told me right at the beginning that he was an “open book” and willing to let me create my own educational experience. Dave has a tremendous amount of responsibility, and the fact that he was willing to spend time helping me further my goals is simply incredible when you think about it,” says Vander Cica. “I wanted to create a reputation (when I did the mentorship) that I had tremendous drive, a positive attitude, and that I possessed a strong work ethic,” says Vander Cica. “I did this by making sure I shadowed 40 hours a week (without getting paid) and always e-mailed feedback to Dave. When I was officially hired into the company in February 2009, it was because of this reputation, and it carried over into my career, which allowed me to prove myself further and led to my current position of slot operations manager at Sunset Station. I know for a fact that if it wasn’t for all the hard work I put into creating a great reputation, I would have never been given this chance.”

Nazarechuk says he has always been impressed by the industry support for this program and the variety of mentors. He laughingly recalls incidents of trying to recruit new mentors when people hesitated and he was able to prompt them by telling them their boss was one, and if he or she had time for the program, why didn’t they? “I made every effort to match students with someone working in a department the student was interested in,” says Nazarechuk. “One young woman had her heart set on becoming a wedding planner, but after spending one year with her wedding planner mentor, she came back and told me she learned it was definitely not the career for her!”

Many of these mentoring relationships continued for years and turned into working relationships and friendships. Nazarechuk is convinced that the program is worthwhile and plans to start a similar one in Singapore.
Congratulations to the following award winners:

Seymus Baloglu, Boyd Service Award
Christine Bergman, Boyd Research Award
Pearl Brewer, Claudine Williams Distinguished Chair for 2010 and 2011
Michael Dalbor, Ace Denken Award 2010
Christian Hardigree, Boyd Teaching Award for 2010.

A grant in the amount of $40,000 was awarded through the Urban Sustainability Initiative for a study entitled Reducing Energy and Water Use by Food Service Operations. The research team consists of Christine Bergman, Mehmet Erdem, Yen-Soon Kim, and Carola Raab. Review criteria included the relevance of the proposal to the preferences noted in the announcement, the description and scientific merit of the project goals and tasks, the qualifications role of the principal investigators, the impact of the deliverables, and budget justification.

Bo Bernhard received a grant from the Nevada Department of Health and Human Services in the amount of $16,465 to assist with data development for the prevention and treatment of problem gambling.

In March, Trevor Brown became the college’s new computer technician. He brings six years of computer and technical expertise and most recently worked for Edwin Watts Golf Corporation.

On January 15, Chris Cain attended the PGA Southwest Section Awards Banquet in Scottsdale, Ariz., where he was honored with the Horton Smith Award for educational impact. This award was donated by the PGA of America Advisory Committee in support of the association’s continuing work to promote and improve the PGA’s educational programs throughout its 41 sections. The award is designed to give special recognition to an individual PGA Professional for outstanding and continuing contributions to professional education. The PGA Southwest Section is the 3rd largest section in the country, comprised of 1,400 members.

Lorna Donatone, who recently completed her term as a member of the Dean’s International Advisory Board, was promoted to market president and a company chief operating officer of Sodexo, Inc. Donatone has been with Sodexo for 10 years and will oversee operations and strategic growth for Sodexo’s operations at college and university campuses and public school districts and private schools in the United States. Her focus will include driving growth for Sodexo’s emphasis on comprehensive service solutions in the education market, which includes a wide range of services that build on the company’s leadership position in facilities management services and foodservice and nutrition. She is also a member of the board of trustees of the Culinary Institute of America.

Congratulations to Tony Lucas and AK Singh on receiving sabbatical leaves.

Congratulations to the following instructors who have participated in ten workshops in the UNLV Teaching and Learning Center (TLC) and have earned a TLC Fellows Award: Donald Bell, Christine Bergman, Grace Chatfield, E. Crawford, Gael Hancock, Christian Hardigree, Jean Hertzman, Tom Jones, Yen Soon Kim, Clark Kincaid, Nancy Matheny, Audrey McCool, Pat Merl, Kathy Nelson, Kaye Polivka, Gary Potts, Gail Sammons, Patty Shock, John Stefanelli, Sarah Tanford, Ken Teeters, Jeff Voyles, Gary Waters, and Cheri Young. The TLC Fellows Award was begun in 2007 by TLC Director Leora Baron and it recognizes faculty members who have demonstrated a commitment to teaching through their participation in TLC workshops.

Fritzi Woods, who recently completed her term as a member of the Dean’s International Advisory Board, has been named the incoming president and chief executive officer of The Women’s Foodservice Forum. Woods’ vast experience spans multiple industries and business models and she most recently served as president, CEO, and chair of the board for PrimeSource FoodService Equipment, Inc. PrimeSource specializes in quick-service restaurant chains and supports over 20,000 establishments in the U.S. and across the globe. Woods has served as the executive vice president/CFO of The Dallas Morning News/Belo Corporation, also leading sales and marketing for the largest operating company within the Belo portfolio. As CFO of the Greater Houston Convention and Visitors Bureau, Woods lead the financial stability of the association through increasing membership, implementing strategic pricing guidelines and managing an aggressive bid and contracting process resulting in increased conventions. Her expertise has lead to multiple honors including recognition as a finalist for the Ernst & Young Entrepreneur of the Year award.

The staff of the college’s alumni magazine was honored at the recent Bronze Quill Awards hosted by the International Association of Business Communicators Las Vegas Chapter. Premier, the magazine published by the William F. Harrah College of Hotel Administration, won an Award of Excellence in the Publications category. Those credited with the award include Editor Robyn Campbell-Ouchida, Afsha Bawany, Robyn Hadden, John Hobbes, Geri Kodye, Aaron Mayes, Judy Nagai, and Marsh Starks.
Alumni Updates

1970s

Jayne Garrett, ’78, recently published a new Celebrate YOU® booklet entitled Know Your ZOWN & Make It Your Own: Creating Life Harmony, which helps readers deal with life’s highs and lows in their personal and professional lives. This booklet is available at www.jaynegarrett.com and a percent of the $8.00 cost is donated to charity. In addition to owning The Lighter Side of Life, LLC, she is the author of Adventures in Lighthearted Living: A Baby Boomer’s Reflections on Getting Older and Adventures in Menopause: A Lighthearted Guide to Surviving the MenoMonsters. Friends can contact Jayne at jayne@jaynegarret.com.

1980s

Bob Boughner was recently named chief business development officer for Boyd Gaming. In this newly created position, Boughner will lead the company’s new business development efforts. These responsibilities will include: expansion in both existing and new markets; building corporate relationships and alliances; and pursuing new business opportunities in a variety of areas, including Internet gaming. He joined Boyd Gaming in 1976, and has served in a variety of senior executive positions, including general manager of several properties, senior vice president of administration, chief operating officer, and president of Echelon Resorts. He has served on the company’s board of directors since 1996.

Don Ehehalt, ’83, was recently selected to be the director of catering and convention services at the famed, historic five-star, five-diamond “Pink Palace” - The Beverly Hills Hotel (www.beverlyhillshotel.com). Ehehalt has held past positions with Tony Roma’s, Golden Nugget, Hyatt Hotels, Venetian Hotel Resort & Casino, Red Rock Resort & Casino, and spent 18 years with Four Seasons Hotels & Resorts in Los Angeles, Santa Barbara, Palm Beach, San Diego (Aviara), and Las Vegas.

1990s

Patrick Bentzinger, ’96, joined the Wyndham Worldwide team in 2008 as a regional trainer and is currently working as a quality assurance consultant for Wyndham. Wyndham Worldwide is the largest franchisor in the world, with nearly 7,000 hotels representing more than 588,000 rooms in 66 countries. Bentzinger currently lives in Omaha, Neb. and previously worked as a general manager for La Quinta for six years. He invites friends to reach him at patenroe@cox.net.

Guy Fieri, ’90, host of The Food Network’s Guy’s Big Bite, Guy Off the Hook and Diners, Drive-ins and Dives, and owner of California restaurants Johnny Garlic’s and Tex Wasabi’s, was profiled in Playboy Magazine’s January 2010 issue and is now host of NBC’s Minute to Win It.

Christine Kiely, ’90, joined Nevada Public Radio as the corporate support manager in June 2009. She oversees a team of five and the underwriting and corporate support for the company’s two FM radio stations: News 88.9 KNPR and Classical 89.7 KCNV and their bi-monthly award-winning magazine Desert Companion. Nevada Public Radio, a not-for-profit organization, is the state’s premier non-commercial broadcaster of National Public Radio programming and includes News 89.9 KNPR, broadcasting national and regional news and discussion, Classical 89.7 KCNV, a network of rural translator and repeater signals: KTPH, Tonopah (91.7); KLNR, Panaca (91.7); KWPR, Lund/Ely (88.7) and KSOU, St. George (90.3), plus a statewide radio reading service for the visually impaired. Kiely can be reached at (702)259-7813 or at Christine@knpr.org.

2000s

Michael Carosielli, ’02, was promoted to director of facility and event operations at the Sears Centre Arena outside Chicago, Ill. Sears Centre Arena is an 11,000-seat arena hosting concerts, professional sports, and family entertainment. Carosielli moved to Arlington Heights, Ill. after accepting a senior event coordinator position in 2006. He invites friends to reach him at mcarosielli@gmail.com

Trevor Daines, ’02, has recently joined the Queen Kapiolani Hotel as director of sales N. America & international/cultural director. Located on the edge of Waikiki across from the Honolulu Zoo, this landmark property was named for the wife of Hawaii’s last reigning king, King David Kalakaua. After five years at the Miramar At Waikiki Hotel as sales manager, Kainoa will now be responsible for the overall sales direction for this charming property. His goal is to tell the Queen’s story to guests, showcasing the monarchy period of Hawaii, as well as the native culture, food and language of our 50th state. Kainoa can be reached at ktainoa@queenkapiolani.com, and encourages all Hawaii based UNLV hotel college alumni to contact him.

Timothy Lam, ’04, is the executive director of The International School of Hospitality (TISOH). This hospitality management training school helps those changing careers and also those in need of credentials to advance and excel in the industry. Lam is a proud lifetime member of the Harrah College Alumni Association. He invites friends to reach him at timlamjr@gmail.com.

Angela Roberts, ’06, CMP, CSEP joined the staff of Christie’s Photographic Studios as their national sales manager. She also became the president elect for the International Special Events Society (ISES) Las Vegas Chapter. She can be contacted at csepplanner@gmail.com.

Karlen (Crouch) Troyanoski, ’07, is currently working in sales at the JW Marriott San Antonio Hill Country Resort and Spa, which opened January 2010. The property is the largest JW Marriott Resort in the world. Troyanoski lives in San Antonio, Texas.

Alexander Adams, Jr., ’08, joined the sales and marketing team at Coca-Cola Enterprises in Las Vegas, Nev. He is also a partner in his father’s distribution business that transports Coca-Cola products. Friends can contact Adams at aadams@unlv.nevada.edu.

Mao Tada, ’09, is an exhibitor showsite coordinator, providing customer service to all exhibitors at show sites in Las Vegas. She started with GES, now Global Experience Specialists, as an intern in July 2009. GES provides many exhibitions and event services as a general contractor, and produces many of the world’s most recognized exhibitions including the CES, MAGIC, WSA, and CONEXPO-CON/AGG.

Spring 2010  Premier
Professor Says Vegas Could Benefit From Spiritual Tourism

In City may never become a hub of spiritual tourism, but Jennifer Livengood, a professor of recreation and sports management at the University of Nevada, Las Vegas, thinks that appealing to religious groups can pay dividends.

In the same way Strip properties such as Bellagio and Wynn Las Vegas retool for Chinese New Year — changing decor, diversifying menus, even hiring more Asian personnel — tourism officials and casino management who understand the relationship between spirituality and leisure can develop programs and events to tailor to diverse religious groups, Livengood said.

According to the World Travel Organization, religious tourism is the fastest-growing segment of the travel industry, with more than 300 million people worldwide trekking to religious outposts all over the globe each year.

Livengood said that spiritual tourism may offer a way for the local economy to begin climbing out of a recession that has spiked unemployment, mothballed billion-dollar projects and siphoned visitation.

“A majority of Americans say they believe in God or a higher power and indicate that faith has a significant influence on their lives. It is important to understand how spirituality influences all facets of their lives, which includes leisure activities,” Livengood said.

“The activities then become inclusive, and participants feel a sense of belonging. Participants have the opportunity to engage in activities that are comfortable and appropriate according to their spiritual needs.”

Muslims she has talked to in Las Vegas credited several hotel managers with establishing good relationships with the Muslim community. They were able to direct Muslim tourists to mosques and restaurants serving halal food, and some have even set up prayer rooms on property.

The biggest complaints, she said, have been cultural miscues, like buffets featuring pork or ham or the planning of major events during religious holidays.

“Muslims don’t eat pork, so some feel like they paid $30 for eggs and toast when they eat at a buffet,” said Livengood.

More sensitivity is needed in event planning, as well, she said. “You don’t plan a major event on Rosh Hashana or a big feast during Ramadan or a physically taxing activity when someone is fasting,” Livengood said.

In talking to a cross-section of Muslims and Catholic and Protestant Christians, Livengood said two spirituality/leisure themes emerged: the need for relaxation and a love of the outdoors.

As such, she said Vegas’ top-notch spas and outdoor destinations like Mount Charleston, Red Rock Canyon or the Las Vegas Springs Preserve could be selling points for the city’s marketing.

“If promoted right, I think a number of people would jump at the opportunity to come to reconnect spiritually,” she said.

Reprinted with permission from Travel Weekly (November 9, 2009)
Hold a cocktail party on campus? How about a wedding reception or a sports bash? It can be done, as can a number of different types of events, thanks to the banquet and meeting room space available at the Stan Fulton Building. With more than 6,000 square feet of space as well as a professional catering staff, the Stan Fulton Building can accommodate small meetings and conferences as well as receptions for up to 300 people and full-service dinners for 200 people. The Stan Fulton Building is also home to a hip yet comfortable lounge-style bar.

Conveniently located at the edge of campus on the corner of Flamingo Road and Swenson, the Stan Fulton Building is an ideal setting for special events and meetings. Executive Chef John Gremo and his talented culinary team will deliver an unforgettable dining experience, whether your group is in need of a continental breakfast, a working lunch, or an upscale, seated dinner. A variety of menu options are available and Chef Gremo can also personalize a custom menu to enhance the overall goal of your event.

Whether you need a wedding cake or an ice carving for your event, know with confidence that Chef Gremo’s staff can handle it. They are also able to do nearly every type of ethnic food, from Chinese to Mexican to Italian, as well as health-conscious and vegetarian menus.

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