

2019

premier

the magazine of the UNLV Harrah College of Hospitality

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Unstacking the Odds

Researchers explore gender disparities in the hospitality industry

Hope and Healing One Year Later

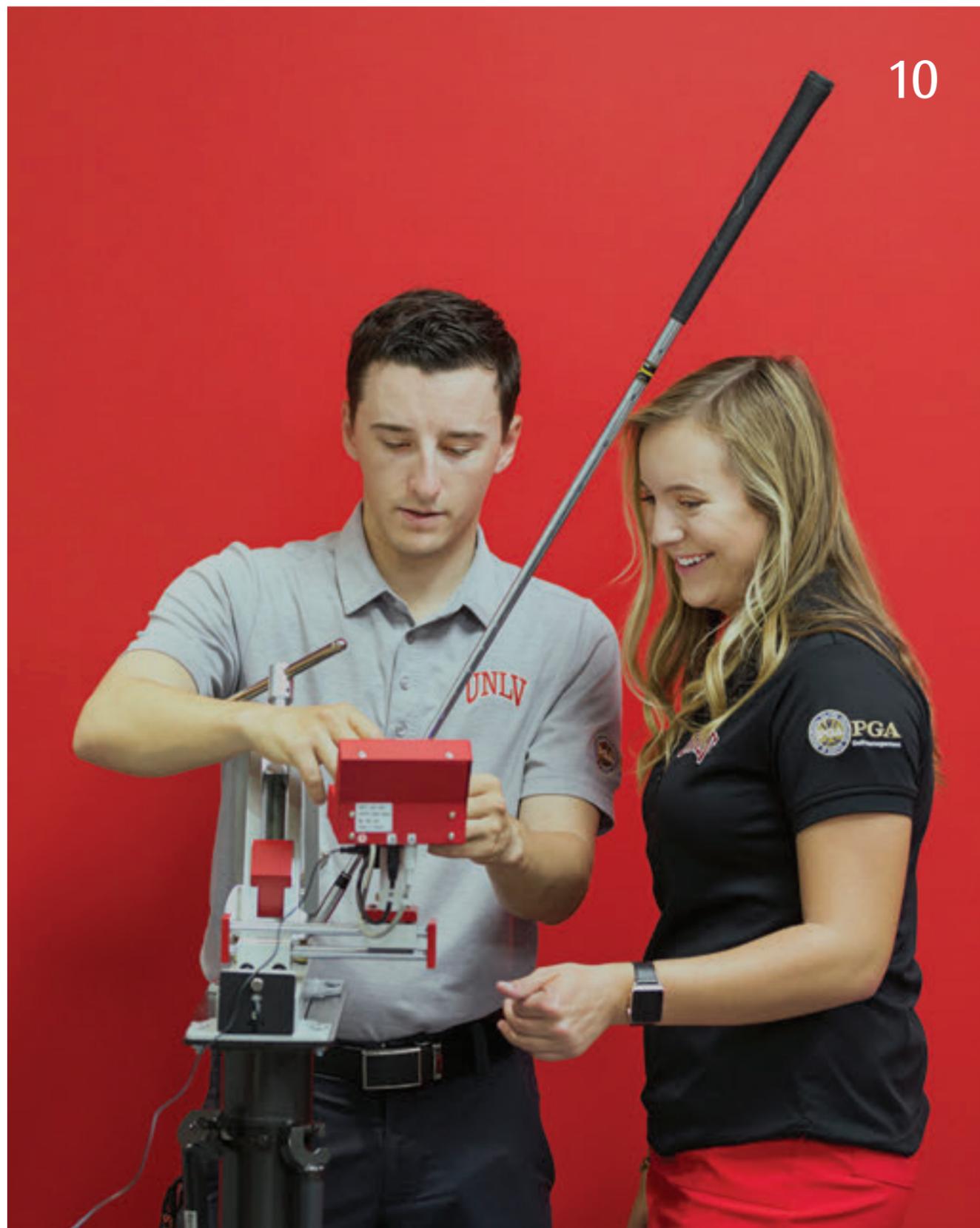
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Karessa Royce speaks out on her own terms

How to Land Your Next Job

Advice for every stage of your career

The Innovation Generation

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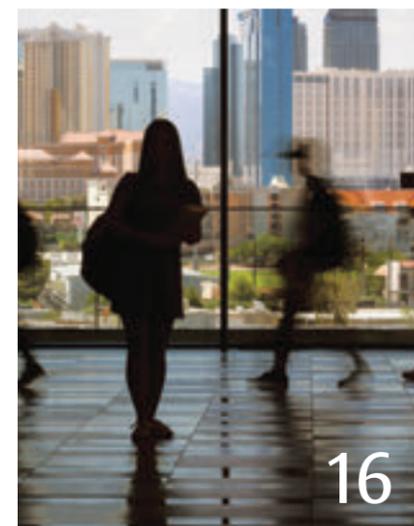
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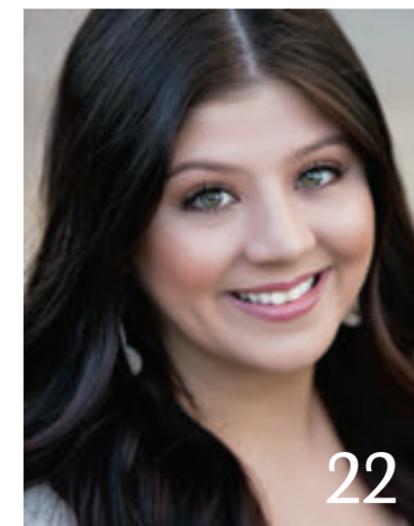
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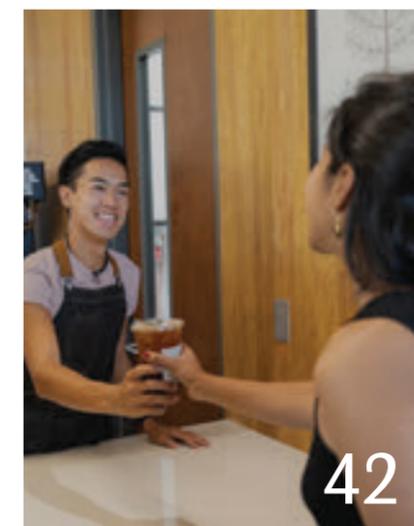
FEATURE

Hope and Healing One Year Later



CHECKING IN

Unstacking the Odds



IN GOOD TASTE

Learning Is Delicious

premier magazine

JANUARY 2019

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From the Dean

Experts & innovators in the 'business of happiness'

Recently, I took a trip to Asia with our industry partners and government officials to meet with our family of alumni in Singapore. While there, we learned that the Singaporean government is encouraging its younger citizens to choose the hospitality field as a career. The reason? Because, as they said, it's "the business of happiness."

Those words struck a chord with me, because when you stop and think about our industry, it truly is the business of happiness. Certainly, this philosophy is something we instill in our students—the idea is that in anything we do, whether it's managing a 300-guest banquet, streamlining a resort's check-in process, or producing a music festival, our goal is to create a great experience for the customer. And if our graduates aren't directly dealing with guests, they're providing support for their coworkers who are. Really, what could be more rewarding than a career in making people happy?

But delivering great experiences that create happiness and doing it in such a way that it seems effortless isn't easy. It calls for both theoretical and practical knowledge, hard work, and ingenuity—particularly, in an industry that's shapeshifting by the minute. This is why we in the Hospitality College think of hospitality not only as the "business of happiness" but also the "business of innovation." This means challenging our students daily to discover new ways to think about our industry, to understand the problems and opportunities our industry faces, and to stay ahead of ever-changing customer needs.

As you read through *Premier*, you'll discover how our students—under the guidance of expert professors—are doing just that. You'll also learn how industry executives are seeking to harness this creative resource. Their reasons are easy to understand: Students know the customer of the future because they are the customers of the future. By virtue of their status as hospitality management students, they're not only versed in the theory and practice of the industry, but these students are blanketed in technology and the shared economy—which is to say they're unbound to past



Dean Stowe Shoemaker

industry conventions. That's why hospitality executives regularly attend student presentations and invite students to serve on industry panels. Today's students are becoming the experts.

Seeing that innovative spirit in practice after students graduate is most exciting. Whether they go on to run properties across the world or create startup companies, I'm always struck by how invested our alumni are in bringing positive change to the industry. When I come home, I see that same spark in the students working at our annual wine festival, or participating in student organizations, or running our coffee shop. Our students are smart, creative ... magnetic! They're making people happy.

I see the same innovative spirit in our faculty who have worked tirelessly to design a new curriculum that is revolutionary in its approach to hospitality education. I also see this drive in our staff, whose dedication to students has helped the Hospitality College achieve the highest graduation rate of any college at UNLV.

Our founding dean started our college 51 years ago with the goal of creating happiness. All of us here are building the foundation to continue creating happiness for the next 50 years—and beyond.

Enjoy this edition of *Premier*.

**Students know
the customer
of the future,
because they are
the customers of
the future.**



Finding a Path in Education and a Champion Within

Before news arrived of a full-ride scholarship to UNLV and a new car, these seven gifted young women had never really known a free ride. Facing challenges ranging from economic hardship to outright neglect, they pushed forward on pure resilience and the promise of a brighter future

by Angela Ramsey



This past spring, seven recent high school graduates answered a mysterious invitation to The Mansion at MGM Grand. The young guests had little idea what was in store for them when they arrived.

They knew the stakes were high, as they were all in the running for an Epicurean Charitable Foundation (ECF) scholarship—an annual grant awarded to promising hospitality and culinary-arts students based on financial need, academic standing, and the quality of a personal essay.

Despite the fancy setup, the seven young women were under the impression that they had been called in for a final interview.

“I got scared,” says soft-spoken California native Sol Gonzalez Pacheco, who entered The Mansion’s conference room to a bigger-than-usual audience. “I was worried they wouldn’t be able to hear me during the interview and think that I wasn’t confident.”

When the news dropped that in fact all seven had been granted full-ride scholarships to attend the UNLV Harrah College of Hospitality, tension immediately turned to joy. A local television station was there to capture the surprise.

“When the news reporter came out, I knew something was happening,” recounts scholarship recipient Ashley Kozell, “but I was still so confused.”

Fellow winner, Cameron Keenan, reacted similarly: “I was honestly in disbelief! It was surreal to think ... finally, all that hard work paid off!”

Each scholarship recipient was awarded a new car. Left: Cameron Keenan.

The awards were particularly significant for several of the scholarship winners who have overcome obstacles beyond the scope of normal childhood. After the death of her father, Pacheco took on the role of breadwinner (with her older sister), spending hours each day on the bus to and from work. Philippines native Bettina Bautista and Ethiopian-born Brkiti Brhan faced an array of social and cultural challenges after their families immigrated to the U.S.

Meanwhile, parental substance abuse forced then-high school student Paige Owens into the role of parent. “I felt responsible for my three younger brothers,” recalls Owens, whose aunt and grandmother have since moved in to share the workload. “It was so hard to have enough patience. I was forced to grow up quick.”

Since the ECF scholarship program’s inception in 2003, the College of Hospitality has graduated dozens of scholarship winners, many of whom have gone on to occupy high-level management positions in the hospitality industry. For most of the program beneficiaries, the ECF scholarship means the difference between a high school diploma and a university degree.

“Without it, I would never have gone to college,” says Martha Morales ’09, past ECF scholarship winner and current general manager of Nobu Hotel at Caesars Palace.

A teen mother whose family pushed work over education, Morales understands all too well the barriers that can get in the way of a young person’s college dream. That’s one reason why she pays it forward by serving on the ECF board: “It’s amazing to be able to award the scholarship that helped make me successful.”

On top of covering tuition, books,

On top of covering tuition, books, and all fees, the scholarship offers students vital career mentoring and job-placement support.

and all fees, the scholarship offers students vital career mentoring and job-placement support—backed by ECF’s volunteer network of more than 20 top hospitality industry executives. But for this year’s winners, the gifts didn’t end there. Following the announcement, the young women came out to The Mansion driveway to find seven brand-new cars waiting for them, courtesy of Don Forman at United Nissan in Las Vegas.

“I felt like I was on the *Price Is Right*,” recalls Bautista, “and Drew Carey goes, ‘You won a brand-new car!’ I didn’t think I would be able to ever experience that in my life!”

Those present, including family members, MGM staff, the Forman family, and ECF representatives, knew the moment was significant on many levels. “This was not about giving these young women cars,” says ECF executive director Melissa Arias, “it was about giving them access to life—to doctor’s appointments, to practices, to meetings with their advisers. It opens the world to them.”

It is indeed a completely new world for these seven individuals, one filled with opportunity but also great responsibility—just ask Brhan, who vows to “work even harder” to change her and her family’s lives.

“Pure excitement” is how fellow winner Meagan Taylor sums up her feelings: “All of that time I spent imagining my future? I think it’s here.”

Faces of the Future

These seven ECF scholarship awardees have hit the ground running since arriving at UNLV. Here's a glimpse into what makes them tick.



Bettina Bautista

Age: 18
Hometown: Manilla, Philippines
Hospitality Interest: Restaurant management
Dream Job: Pastry chef
Secret Super Power: Makes the best macaron cookies ever!



Brkiti Brhan

Age: 18
Hometown: Mekelle City, Ethiopia
Hospitality Interest: Hotel management
Dream Job: To run my own hotel
Secret Super Power: Can binge-watch an entire season of a show in a day



Cameron Keenan

Age: 18
Hometown: Las Vegas
Hospitality Interest: Events management
Dream Job: Top event planner
Secret Super Power: Can predict results of *The Bachelor*



Ashley Kozell

Age: 18
Hometown: Las Vegas
Hospitality Interest: Hotel management
Dream Job: Marketing director for a major Strip property
Secret Super Power: Ability to make "time fly" thanks to twice-a-day napping schedule



Paige Owens

Age: 18
Hometown: Las Vegas
Hospitality Interest: Undecided
Dream Job: To be the voice and face of Las Vegas
Secret Super Power: Extraordinary ability to see far distances



Sol Gonzalez Pacheco

Age: 18
Hometown: Santa Maria, California
Hospitality Interest: Events management or food & beverage
Dream Job: To possibly own a business
Secret Super Power: Great athlete (volleyball, track, etc.)



Meagan Taylor

Age: 18
Hometown: Las Vegas
Hospitality Interest: Events and entertainment
Dream Job: To oversee a premier event venue, such as T-Mobile arena
Secret Super Power: Student of Shotokan karate



Did you know every ECF scholarship student is paired with a different ECF board member mentor each year of his or her education?

Highlights of Hospitality Hall's eco-conscious design and construction:

- External water usage was cut in half by incorporating native plants and more efficient irrigation systems.
- The building was oriented on the east-west axis to reduce afternoon sun exposure and heat gain from the low-angle afternoon sun.
- More than 13 percent of construction materials are from local sources, and more than 20 percent consists of recycled content.
- The building was constructed with a "solar-ready" roof.
- Hospitality Hall's light-colored roof and surrounding pavement help avoid contributing to the city's urban heat-island effect.
- Classrooms and offices utilize natural daylight; many are located along the building's perimeter to benefit from direct sunlight.
- Energy-efficient features are projected to save more than 26 percent on energy costs compared with a code-compliant building.
- The Green Alliance Las Vegas awarded Hospitality Hall with its 2018 Community Green Building Legacy Award.

Hospitality Hall Goes Green with LEED Silver

Inspired by the atmosphere of a boutique hotel, Hospitality Hall was designed for the industry, by the industry.

But the sleek, modern decor is much more than a pretty façade—it's also sustainable. In August 2018, the award-winning building received its LEED Silver certification from the U.S. Green Building Council, which evaluated the facility's sustainability and environmental impact across nine categories, including energy efficiency and air quality.

“Golf is a powerful business tool and a vital part of the hospitality mix.”

Dean Stowe Shoemaker

Students learn hands-on service techniques in the center's club fitting and repair lab.



Game Changer

How UNLV's PGA Golf Management Program is using hospitality principles—and a state-of-the-art facility—to help define golf's future

by Tony Allen

Golf is in the midst of a renaissance period, and not just because Tiger Woods is good again.

The business of golf is booming, supporting nearly 2 million jobs and driving more than \$84 billion in economic activity in the U.S. alone. Front and center in the sport's re-emergence: young professionals who are upping the ante on the traditional 18-hole golf experience, creating facilities that function like resorts and introducing off-course options—think Topgolf—that bring the game to new audiences.

This is where UNLV comes in.

UNLV operates one of only 18 PGA-accredited professional golf management programs in the nation. It's the only one housed within a College of Hospitality, and the only one in the Entertainment Capital of the World.

Here, as part of a unique undergraduate program, nearly 100 students are learning the art, science, and business of golf each day alongside some of the top innovators in the hospitality industry. These students are landing internships at the nation's most sought-after golf destinations, and a staggering 100 percent of UNLV's PGA golf-management graduates secure jobs in the golf industry.

“Golf is a powerful business tool and a vital part of the hospitality mix,” says Stowe Shoemaker, Dean of UNLV's Harrah College of Hospitality. “As hospitality and golf



continue to evolve, our students have a chance to learn tomorrow's trends today through a world-class program in a city that created and constantly redefines the industry. This sets them up for success wherever they go."

This convergence of resort and sport is on full display in Hospitality Hall, the new home for the Harrah College of Hospitality. The impressive building's balconies offer picturesque views of the Las Vegas Strip, and it has all the bells and whistles you'd expect from the world's top hospitality college. But it may also be the only academic building in America with its own putting green, which welcomes everyone passing by and sits just outside the doors to the Dwaine Knight Center for Golf Management.

A Golfer's Paradise

PGA golf management has been at UNLV since 2002, but never before has the program occupied such a prominent physical space within the college or on campus. The program's facility, which is named after legendary UNLV men's golf coach Dwaine Knight, is much more than an outdoor putting green. There's also a spacious, green-carpeted first-floor classroom that doubles as another putting



Top: An outdoor putting green is just one of the unique features found at the Dwaine Knight Center for Golf Management. Bottom: 3-D motion-capture technology creates opportunities for cross-disciplinary research.

green, as well as a state-of-the-art 3D motion-capture swing lab, a golf simulator room loaded with 60 of the world's top courses, a club design and repair facility,

and a student-operated golf shop.

For program director Christopher Cain, who joined the university in 2004, the facility is a 15-year dream come true. "This center is an opportunity to engage the campus and the community, to introduce them to our program, and to get them to UNLV," he says.

So far, so good. In just a few months

The entire facility is a microcosm of modern technology.

since opening, the facility has hosted top PGA officials, current and future students, countless local golfers—including tour professionals and members of UNLV's top-ranked men's and women's golf teams—and potential research partners.

"We're already engaged with students and faculty in kinesiology, and we're working with instructors who don't have access to this type of technology," Cain says. "We want to work with researchers and teachers in the industry to create a bridge between our college, our center, and practitioners who can benefit."

The entire facility is a microcosm of modern technology, starting with the 3D motion-capture swing lab, a full-fledged research space about the size of a two-car garage that resembles a movie or video-game production facility. Golfers are surrounded by 10 elevated cameras and don a suit covered with motion-capture markers. Standing on force plates disguised as a standard golf tee box or fairway, golfers swing into a panoramic screen that projects a scenic desert golf course.

After each swing, a 3D model of the golfer appears on a separate diagnostics screen, along with a massive amount of ground force, swing, and ball data—all of it accurate to within a millimeter.

"We're able to isolate a number of variables in a controlled environment to see how small position changes can make a big impact on a golfer's swing—essentially finding the optimal swing for the desired result," Cain says. "We can use data to answer the question most people have when they watch PGA Tour golfers: 'How are they doing that?'"

UNLV's PGA golf management students are working with golfers of all ages and skill levels—from elite tour pros all the way down to the author of this article—to build a robust database that will advance both research and teaching within the industry.

"For any golfer who wants to take the

next step, we can see where they are, learn where they want to go, and help them get there," says Cain, who is also exploring multisport partnerships for the lab space. "The potential for this technology, and our university and students, to plug into emerging sports here in Las Vegas is high, and it's going to be a fun challenge."

In Full Swing

Adjacent to the swing lab is a smaller room packed with piles of golf clubs. It's a space less tech-enhanced but every bit as important to the art and science of the game. Here, students learn how to check the specs on golf clubs and make alterations to properly fit equipment to individual golfers.

"When you play a lot, your clubs change," Cain says. "In a sport where millimeters matter, club fit is crucial."

He sees this club-repair lab not just as essential to the program's curriculum, but also as a future connection point where students can hone their craft while giving local golfers a resource to get their clubs adjusted and re-gripped.

"It's not just a club-repair lab; we see it as a service," Cain says, referencing both the business potential for the space and the community impact it can have. To the latter point, the program regularly receives donations of used golf clubs, which students alter then donate to junior golfers who are just getting started in the game.

"We're constantly working with the local golf community on ways to grow the game and remove barriers, and access and affordability are key," Cain says.

Tucked between the two swing labs and the club-repair facility is a retail space reminiscent of a functioning pro shop at a local golf course. It's where the art, science, and business of golf come together. The space, which is open to the public, gives students hands-on experience in inventory management, sales, marketing, and purchasing.

They're also working on a reservation-management system that will soon allow students to make tee times for UNLV staff and students at local courses.

The Future Is Now

The new facility is impressive and no doubt passes the eye test, but what's happening in that green-carpeted classroom away from the swing labs and pro shop is every bit as impactful to the sport's—and the students'—success. This is where innovation in golf and hospitality converge, where students are not just training for careers in golf management, they're learning to become leaders.

"Trends show that successful golf operations are pairing with hospitality to create social experiences," Shoemaker says. "Hospitality and golf work really well together, and it's a statement we're making here at UNLV."

Cain concurs that hospitality is the perfect place for golf-management education. "It truly is about experience, both for the core golfer and recreational fan," he says. "As the market for golf shifted, we went from a program that focused on managing demand to one that requires both managing and creating new ways to engage."

The demand for the traditional golf experience is steady, but off-course experiences are exploding. So while career opportunities in instruction and facility management are as strong as ever, Cain points to Topgolf, a hybrid driving range and nightclub-like lounge, as a great example of the industry's future.

"How do we capitalize on new trends and prepare our students to push the boundaries in research and teaching, and to understand all the revenue stream possibilities? Hospitality—and our new golf center—is the perfect place for that," he says. "You talk about golf's renaissance period—we're in it."



International Student Success Center Opens in Hospitality Hall

The Hospitality College gives international students a boost with the help of alumnus Ricky Sun

One of the reasons the Harrah College of Hospitality has become renowned across the globe is that it recruits and attracts students from, well, all across the globe. As expected, some international students face challenges when it comes to English proficiency, which can be a significant barrier to academic success.

In an attempt to remove that barrier, the Hospitality College launched the

new International Student Success Center in fall of 2018.

Funded by Hainan Sunup Investment Group, the center is located on the first floor of Hospitality Hall and offers an English-intensive learning program that assists international students in building skills needed to qualify for admittance into the college.

The Hospitality College's student-advising office manages the center, while UNLV's English Language Center provides instruction Monday through Thursday. Future plans include expanding the program to all UNLV international students and adding

instructional components, such as mock interviews, email etiquette, presentation skills, and academic writing.

The International Student Success Center came to fruition after alumnus Zenghui "Ricky" Sun ('13) and his family's China-based company, Hainan Sunup Investment Group, donated \$1 million. Sun's goal was to establish a program that bridges the language/cultural gap that exists for some international students.

"As an international alumnus," Sun says, "I know this center will not only help attract the best students from around the world, but it will allow every international student the opportunity to be successful in their academics and in their career."

? Did you know nearly a quarter of the Hospitality College's students are international, hailing from 30 different countries?

The Center offers classes Monday through Thursday during the spring and fall semesters.

PHOTO BY NICHOLAS ENDO

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of History.

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THE INNO VATION GENERATION

Tech-savvy and
constantly
connected, today's
Hospitality College
students have some
big ideas on how
to move the industry
forward – and
executives
are listening

by Matt Jacob

There was a time not so long ago when college lecture halls were little more than incubators for knowledge consumption—the place where students would absorb information like a sponge, then ring it out come mid-term and final exams. Save for the occasional group project, these lecture halls weren't exactly think-tank laboratories where students were encouraged to foster and flesh out innovative ideas and concepts, and come up with new-age solutions to old-world problems.

Well, times, they are a-changing—in a big way.

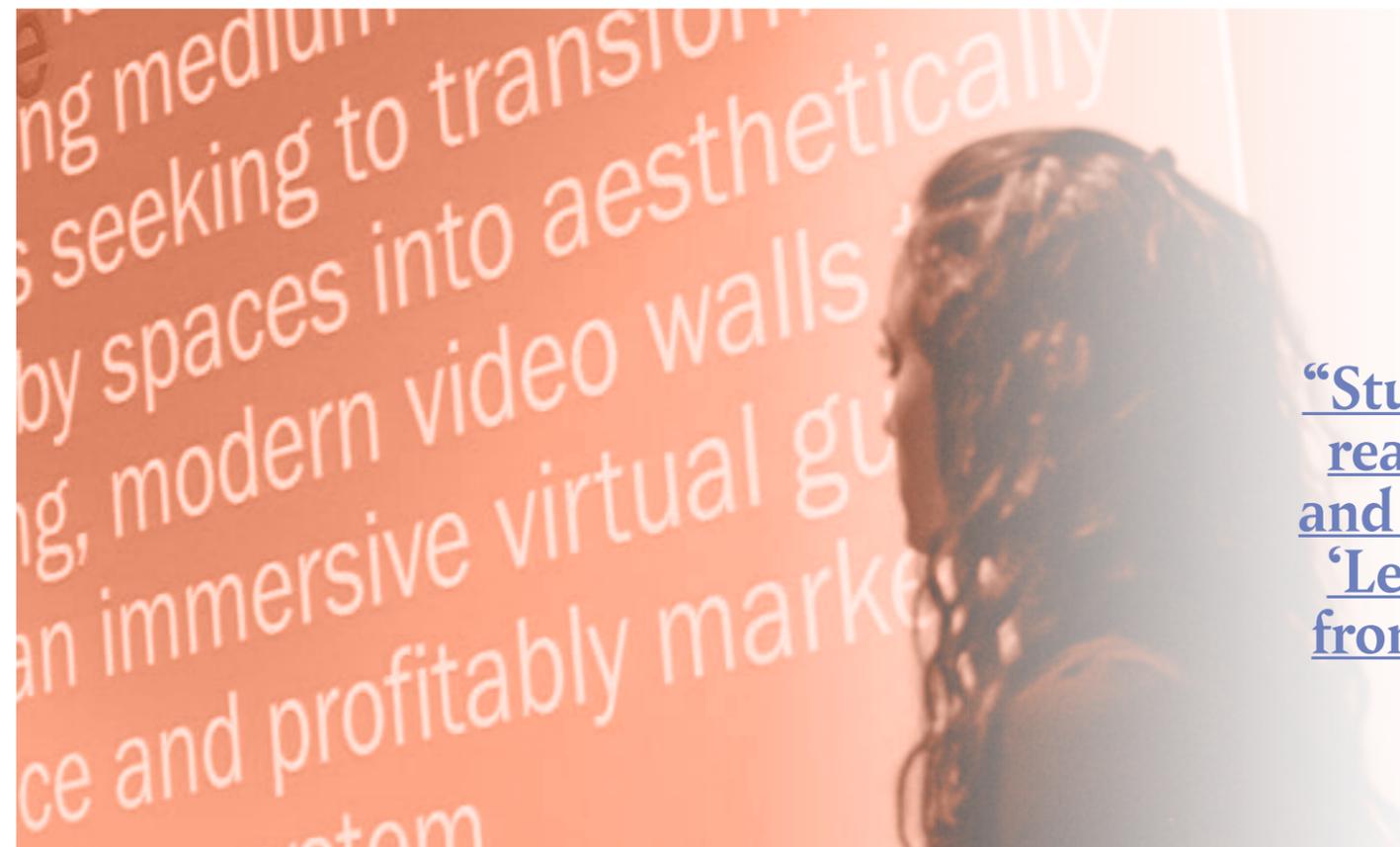
Armed with technology that has been at their fingertips basically since infancy, many of today's college students are getting a chance to make their mark long before they don a cap and gown. And nowhere is this truer than in hospitality, an industry that's trying to remain one step ahead of tech-savvy millennials who now account for a sizeable slice of the customer pie.

For students of the UNLV Harrah College of Hospitality, this means unique opportunities to be actively engaged in—and perhaps even tangibly impact—the direction their industry is headed. It also means opportunities to skip a few rungs early in the climb up the corporate ladder.

“Employers today are not just looking at the fact that you've got a bachelor of science degree and you're ready to become a management trainee or put you into an assistant manager role,” says Robert Rippee, director of the Hospitality Lab at the UNLV International Gaming Institute. “They want to know, ‘What did you learn while you were [in school], and how can that directly help my business?’ They want to know that you can bring skills to the table that they don't have.”

Picture this: You roll your luggage into your five-star hotel room and immediately take a left turn into the bathroom. Except instead of a standard bathroom—one like you've seen in every hotel room you've ever entered—it's more like a mini-spa. Then you head over to the sleeping quarters, where you find high-quality workout clothes sitting on the bed—shirt, shorts, shoes, all in your size, because you arranged for it to be there upon arrival so you wouldn't have to pack your own workout gear (not to mention repack that now-sweaty attire).

These are just two examples of ideas that have sprung out of the Hospitality Lab, a college-credit course launched in spring 2016 for undergraduate and graduate students as a complement to the already up-and-running Gaming Innovation Lab. While the Gaming



Classroom “pitch” sessions, where students present innovative concepts to industry professionals, are a standard part of several hospitality courses.

Innovation Lab focuses on all things casino, the Hospitality Lab is where innovative ideas are conceived for all other areas of the industry, from hotel and food and beverage to retail and entertainment.

Not only are these innovations designed to solve problems and/or enhance experiences within the industry, but some students are turning them into pieces of intellectual property. In fact, Rippee says more than a dozen patent applications for intellectual property created in the Hospitality Lab have already been filed with the U.S. Patent and Trademark Office.

“We've got an excellent track record in the short time we've operated the Hospitality Lab,” says Rippee, a 30-year veteran of the hospitality industry who has held executive positions with several major brands. “Students have stepped in and really applied emerging tech and creative thinking and said, ‘Let's approach this problem from a different perspective’—from *their* perspective.”

One such student was Wayman Wittman, who in

“Students have stepped in and really applied emerging tech and creative thinking and said, ‘Let's approach this problem from a different perspective’”

Instructor Robert Rippee

May 2017 completed a dual master's degree in hotel and business administration. Wittman was among the first group of students to take Rippee's Hospitality Lab class, joining a team of four that came up with a technology-based idea that aims to address a problem that persists in high-end hotels and resorts. Because the team is still in the process of securing a patent, Wittman can't divulge details about the idea, saying only that “it would be a way for hotels within gaming markets to become a bit more of a leader than a lagger.”

A native of Wisconsin, Wittman earned his bachelor's degree in business management (with an emphasis in entrepreneurship, marketing, and theatrical stage management) from the University of Minnesota—but only after pumping the brakes on a career as a semi-professional race-car driver. Having grown up in and around his family's food-and-beverage business, Wittman knew when he hung up his racing gloves that he'd steer his career toward hospitality.

So after graduating from Minnesota in 2006, he

went to work for 3½ years at Walt Disney World in Orlando, Florida, spending the final 11 months as a guest service manager. Years later, when he got the itch to continue his education, Wittman ultimately zeroed in on UNLV largely because of the Hospitality College's stellar reputation and the university's commitment to encouraging students to be difference-makers.

"The MBA side, as well as the hotel side, both have entrepreneurship roots," Wittman says. "At the heart of the program, they want you to look for that new disruption in the market and figure out how to bring it to life, whether that's in gaming, the guest-room side, food and beverage, or even meetings and events."

Of course, these days the innovation path is lit by technology, which guides the daily lives of not just the current generation of students but the next generation of hospitality leaders (and consumers). It's a rapidly growing (and highly influential) part of society that's linked 24/7 through mobile devices that are seemingly always in hand, and will be for the foreseeable future.

"Students today are way more connected to the entire world—and this is true beyond our [Hospitality] College," says Dr. Mehmet Erdem, an associate professor at the Hospitality College who earned his Ph.D. in hotel administration at UNLV. "Whether they are physically present in the room or not, they're still connected. And that kind of connection is changing our society and how people approach relationships and experiences."

It's also changing how people like Steve Hill go about their business. Hill is the new CEO of the Las Vegas Convention and Visitors Authority, whose primary objective is to market Southern Nevada as a tourist destination. And since millennials and Generation Z now comprise a large segment of the tourism population—a segment that demands constant connectivity—it's critical for the industry to learn how to keep up in the constantly evolving Digital Age.

"This isn't necessarily research, just observation on my part, but the pace of technological change is increasing. And millennials and Gen Z folks are much more comfortable with that," Hill says. "Somebody like me, I have to work to keep up; they just keep up naturally. It's a part of their [everyday] lives."

Adding to the challenge for executives like Hill is that research indicates millennials are currently traveling at a rate greater than any other generation. Hill says that while the overall travel market is growing at about 6 percent, millennials are planning for 30-35 percent more travel in the future. "That kind of solidifies the reason for a [marketing] focus on millennials and Gen Z demographics," Hill says. "So reaching out to those potential customers and understanding what drives them, what interests them, what they do and don't want when they go someplace is very important."

This explains why innovations such as the one Wittman and his team are attempting to bring to market—as well as the innovations current Hospitality College students are working on—are so vital. After all, who better to determine what the next generation of hospitality customers want than the folks who are part of that generation?

"The younger generation has become [Las Vegas'] primary customer," Rippee says. "So they need to evolve their hospitality operations to better serve this new customer—which is that new generation that's graduating out of UNLV every year."

Certainly, senior-level industry leaders understand this to be true. Hence the reason when asked to come on campus and judge a presentation in either a classroom or the Hospitality Lab, they arrive with ears and eyes wide open—and, sometimes, with a job offer in their back pocket.

"This has happened on several occasions where

after the presentation and Q&A was finished, one of my guest speakers goes up to the student and says, 'Hey, I want you to work for me,'" Erdem says. "That's a big sense of pride to see a fellow Rebel do such a good job presenting that somebody high up at the corporate level would go up and ask them, 'Hey, are you working? Would you like to work for us?' That's really impressive."

Rippee tells a similar tale.

"I have a panel of senior industry executives who judge the projects and ideas in my class, and when they see the world through the eyes of these young people, oftentimes their eyes are opened," he says. "Not only are they intrigued by the idea that the students are presenting, they're intrigued with the students themselves—that they *do* think differently and approach problem-solving from a different perspective."

Prior to assuming his post with the LVCVA in August 2018, Hill was director of the Governor's Office of Economic Development. In that position, he says he worked closely with the International Gaming Institute to drive innovation in the gaming industry, and he hopes to continue that relationship in his new role while also tapping into the innovative spirit that permeates throughout the Hospitality College, and particularly the Hospitality Lab.

"I don't want to drop that effort simply because I've changed jobs, because I think it's valuable," Hill says. "There are just so many opportunities there. Having Las Vegas be one of the world-renowned hubs of innovation in the [hospitality] industry is very beneficial and important from a branding standpoint, but also having the school connected to the industry, helping to drive the industry forward, is critically important and adds a dimension that a lot of destinations just don't have."

Obviously he's a bit biased, but Rippee concurs with that sentiment wholeheartedly.

"It's not just that we are in the backyard of a plethora of hospitality companies; we're in the backyard of some of the biggest hotels in the world," Rippee says. "In terms of the problems [those hotels] face, they're magnified many times bigger in a 7,000-room hotel than in a 250-room airport hotel in Chicago. So when it comes to the perfect laboratory for innovation, Las Vegas is it."

As for Rippee's laboratory, it's more than just a place where students are workshopping cool 21st-century innovations. Rather, these students are instructed to come up with solution-oriented creations and make problem-solving the cornerstone of their work.

"What's really unique about my class is it builds

upon, first, figuring out what is the underlying business problem you're trying to solve," Rippee says. "For example, putting a robot in a hotel may be an interesting piece of technology if it's just for people to come and look at. But if it's really *doing* something, you've got to articulate that in a strategy—How does the robot add value to a guest's stay? Or how does it significantly reduce the operating costs for the operators? If it doesn't do one of those two things, then it's just a toy; it's a piece of entertainment."

"So in my class, students aren't just looking at the technology of robotics. They're figuring out what problems they're solving *and* applying the technology to it."

It's a multilayered approach that Wittman found appealing, not to mention useful as he embarks on a hospitality career that he hopes leads to either a C-suite position or owning his own business.

"Robert wants people who think differently and aren't just saying, 'Yeah, that's good. Let's do it this way,'" says Wittman, who currently works for Allegiant Airlines as a ground support equipment technical specialist. "No, they want you to have that constructive dialogue to that point where you realize that you may be going down this path, but if you veer a little bit in a [different] direction, it'll make it so much better and you'll hit it out of the park. That's what both Robert and Mehmet teach you—to think about all different perspectives ... and keep asking the questions, 'What are you trying to accomplish? What is your end goal? Who is going to use this? What problem is it solving?'"

Indeed, as the hospitality industry evolves before our eyes, Hospitality College students and young professionals are helping to lead the innovative charge like never before as they attempt to meet the demands of the next wave of consumers. Those demands are varied, to be sure, but one is thought to be universal: Provide guests with an overall experience that won't soon be forgotten.

"In our industry, if you think about it, what is our ultimate product? It's a service experience," Erdem says. "People aren't going to necessarily remember what they ate or the brand of the bed they slept on, but they're going to remember how you made them feel. And in this digitally connected era that we live in, students today have a distinct advantage in terms of understanding how that translates into a memorable experience."

Adds Hill: "Our next generation of customers want a real experience—they want to find opportunities in Las Vegas that they can't find in other places. So we're going to have to be innovative to keep up. I know we can be, and I know we will be."

"At the heart of the program, they want you to look for the new disruption in the market and figure out how to bring it to life."

Graduate program alumnus Wayman Wittman '17

hope and healing one year later

October 1 survivor Karessa Royce speaks out on her own terms

by Caitlyn Lopez



K

Karessa Royce does not wish to be defined as a victim. She has no use for dwelling in the past. Royce made that clear on June 22, 2018, during her widely anticipated TEDx talk at UNLV.

The audience sat silent and riveted

as the 22-year-old hospitality student spoke of her profound “life change” that began October 1, 2017, at the Route 91 Harvest Music Festival in Las Vegas. That night, a hollow-point bullet entered through her left shoulder and fragmented in her chest, collapsing her lung and breaking her collarbone and shoulder.

It was only the second time Royce had spoken publicly about the shooting. The first was at a UNLV remembrance ceremony on November 2, 2017. For TEDx, she carefully framed her experience in terms of her own healing—steering away from the incident itself and leaving the audience with a message that was intensely personal.

“I always want to be careful and considerate of others who have been through similar situations,” Royce later said, reflecting on her talk. “Through my TED talk, I had the ability to hone my voice and choose how I wanted to share my story.”

More than anything, it’s a story about transformation.

During the first weeks of recovery following an initial surgery, doctors told the Las Vegas native to anticipate a second surgery, months of physical therapy, and post-traumatic stress counseling. What Royce did not expect was the tectonic shift of mind and spirit that was to come.

“I started saying ‘yes’ to things and believing in myself, even on the days that I was afraid,” she explains. “We all need to be reminded when we are stretched thin that we can be elastic and bounce to newer heights.”

For Royce, the unexpected positives that came in the wake of the tragedy arrived at a time when ambivalence was starting to set in. The college senior admits that, weeks before the shooting, she felt school was becoming a chore and contemplated dropping out.

Even as the days passed and Royce made significant strides in her recovery, she had mixed emotions about returning to UNLV. The October 1 tragedy had shaken the Las Vegas’ hospitality industry to its core, and Royce knew the topic would be addressed in her hospitality classes. She feared such discussions would be an emotional trigger.

But Royce couldn’t shake what she calls the “magic” of the hospitality industry and was determined to not let her traumatic experience strip her of her passion. She eagerly returned to study at the Hospitality College in spring 2018.

“The first day I came back to school, all I could think about was how I could have not been here,” she says. “It is such a blessing to be alive, and it is a blessing to receive an education.”

Her strength and perseverance did not go unnoticed. During the semester, the college asked Royce to join its safety committee as a student advocate, where she’ll play a role in developing policies and procedures for Hospitality Hall. Then, in May, the Las Vegas Convention and Visitors Authority honored Royce with a 2018 Hospitality Heroes award.

“I can’t think of anyone more deserving of this award than Karessa,” says Hospitality College Dean Stowe Shoemaker. “Her unshakeable spirit inspires every person in this college, this university, and the city! She embodies what this industry is all about.”

One year after the incident, Royce has learned to be flexible with her future. She’s immersed herself in her education and has switched her career focus from festival event planning to law, leaving open the option of going into hospitality academia. “The faculty and staff in the Hospitality College pour their hearts into students, and they really make our time at UNLV meaningful,” she says. “To be able to pass that on to other students is really important to me.”

For now, Royce is content to stand for something unequivocally positive. “I know my experiences may change my direction,” she says, “but I won’t let them define me.”

She is trying her hardest to say “yes” to life every day—and she’s just getting started.

“The first day I came back to school, all I could think about was how I could have not been here. It is such a blessing to be alive, and it is a blessing to receive an education.”

Karessa Royce spoke of triumph over tragedy during her TEDx talk at UNLV.



HOW TO LAND YOUR NEXT JOB

Bobbie Barnes, director of the Boughner Career Services Center, offers tips to students every day. Turns out, her advice works for every stage of your career

by Cate Weeks

When it comes down to it, Bobbie Barnes says her advice for job seekers is the same, regardless of the circumstance. Yet, after 14 years in human resources at a casino resort and 10 years at UNLV, Barnes still encounters individuals who can't connect the dots between their success with one company and how that will benefit the next.

Barnes—who earned her bachelor's degree in Hotel Administration in 1993, her master's in Educational Leadership in 2005, and her Ph.D. in Workforce Development in 2013, all at UNLV—is director of the Bob Boughner Career Services Center, UNLV Harrah College of Hospitality. Here's her refresher:



Besides providing career advice, Barnes and her team manage the college's internship and mentorship programs.

Do your homework

A lot of job seekers don't bother to do the basic research to answer the question, "Do I even want this job?" I once interviewed someone and asked: "Why do you want work to here?" They answered with something that showed they didn't understand what the hospitality industry was about. There's really no recovering from that.

You have to do research, or your answers in interviews will be surface level. You have to know enough about the company—and yourself—to be able to articulate why you're a good fit. And a strong sense of fit, both for you and for the employer, is what will land the job.

Bring enthusiasm, with balance

When you only have 30 minutes to make a strong impression, you have to do some shameless self-promotion, even if that makes you uncomfortable. Do the self-talk before you walk in so you can advocate with confidence about yourself. Of course, this goes the same for the extreme extrovert, who has to have the self-awareness to dial it back so they don't come off as pompous or inauthentic.

Concise and customized

An alumnus with 20 years' experience has to customize a résumé for every type of position. Your résumé is a marketing piece; it should be a consumable. Keep it two pages of *relevant* experience. Then use LinkedIn for the rest.

Cultivate your connections

There are still the passive companies that post jobs and wait for applicants, but more companies are going through LinkedIn profiles and seeking out candidates, especially for higher-level positions. They'll look to see what sort of network you've built and what organizations you're involved in. And I'll add: Among the organizations you should maintain a connection with is your alma mater.

That old saying, "It's not who you know, it's who knows you" is truer than ever.

Stay in job-hunting mode

Sometimes students say, "It's just my hourly job." No, it's never just a job. Whatever position you're in, remember that it's really just one long interview for your next one. That attitude will set you up to be promotable with your current company or ready to make a leap to a new one.



Checking In

TRENDS, INNOVATIONS
& STUDENT ACHIEVEMENT

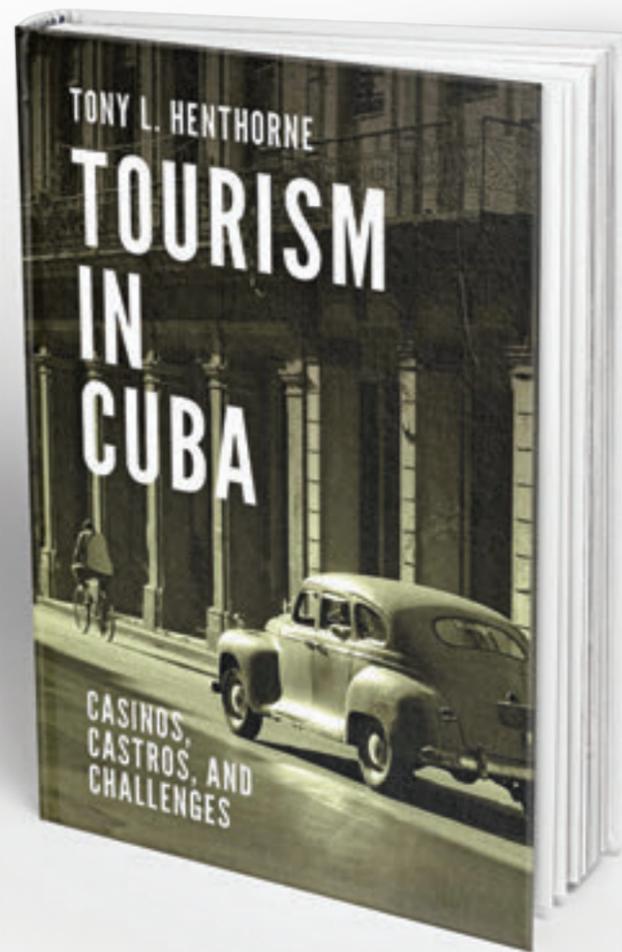
Unstacking the odds p.32

by Caitlyn Lopez

WHAT'S NEW IN RESEARCH

Hospitality Industry Joins College for Research Week

In support of UNLV Research Week, nearly 70 guests from the UNLV campus and the local hospitality industry convened in Hospitality Hall in October 2018 to discuss research projects emerging out of the Hospitality College. The second annual *Hospitality and Gaming Research Showcase* gave doctoral student/faculty teams the opportunity to show off their research in an open house-style poster session. International Gaming Institute Executive Director and Hospitality College Professor **Bo Bernhard** punctuated the importance of UNLV hospitality and gaming research by providing timely examples of how research is shaping industry on a local, national, and international scale.



New Faculty Publications

Books

Hospitality College Professor **Tony Henthorne's** book *Tourism in Cuba: Casinos, Castros, and Challenges*, published in October 2018, explores the history and development of tourism in Cuba, beginning with the earliest days of prohibition in the United States. A longtime scholar on Caribbean tourism, Dr. Henthorne was the first U.S. marketing professor invited to speak at the University of Havana since the Cuban Revolution.

-Published by Emerald Publishing Ltd.



The second edition of **Dr. Dina Marie Zemke's** textbook *Managing the Built Environment in Hospitality Facilities* was released in July 2018. Designed for hospitality students and

non-technical hospitality managers, Zemke's book provides an introduction to managing hospitality buildings and grounds.

-Published by Kendall Hunt Publishing

Research Spotlight: Professor Tony Lucas



In a series of research studies published in *Cornell Hospitality Quarterly*, Professor **Tony Lucas** challenges conventional wisdom on the subject of casino house advantage and reel slot performance. His findings, which also appeared in the scholarly news outlet *The Conversation*, suggest that increases in the casino advantage have produced significant gains in revenue with no signs of detection, even by savvy players.

Other Recent Faculty Publications by Topic

Corporate Social Responsibility

- Employee perceptions of Corporate Social Responsibility (CSR) and its influence on their quality of life—both inside and outside of work—is the subject of Assistant Professor **Hyelin (Lina) Kim's** latest study; published in the *International Journal of Contemporary Hospitality Management*.
- Associate Professor **Jungsun (Sunny) Kim** and her co-authors focus on the impact of a gaming company's CSR on residents' perceived benefits, quality of life, and support in a recent article published in *Tourism Management*.

Employee Engagement/Satisfaction

- "Executive chefs' calling: Effect on engagement, work-life balance, and life satisfaction" is the subject of a 2018 study by Ph.D. alumna **Lisa Cain**, Professor **James Busser**, and Ph.D. alumnus **Hee Jung Kang**; published in the *International Journal of Contemporary Hospitality Management*.

- Ph.D. alumnus **Hee Jung Kang**, Professor **James Busser**, and **H. Choi** explore the service climate's effect on hospitality employees' attributes, attitudes, and behaviors; published in the *International Journal of Contemporary Hospitality Management*.
- In a 2018 article published in the *International Journal of Hospitality Management*, Ph.D. alumnus **Hee Jung Kang** and Professor **James Busser** look at the impact of service climate and psychological capital on employee engagement.
- Associate Professor **Jungsun (Sunny) Kim** and Assistant Professor **Anthony Gatling** examine employee perceptions of their company's virtual employee engagements platforms (VEEPs) and how these perceptions influence their engagement and intention to stay; published in the *International Journal of Contemporary Hospitality Management*.

Gaming

- In an article published in *Policy & Internet* (also featured in *The Conversation*), Assistant Professor **Brett Abarbanel**, with fellow researchers Sally Gainsbury and Alex Blaszczyński, look at why gamblers turn to offshore gambling sites instead of licensed sites, and the implications this might have on policymaking.

Guest Experience/Customer Loyalty

- Ph.D. alumnus **Soyoung Boo** and Professor **James Busser** look at the tourists' hotel event experience and satisfaction in an article published in the *Journal of Travel and Tourism Marketing*.
- In a study published in *Tourism Management*, Ph.D. alumna **Lenna Shulga** and Professor **James Busser** demonstrate the positive impact of co-created value on customer loyalty and company service advantage.
- In one of the first studies of its kind, Ph.D. alumna **Lenna Shulga**, Professor **James Busser**, and Assistant Professor **Hyelin Kim** examine generational cohorts' perceptions of value co-creation, commercial friendship, and relationship initiation and its outcomes; published in the *Journal of Hospitality Marketing and Management*.

Hotel Design

- In an article published in *Property Management*, Assistant Professor **Dina Marie Zemke**, Ph.D. alumna **Yun (Susan) Ying**, and Professor **Carola Raab** introduce a tool that can be used by academics and hotel-industry practitioners to measure their guests' assessments of hotel design quality.

Hotel Pricing Strategies

- In a 2018 article published in the *Journal of Travel Research*, associate Professor **Sarah Tanford**, Assistant Professor **Choongbeom Choi**, and Ph.D. student **Sun Jung Joe** look at how hotel pricing strategies affect how much consumers will pay for a hotel room based on their mental budgets.

continues on page 32 >

> faculty publications

Leadership Competencies

- Assistant Professors **Cass Shum** and **Anthony Gatling** teamed with Hospitality College **Dean Stowe Shoemaker** to explore the leadership competencies needed for frontline and director-level managers in the hospitality industry of the 2020s; published in the *International Journal of Hospitality Management*.

Medical Tourism

- In this 2018 article, Ph.D. alumna **Courtney Raeisinafchi**, Professor **Seyhmus Baloglu**, and Professor **James Busser** present their findings on the perceived impacts of medical tourism on quality of life; published in *Tourism Management*.

Online Reviews

- New research by Assistant Professor **Amanda Belarmino** and co-author **Yoon Koh** delves into the topic of online hotel reviews and the psychological motivations of those who write them; published in the *International Journal of Contemporary Hospitality Management*.
- Professor **Sarah Tanford** and Ph.D. student **Esther Kim** evaluate whether consumers will travel farther to avoid a resort with negative reviews or seek a resort with positive reviews in a 2018 study published in the *Journal of Travel Research*.
- "Meeting planners' online hotel reviews: A twofold content-analysis" is the subject of a 2018 study by Ph.D. alumnus **Soyoung Boo** and Professor **James Busser**; published in *Tourism Management*.

For more information on Hospitality College research and links to articles, please visit unlv.edu/hospitality/research/publications.

WHAT'S NEW IN RESEARCH

Unstacking the Odds

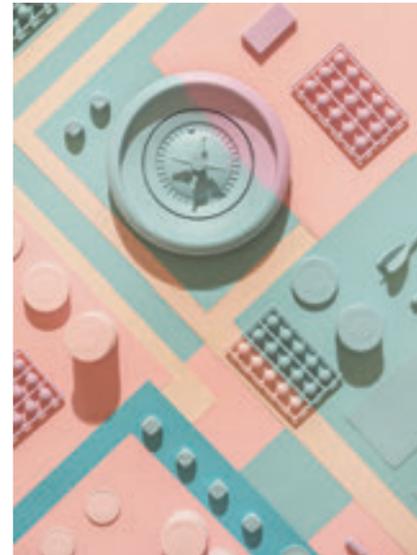
Few women hold executive positions in the hospitality industry. Two UNLV researchers explore the implications

by **Caitlyn Lopez**

When UNLV hospitality associate professor Toni Repetti rose through the ranks to become finance director at a major casino in the early 2000s, she faced an unnerving reality: She was often the only woman at the table when high-level meetings were held and big decisions were made.

But with women representing more than half the gaming workforce, why weren't they joining Repetti in the C-suite? For a numbers gal, it simply didn't add up. So Repetti teamed with Shekinah Hoffman, special project coordinator at UNLV's International Gaming Institute, and decided to search for signs of advancement barriers that aspiring female executives might face within the hospitality industry.

In December 2016, Repetti and Hoffman began evaluating nearly 11,000 management positions in 972



U.S. and Native American casinos. They found that women represented a mere 35 percent of those positions. More startling, women reached the top executive roles at an even lower rate: Only 19 percent of women held owner, president, and chief positions.

"We now have proof that there are fewer women in higher positions," Repetti says. "We don't know why just yet, but we're able to start that conversation."

"And that conversation has allowed women the chance to reflect," Hoffman adds, "because some haven't realized how their gender could have influenced their career."

While the study shows signs of a glass ceiling, the researchers indicated

"We're hoping this study shows companies how they can improve business by increasing gender diversity both vertically in leadership and horizontally across departments."

Graduate student **Shekinah Hoffman**



that many factors affect a woman's career progression, including their work experience and education level.

Although the study focused primarily on women in management roles, Repetti and Hoffman also found gender segregation across departments. Men dominate areas such as maintenance, information technology, and security; women maintain a stronghold in sales and events, public relations, and human resources.

"Diversity in general improves productivity, performance, and company culture, among other business measures," Hoffman says. "We're hoping this study shows companies how they can improve business by increasing gender diversity both vertically in leadership and horizontally across departments."

Repetti and Hoffman's study emerges amid a national discussion regarding sexual harassment in the

workplace. While the topics are distinct from one another, Repetti suggests that gender disparities within management structures might explain, at least in part, why some victims remain silent.

"People inherently feel comfortable talking to people who are like them, whether in terms of gender, age, or race," Repetti says. "When there's a lack of female leadership, women might not feel safe speaking up. The same goes for men in female-dominant areas."

More and more hospitality brands are approaching the subject of gender disparity now, with the intent of elevating female representation at the executive levels within their organizations. Jan Jones Blackhurst, former mayor of Las Vegas and currently a senior executive with Caesars Entertainment, believes including women at the top is a "smart business move."

"Opportunities are missed without diversity of thought and opinion in

In their study, *Glass Ceilings & Leaky Pipelines*, Associate Professor Toni Repetti and graduate student Shekinah Hoffman explore gender disparities in the casino industry.

leadership," says Jones Blackhurst, who was Las Vegas' first female mayor. "When women have a seat at the table, our companies are more productive, innovative, and better places to work."

Now that Repetti and Hoffman have identified that gender disparities in hospitality do exist, they plan to shift their focus to studying why it's happening. Additional research will highlight the effects of glass ceilings and identify the root causes of gender disparity in the hospitality workforce.

"We want to better understand the factors that are limiting women," says Repetti, "whether it's a question of skill set, personal character traits, institutional barriers, or perhaps other factors we haven't even considered."

BEYOND THE CLASSROOM

Betting on the Future

From sports to themed casinos, UNLV researchers push the boundaries of hospitality scholarship

by Nicole Schultz

In mid-2015, a team of researchers at the UNLV International Gaming Institute (IGI) penned a report analyzing the risks and benefits of bringing professional sports teams to Las Vegas. The 119-page document helped the NFL reconsider its original “no Vegas” stance. And keep in mind, this was well before the Vegas Golden Knights had taken the Las Vegas community—and the nation—by storm.

Fast-forward three years, and the construction of Las Vegas Stadium—future home of the Raiders—has already

begun, while the WNBA’s Las Vegas Aces just concluded their inaugural season. That’s right: Just a few short years after Las Vegas had the dubious distinction of being one of America’s largest cities without a major professional sports team, we now boast three.

The idea of gaming and hospitality researchers preparing a report for the NFL may seem odd, especially given the NFL’s longstanding public disdain for sports betting. But questions involving tourism, sports betting, and the Las Vegas community are well within the wheelhouse of IGI, where researchers work every day to explore solutions to inquiries about an industry growing more complex and sophisticated by the minute.

What might be a surprise to some is IGI’s research inspiration often comes from students. “This is what makes working in a university the best environment for studies like this—a constant stream of new ideas from undergraduates, graduate students, and faculty—and the ability to partner them with a diverse team of researchers,” says Bo Bernhard, IGI executive director, Hospitality College professor, and the lead author of the NFL study.

Though sports isn’t generally on the menu, hospitality graduate students and graduate assistants are juggling a number of impactful research projects



in the IGI offices. Behind one door, graduate student Shekinah Hoffman works with professor Toni Repetti to identify possible advancement barriers to aspiring female executives within the gaming and hospitality industry (see pg. 32). Behind another, Marta Soligo is working to understand the allegedly inauthentic culture behind themed casinos such as Caesars Palace, The Venetian, and Luxor, and how these

impact both the tourist and employee experience. Doctoral student John Lukasik, meanwhile, focuses on how gaming innovation can drive millennials to legal sports books popping up all across the country.

“There are so many areas of the hospitality industry to explore,” Lukasik says. “It’s not a question of ‘What am I going to study,’ it’s a question of ‘How do I choose?’”

Bernhard notes that all research, regardless of industry, needs as many voices as possible, but that it’s particularly important in hospitality, where making everyone feel welcome is the top priority.

“This is the whole idea of the International Gaming Institute: Let’s gather a bunch of smart, diverse, multidisciplinary thinkers under one roof, and let’s turn them loose on

Hospitality research focuses on timely topics, such as the reinvention of the sports book for the millennial.

the most vexing problems facing the global gaming world today,” Bernhard says. “Nobody knows exactly what the future of gambling holds, but we know this: We’ve got the diverse team to help provide answers.”

Questions involving tourism, sports betting, and the Las Vegas community are well within the wheelhouse of IGI.

On the Job

INTERNS REPORT

As part of the Harrah College of Hospitality's required internship program, the college's Boughner Career Services and PGA Golf Management offices placed 254 students into internship positions during summer 2018. That number increased to more than 600 over the course of the academic year.

Our summer interns worked in fields ranging from gaming to golf, and traveled to 10 countries, including China, Aruba, and Japan. Here's what several students had to say about their internship experiences.



“My internship led to me being hired as a full-time employee! I'm remaining in wine education, but I'm now also the lead ambassador for the Trinchero tasting rooms in the Napa Valley. This is a hybrid position that they created for me, and I couldn't be happier.”

ETHAN GLADNER
Trinchero Family Estates intern, Napa, California



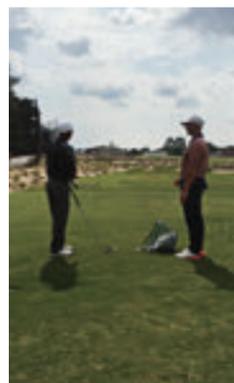
“I didn't expect to love working in housekeeping as much as I did. My duties included getting the employees their room schedules and hosting shift meetings. It was a great experience learning how to manage a department.”

VITORIA QUEIROZ
Hilton Hawaiian Village Waikiki Beach Resort intern, Honolulu



“It was exciting to witness how a private country club operates and how they exceed their members' expectations in every interaction. This opportunity taught me management skills in golf operations and high-end customer service skills.”

JUNGHOOON LEE
Baltimore Country Club intern, Baltimore



“This internship held great value to me. I expected to learn how to handle a hospitality operation at the highest level and highest volume, and I certainly did just that.”

NICHOLAS ANTOS
Pinehurst Golf Resort intern, Pinehurst, North Carolina



“I never had a chance to be on the corporate side of things, so that was a wonderful experience! I got to learn how so many different departments come together to make one event or initiative happen.”

KIRSTEN FERNOW
MGM Resorts International intern, Las Vegas

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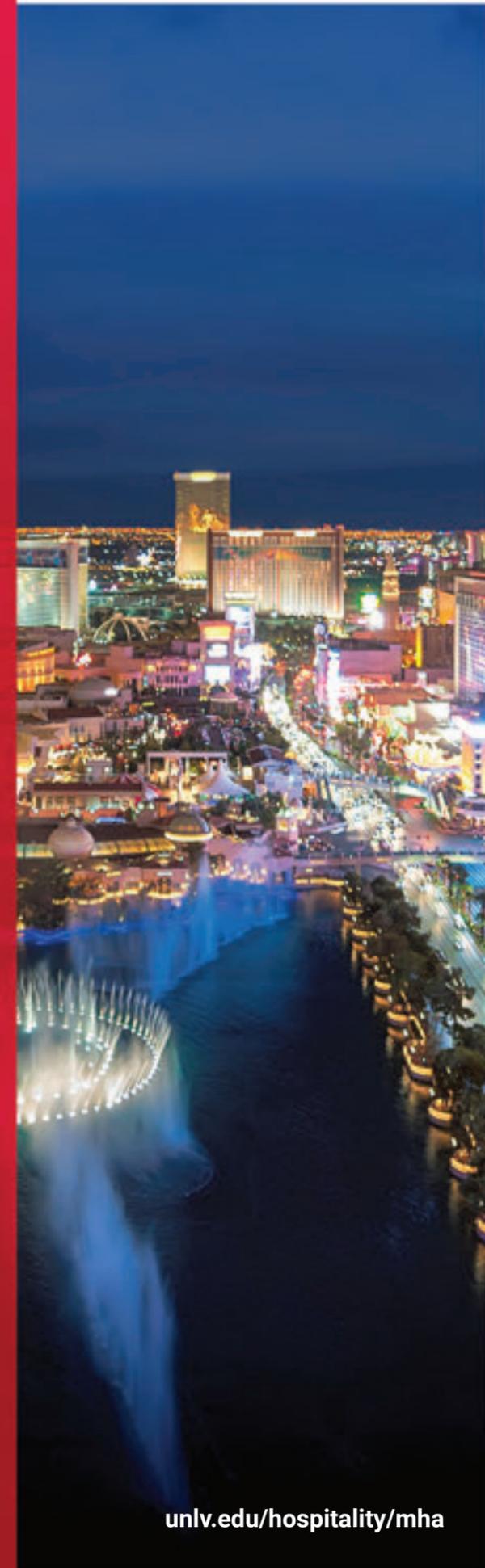
As one of the top-rated hospitality schools in the nation, UNLV's Harrah College of Hospitality invites you to experience our world-renowned instruction with the convenience of online learning. Busy professionals like you can now move your career ahead with a Master of Hospitality Administration—completely online. That means earning your next degree is as close as your nearest Internet connection.

Choose your area of focus, and then customize your degree to your goals:

- Hospitality Management Track
- Gaming Management Track

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unlv.edu/hospitality/mha

INSIDE SCOOP

Grad Students Share Highlights of their Advanced Degree Programs

What are their goals? Favorite courses? And why UNLV?

Whether it's by their boundless intellectual curiosity or the swagger that comes with working in enviable research quarters, you'll know a UNLV Hospitality College graduate student when you meet one.

The personal stories of the college's 160-plus graduate students are all distinctive, as are their academic journeys. But all are linked by a common desire to take learning—and by extension, their careers—to the next level. Here's a glimpse into the experiences of five such graduate students:

Ankita Ghosh

Kolkata, India

Ph.D. in Hospitality Administration degree program

Master's degree in Hospitality and Tourism Management (Kent State University, Ohio); Bachelor's degree in Hospitality Management (Indira Gandhi National Open University); UNLV dissertation focus: Organizational behavior

Why did you choose this Ph.D. program?

It was the fact that the college is consistently rated among the top hospitality colleges in the world and has cultivated relationships



with the industry's top employers and organizations.

What was your favorite course?

Human Resources Management in the Hospitality Industry with Dr. Mehmet Erdem. His class featured different guest speakers from the industry. Their perspective and insights into different human-resources management topics and trends were quite appealing.

What surprised you most about this program?

The flexibility and independence that exists here to accommodate the needs and research interests of each student.

What are your career aspirations?

To inspire and support young minds in the industry through distinct hospitality education.

Saeed Hasanzadeh Vayghan

Shabestar, Iran

Ph.D. in Hospitality Administration degree program

Master's degree in Tourism Management (Allameh Tabataba'i University, Tehran); Bachelor's degree in English Language and Literature (University of Tabriz); UNLV dissertation focus: Marketing and technology application in hospitality and tourism

What attracted you to the Ph.D. program?

I had many friends going to school in the U.S., and they would talk about the great resources available at UNLV.

How did you hear about the program?

I researched the program on the Internet. I looked at the rankings,



“I was able to blend my interests in hotel management and sustainability with a research study that I’m truly passionate about.”

Dual masters student Rochelle Good

and UNLV was always in the top for hospitality and tourism.

What was your favorite course?

Travel and Tourism with Dr. Chih-Chien Chen. I love the way she teaches that class, and there were very interesting readings.

What surprised you most about this program?

I found everyone to be very friendly—

the faculty, staff, and also my peers. It takes time to learn how to live here. They helped me get used to the culture.

What are your career aspirations?

To work in academia. I'd also like to learn about wine.

Rochelle Good

Waterloo, Canada

Dual degree: Master of Science in Hospitality Administration & Master

Clockwise from top left: Dale Billings, Rochelle Good, Saeed Vayghan, and Jason Voltz. Opposite page: Ankita Ghosh and Saeed Vayghan.

of Business Administration (MBA)

Bachelor's degree in Biomedical Sciences (University of Waterloo); UNLV thesis focus: Motivating hotel patrons in Hawaii to use reef-safe sunscreen

What attracted you to this program?

I did quite a bit of research, and it came down to this program, Cornell, or attending school in Europe. [UNLV] had the dual program, so that kind of sold me. Plus, I considered the amount of opportunities surrounding this school, so I went with UNLV.

What was your favorite course?

Thesis course with Dr. Christine Bergman. I was able to blend my

“You build relationships here you never thought you could.”

MHA student Jason Voltz



The college's spacious Ph.D. Suite provides individual work space for doctoral students.

interests in hotel management and sustainability with a research study that I'm truly passionate about.

What surprised you most about this program?

The diversity here, especially within the Hospitality College. On top of that, the mentor program was the best thing that I've gotten involved in. My mentor allowed me to spend a day in every department [in MGM Resorts International property] and attend different meetings, including revenue meetings, orientation, events planning. These were really amazing mentors willing to give back to students.

What are your career aspirations?

I want to be a general manager of a Four Seasons property, and promote sustainability programs in which guests can participate.

Dale Billings

Phoenix

Master of Science in Hospitality Administration degree program

Bachelor's degree in computer science (DeVry University); UNLV research focus: Exploring the intersection between hospitality and technology

What attracted you to this program?

I was interested when I found out how much diversity in academic focus there is here at the Hospitality College. After I met with Dr. Bergman [professor and graduate advisor], I was hooked.

What surprised you most about this program?

I was blown away by the quality of people who were brought in as classroom speakers. These are people building multimillion-dollar casinos! It's also great to see how strong of a network exists with alumni and their willingness to help students.

What was your favorite course?

Statistical Analysis for Hospitality with instructor Daryl Boykin. Once we got past the basics, and got into the analytical part, it all came together. I smoked it.

What are your career aspirations?

I'm hoping to figure that out the more I get involved with the mentorship program. Through this program, and with the help of my professors, I know I'll be able to find my place.

Jason Voltz

Balsam Lake, Wisconsin

Master of Hospitality Administration online degree program

Bachelor's degree in Hospitality and

Tourism (University of Wisconsin-Stout); UNLV professional paper topic: The Impact of the Millennial Generation on the Las Vegas Strip Casino Gaming Market

What attracted you to the online program?

It was very flexible and worked better with my lifestyle than a traditional program. It also gave me the opportunity to take what I know and run with it.

How did you hear about the program?

I heard about it at work, through word-of-mouth.

What was your favorite course?

I really enjoyed the classes taught by Dr. Gail Sammons. In particular, the online Training and Development course.

What surprised you most about this program?

I've met so many people [who work] in other areas—cruise ships, hotels, restaurants. You build relationships here you never thought you could.

What are your career aspirations?

I'm focused on advancing my career in gaming, and am looking into different opportunities around the world.



UNLV HARRAH COLLEGE OF HOSPITALITY

2018 Alumnus of the Year

DAVID ROSS '95, '05 MS

Congratulations!

The college, the university, and the industry salute you for your service and your support.

“David began in 1979 as a valet parker at the Barbary Coast; in 2001, he became the Chief Operating Officer for all Coast Resort properties. He's one of the hardest working, brightest people I have ever been associated with. Dave's also one of the best to come out of the Harrah College of Hospitality.”

—MICHAEL GAUGHAN
SOUTH POINT HOTEL, CASINO & SPA OWNER

“David is the epitome of alumni engagement. He is quick to devote his time, treasure, and talent because he sees it as his responsibility to help shape the next generation of hospitality professionals.”

—STOWE SHOEMAKER
HARRAH COLLEGE OF HOSPITALITY DEAN

Join us to honor David Ross at the Vallen Dinner of Distinction South Point Hotel, Casino & Spa For information, email margaret.hausbeck@unlv.edu



Learning Is Delicious

Student employees combine the art of coffee making and real-world skills at Rebel Grounds

With blenders humming and steam belching over the lively bustle of patrons, Rebel Grounds feels like your typical university coffee shop. But look past the trendy vibe, and you'll notice there's a lot more going on.

Nestled in Hospitality Hall, within the warmly-lit walls of the MGM Resorts International Café, Rebel Grounds serves up delicious fare while giving its Hospitality College student staff the space to turn classroom theory into practice. This, along with its central location and playful menu items, makes Rebel Grounds a favorite stop for students, campus visitors, and UNLV faculty and staff.

"It's nice that I can take a break on campus and go see the students practice what they are learning in class," says Afsha Bawany, Communication Director for the College of Urban Affairs. "As UNLV employees, it's great that we have the opportunity to support students and make every moment a teaching experience."

That's the idea, says Hospitality College Executive Chef Mark Sandoval, whose Rebel Grounds staff/manager teams oversee everything from food preparation, design, and café décor to handling cash, training staff, and setting work schedules. As menu items rotate, students are also charged with developing new recipes, participating in taste-tests, and promoting new products.

"They're essentially learning how to

"They're essentially learning how to run a business. Plus, they're gaining experience on how to provide great customer service."

Chef Mark Sandoval

Rebel Grounds bridges the classroom and the hospitality industry for student barista Adrian Ku.

run a business," Sandoval says. "Plus, they're gaining experience on how to provide great customer service, which is what the hospitality industry is all about."

Also on the menu is sustainability, which not only helps Rebel Grounds stand out from campus competitors but also serves as a vital educational component, given the hospitality industry's push toward eco-consciousness. Besides using recycled paper products, Rebel Grounds incorporates high-quality, locally-sourced products into its menu selections, which includes partnering with local companies Desert Wind Coffee, Vesta Coffee, and Colorado River Coffee Roasters for its coffee.

Educational and sustainability initiatives aside, Rebel Grounds' fun assortment of drinks and bites are just plain tasty, says hospitality student/barista Adrian Ku.

"The reviews are really positive. Our Monty Sando, lavender lemonade, and Earl Grey lavender latte are all really popular," Ku says. "Working with Chef Mark, we're always experimenting with new flavors, and I think customers really like that we keep the menu fresh. There's nowhere else on campus where people get that."

See for yourself, as Rebel Grounds is open during the fall/spring semesters from 7:30 a.m.-6:30 p.m. Monday through Thursday, and 6:30 a.m.-3:30 p.m. on Fridays.

Rebel Grounds

Students love it. UNLV faculty and staff love it. Visitors to Hospitality Hall love it. Here are some of the reasons why.

Menu

Lavender Lemonade

Our house-made lavender syrup blended with lemonade and crushed ice.

Earl Grey Lavender Latte

Earl Grey tea steeped in steamed milk, sweetened with our house-made lavender syrup.



SS Caramel

House-made smoked caramel sauce blended with espresso, garnished with whipped cream, more caramel sauce, and smoked salt.



Cold Brew Iced Coffee

Our standard Iced Coffee is our simple yet exquisite Cold Brew Coffee.



Latin Grain Bowl

A blend of couscous, quinoa, and bulgur wheat mixed with heirloom cherry tomato pico de gallo with black beans or chicken.

Monty Sando

Our house-made Japanese milk bread slices with thin sliced ham, swiss cheese and house-made Monty Sauce.



Chipotle Rebel

Bacon, cheese, and a rolled French omelette on a toasted croissant with our Espresso Chipotle Aioli.



Paving the Way: Alumni and Friends Lay Their Stories At Our Feet

The personal messages of college alumni, faculty/staff, students/parents, and industry supporters have become a treasured and indelible feature of the Nicholas Paulos Alumni & Friends Paver Garden adjacent to Hospitality Hall.

Whether acquired as a gift for oneself or for another, these pavers tell stories of appreciation, determination, and pride while serving as daily inspiration for our students. Here's what some of our alumni and friends are saying about their pavers.

“The Hospitality program helped launch my career. I will always remember and appreciate the opportunities that came my way thanks to UNLV.”

**LOREN SUMERLIN B.S. '98
GO REBELS!**

– Loren Sumerlin '98

First Graduating Class

**DEAN JERRY VALLEN
FROM PAT MOREO**

**PAT MOREO '69
ANDREW MOREO '16**

“I purchased a paver for the Hospitality College's founding dean Jerry Vallen because he's my hero. I also purchased a paver for myself because I was in the first graduating class!”

– Pat Moreo '69

College Class: 1970-1979

**JIM GERMAIN
CLASS OF 1975**

“I'm very proud to be an alumnus of the Harrah College of Hospitality. I have played an active role in alumni activities, and I've remained close friends with many of my fellow alums. This paver is a small way to show how I feel about our school.”

– Jim Germain '75

**PROF CLAUDE RAND
JIM MIKULA '78**

“Professor Claude Rand was a wonderful mentor and a great friend. My international career is a direct result of his encouragement and mentoring. The paver is a small thank you and to keep his name at UNLV for many years to come. I hope each hospitality student finds their Claude.”

– Jim Mikula '78

**JOHN PEISER
BS 1978**

**JOHN PEISER
MHA 2007**

“It is important for those who came before to help provide for future generations.”

– John Peiser '78 '07

College Class: 1980-1989

**BOB AERENSON '84
THANK-YOU UNLV**

**BOB AERENSON '84
WILMINGTON DELAWARE**

**BOB AERENSON '84
THANKS AL IZZOLO**

“I purchased three pavers: one for me; one with the year I graduated and city I'm from; and one to honor Professor Al Izzolo. I felt the need to be supportive of a great place where I received a great education and experience.”

– Robert R. Aerenson '84

**PERRY K. TODD '84
CAREER - GAMING**

“I'm proud to be a graduate of the UNLV Hotel College. I represent the school as well

as the industry, from gaming and F&B to entertainment and film. I wanted to share my experience with my fellow alumni and remember we're all part of something that will live on forever.”

– Perry Todd '84

**GAIL SAMMONS 1987
SIERRA SAMMONS 2013**

“I graduated with a MS in Hotel Administration in December 1987, and my niece Sierra graduated with her BS in Hospitality in 2013. We are both proud graduates of UNLV!”

– Gail Sammons '87

**YOU SAID
I COULDN'T**

**I DID
PAULA EYLAR-LAUZON**

“Growing up in the 1970s, my (traditional) parents expected that I would get married after college, stay home, take care of a husband, and raise the children. They didn't believe I could succeed in business.”

– Paula Eylar-Lauzon '89

THE MIXER FAMILY

“I love UNLV's College of Hospitality! I'm so proud to be a graduate of the program, and I truly believe it's one of the best programs in the world. Congratulations on your new home!”

– Mike Mixer '89

**GUS TEJEDA
1989**

“UNLV played a significant role in the success I enjoy today as a hospitality professional. I will bring my children to the Alumni Garden in the near future and say, 'Here's your chance to walk all over your dad!'”

– Gus Tejeda '89

College Class: 1990-1999

**REBELS FOR LIFE!
JIM & CHRISTINE KIELY**

“I'm a proud UNLV graduate and supporter.”

– Christine Kiely '90

**HOLLY WEBERG '90
CRUISE/SEAS THE DAY**

“Hospitality includes the cruise industry, so 'seas' your world! With my hotel degree, I pursued a career in the cruise industry, which has taken me around the world a few times and allowed me to form international friendships. There are so many opportunities out there—I encourage you to 'Seas the Day!'”

– Holly Weberg '90

**CAROLA RAAB, PH.D
CLASS 1993 AND 2003**

“UNLV and the Hospitality College are both special to me. Being a two-time alumna allowed me a fresh start personally and professionally.”

– Carola Raab '93 '03

**THANK YOU UNLV!
THE RUSH FAMILY**

“If not for UNLV's Hospitality College I wouldn't be where I am today. Purchasing the paver was a small token of giving back to the university. It also allows my family to better understand and see my loyalty to UNLV.”

– Daniel Rush '94

**K. YAHIRO-OKINO
UNLV 1992-1996**

“Being a graduate from the UNLV Hotel College took me on a journey of working in the industry and eventually back to working at UNLV. Just as how I enjoy supporting students each day, I wanted to show my lifelong support to the Hospitality College.”

– Kyle Yahiro-Okino '96

**IN MEMORY OF
LUISA Z. LLANOS**

“I was the first in my family to receive a college degree. My mother loved UNLV and was proud that I graduated. This paver honors my mother, along with my father, who sacrificed a lot to send me to UNLV.”

– Tony Llanos '97

College Class: 2000-2009

**TIMOTHY M LAM MS '04
ALWAYS BE THANKFUL**

“The Hospitality College made a big difference in my life, both professionally and personally. It's important to remember who and what made a difference to you, and how you can repay that in kind.”

– Timothy Lam '04

**JENNIFER OSHIRO
'05 - GO REBELS!**

“UNLV will always be in my heart, and now I have a physical piece of UNLV I can call my own.”

– Jenn O'Shiro Rivers '05

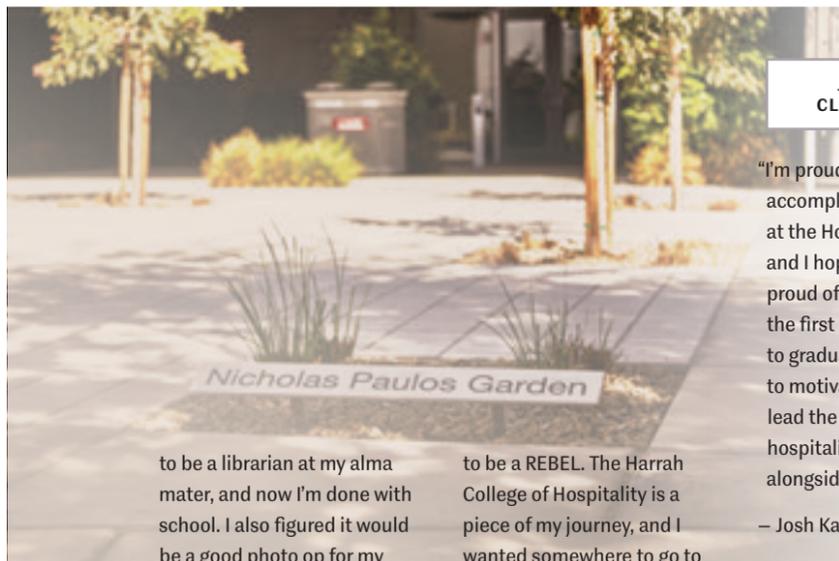
**LAUREN & EVAN
CRONER 2008 & 2009**

“UNLV was the beginning of our journey as a couple. We met in a class in BEH in 2007 and got married in 2015. It has cemented our place on campus, which will always represent the start of our love story!”

– Lauren Croner '08, Evan Croner '09 (photo on opposite page)

**BRITTANY P FIEDLER
MISCHIEF MANAGED**

“My paver is about the end of my formal education journey. My BS and MA from UNLV set me on the path



**JOSH KAO
CLASS OF 2018**

"I'm proud of the many things I accomplished during my time at the Hospitality College, and I hope my parents are proud of me for becoming the first of my generation to graduate college. I hope to motivate, inspire, and lead the next generation of hospitality professionals alongside the college."

– Josh Kao '18

**ALEXIS R. SOTO
B.S. HOSPITALITY MGMT**

"I'm currently working as a chef while attending UNLV as a student. To me, the importance of finishing my degree is now written in stone, so I must graduate! UNLV has shown me the importance of becoming a leader and leaving behind a legacy."

– Alexis Soto

In Memoriam

**IN MEMORY OF
DR. ANGELA FARRAR**

"Dr. Angela Farrar was a member of our faculty when she passed away in 2009. She was an exceptionally talented and inspiring teacher, and a

highly respected colleague. I purchased this paver in her memory to honor her legacy and to recognize her lasting impact on her students and on this college."

– William Werner

**MARK HELLRUNG
HOTEL LEADER & MENTOR**

"Having my paver placed next to my friend and mentor Mark Hellrung is very special. Mark was like my favorite big brother – always supportive, but also not afraid to give a kick in the pants when necessary. I was lucky to have Mark as my leader, but more importantly, I was lucky to have Mark as my friend."

– Gus Tejada '89

**MIKE S. KEHLE
FOREVER A REBEL**

"My late husband had the opportunity to visit UNLV back in July 2017 before he unexpectedly passed away. This paver was a surprise to my family when we visited campus in May 2018, and I burst into tears at the sentiment and thoughtfulness. I know that you only fully die when you are forgotten, but in this case, Mike's memory will live on forever, etched into the walkway at UNLV."

– Tristan Kehle

**PAIGE STALEY '11
BE YOU, BE A REBEL**

**DANIELLE MEYER
CLASS OF 2010**

"I purchased two pavers for my daughter and her sister-in-law. I wanted to encourage them to give back when they're able to and to keep in touch with UNLV."

– Shara Di Valerio

**WORLD FAMOUS ROCKET
ROMNEY SMITH**

"I purchased a paver for my friend, Romney Smith. Romney is rooted in the history of KUNV, where he was a DJ known as 'The Rocket' on the show *Rock Avenue*. He touched many lives through his love of music, and he leaves behind a big legacy."

– Justine Bellinsky

Other Friends and Supporters

**RUSSEL A. KOST III
DEDICATED '83 ALUM**

"My paver was an opportunity to be a part of the building campaign and to have a 'permanent' place on the campus."

– Russel Kost '83

**AWARD-WINNING GLASS BY
GIROUX GLASS, INC.**

"Our company, Giroux Glass, is incredibly proud of our glass and metal work in Hospitality Hall! It was such

an interesting project for us because we had the chance to install every type of work we do, from the curtain wall and patios to the glass rails and windows."

– Barbara Kotsos

FRANCINE MAZZA

"I wanted to help support the College of Hospitality, and I thought this would be a neat legacy to leave behind."

– Francine Mazza

**HOLLY O'BRIEN, MBA
THANK YOU, STUDENTS!**

"I derive so much joy and professional fulfillment from teaching at the Hospitality College. Our students are our legacy, and I purchased the paver with their futures in my mind and heart."

– Holly O'Brien

**SIGMA KAPPA
CELEBRATING 30 YEARS**

"Sigma Kappa recently celebrated 30 years as a chapter at UNLV. We

support the Hospitality College and all of its endeavors, as it has shaped who our members are and helped them grow."

– Sigma Kappa

**LEARN - THEN TEACH
LAURI S. THOMPSON**

"Many of the people I work for graduated from the UNLV Hospitality College or have helped contribute to its success. I see people every day paying it forward to help the next generation succeed. It's the circle of education that the college will perpetuate for many years to come."

– Lauri Thompson

**RAISE THE BAR
NIKOLAS F. BRACKEN**

"I wanted to remind my son Nik, as he walks into class, that his education will provide opportunities for him to 'raise the bar' in the hospitality industry. And UNLV has and will continue to 'raise the bar' for education."

– Lauri Thompson

to be a librarian at my alma mater, and now I'm done with school. I also figured it would be a good photo op for my retirement party in 2041!"

– Brittany Paloma Fiedler '09 '13

College Class: 2010-

**SMEET GANDHI - 2011
GO REBELS!**

"I believe in growing hospitality throughout the world. The knowledge I acquired during my time at the Hospitality College helped me evolve and grow in my business, and I give full credit to UNLV for that. Go Rebels!"

– Smeet Gandhi '11

**JAMIE LEIGH CLARK
2010**

"I'm proud of the Hotel College as an alum and as a Las Vegas native."

– Jamie L. Clark '10

**ABBY QUINN
NEVER GIVE UP**

"I love UNLV and how it shaped me, and I'm so proud

to be a REBEL. The Harrah College of Hospitality is a piece of my journey, and I wanted somewhere to go to remind myself how proud I am of that journey and the legacy I'm creating."

– Abby Quinn '12

**ANDY BOMBERGER '14
RENO REBEL**

"Reno Rebel is a statement about who I am and where I come from. Reno is home and always will be, but Las Vegas—and UNLV especially—made me who I am as a professional and as a person."

– Andy Bomberger '14

**DEBBORA C BINGGELI
-CLASS OF 2017-**

"With the help of UNLV's grant-in-aid program, I was finally able to complete the degree I began more than 30 years prior. I was so proud to be a brand-new UNLV graduate that my husband and I sponsored a paver as a graduation gift to myself!"

– Debbie Binggeli '17

We invite you to add your message to the Nicholas Paulos Paver Alumni & Friends Garden. Visit unlv.edu/hospitality/paver.

We would like to acknowledge the members of the UNLV Harrah College of Hospitality Alumni Board:

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Patrik Balint '14 MHA/MBA

SECRETARY

Andrew Jordan Fischette '10

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Jennifer Bonilla '91

Sydney Woo '99



William F. Harrah
College of Hospitality
Alumni Chapter

Donor Honor Roll

It has been an exciting two years for the Harrah College of Hospitality: We successfully opened Hospitality Hall; celebrated our 50th anniversary; launched a new name and strategic plan; and passed a major curriculum overhaul. And we did it all while achieving a No. 1 world ranking for Hospitality and Leisure programs (QS Top Universities)! This incredible progress wouldn't have been possible without the consistent support of our alumni, students, parents, corporate partners, and foundation friends. Gifts at all levels have helped us reach these milestones while continuing to fund vital programs, such as scholarships, student professional development, and faculty enrichment.

We want to extend our heartfelt gratitude to the following donors for generously supporting the college during the 2017-2018 fiscal year (July 1, 2017, through June 30, 2018). Thank you.

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Kelli Maruca '95

Joann and Daniel McLean

Timothy Muir '87

Daniel Nelson '06

Kathleen Nelson '94

Holly O'Brien

Fuailala Palelei-Riley '96

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Stacey '90 and Timothy Purcell

Abby Quinn '12

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Giselle Baglione '85 and Robert Tobin

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Cesar Chacon

Shaodi Chen

Eric Preiss '93 and Teresa Chien '98

Chimera Golf Club

Yuen Chong '99

Lucia Cifonelli '08

Clayton Clancy

Jamie Clark '10

Riley Clark

Nathan Cohen '10

Bruce Cole

Julie Collins '88

Carlos '03 and Johanna Cook

Jaymee Rose Halili

Seth Handley '06

Scott '94 and Jane Hanson

Steven and Anne Hanson

Brian '05 and Angelique '04 Hartsell

Duanping He '01

Marguerite Wolanin and Diana Heckman

Steve Helms

Kristina Hendrick '17

Teresa Hilton '01

Kelly Huang '17

Margene Hurst '16

Elizabeth Ibarra '15

Gerard '75 and Prudence Inzerillo

Samuel Jacobson '12

Matthew Jalbert '16

Mark Jarvis '91

Chitra Jayanathan '90

Joshua Jensen '14

Dennis '73 and Joanne Johnson

Jeffrey Jones '89

Yoojin Jung '02

Steaven Keith '16

Shivangi Khurania

Michelle King '95

Claudia Kistingner '13

Michele Klem '02

Alexander Koch

Amanda Koeller '13

Paul Koretsky '14

Russel '83 and Pennie Kost

Las Vegas Golf Club

Las Vegas Marriott

Sweet Gandhi '11

Melinda '90 and David '96 Gass

Reid Rivelli and Cynthia O'Grady

Hyeran Oh '99

Sabrina Orque '01

David Osterhuber '00

William Paladino '87

SungMin Park '17

Renee Parker '13

Gordon '01 and Kit Parker

Miraj Patel '16

Lance Patterson '12

Luis Pereira-Velasquez '17

Michael Pezo '05

Michael '10 and Marie '09 Plus

Clay Plummer '95

Danielle Plummer '95

Kathleen '99 and Michel Pontius

Las Vegas Paiute Golf Resort

Shelli '97 and Michael '93 Lawton

Jonathan Lazarus '88

Guy LeClaire '87

Laurie Lenhart

Gregory '11 and Victoria Levitan '12

Brooks Lewis '11

Sandra Lewis '08

Xiaojun Liang '01

Alexandra '11 and Joseph Liebman

Lauren Limov '16

Greg Lindahl

Patrick Lindsey

Sijia Liu '16

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The Hospitality College's network of alumni, students, faculty, staff, and friends were among the generous supporters, as they raised about \$45,000 from more than 120 gifts.

thanks goes to those who helped jumpstart our inaugural day-of-giving through creative matching and challenge gifts:

- Bill '69 and Bonnie Paulos matched \$25,000 in gifts to the college's Hospitality Hall fund
- Chad Warren, UNLV Alumni Engagement & Annual Giving, matched \$1,250 in gifts for the Expedia 10/1 Scholarship fund
- John '78 Peiser donated \$1,000 after 10 donors satisfied his challenge for the Student Development fund
- The college's Alumni Chapter Board donated \$1,000 once 10 people gave to the Harrah Alumni Scholarship fund

We appreciate all those who supported us during Rebels Give and who continue to share their time, treasure, and talent with us throughout the year. THANK YOU!

Rebels Unite in UNLV's Inaugural Day-of-Giving

UNLV launched its first-ever day-of-giving on October 11-12, 2018. Lasting a total of 1,957 minutes—a nod to the university's official birth year of 1957—Rebels Give exceeded expectations, with 2,256 total gifts netting more than \$930,000 for the university.

The Hospitality College's network of alumni, students, faculty, staff, and friends were among the generous supporters, raising about \$45,000 through more than 120 gifts. Special



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