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UNIV Magazine

Inventing the Future

Building Equity in Our Intellectual Property
Social Deliberations
Turning On The Light
Invent the Future

The stories in our “Invent The Future” cover package are kind of typical for UNLV — and that’s what makes them extraordinary. Learn about the discoveries our researchers are making, the goals our leaders are encouraging us to achieve, and the ways that UNLV hopes to shape our world’s future.

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A Historic Moment
Join UNLV As It Invents the Future

I t is an extraordinary moment in our history together — as a university family, and as a community. As Las Vegas marks its centennial this year, we have paused to contemplate the pioneers, the visionaries, and the creative thinkers who built our oasis in the desert and brought us through our first hundred years, forming this amazingly prosperous boombtown and rewarding those of us who live here with a limitless future.

The Las Vegas Valley has grown up fast — and that growth has only accelerated, presenting us with great challenges as well as opportunities.

During this time of growth and excitement, it’s more evident than ever that the future of our great community and our university are intertwined, and in fact inseparable. The dynamic pulse and entrepreneurial spirit of Las Vegas demands an extraordinary university — to explore social and scientific issues, to build business infrastructure, and to educate the next generation of bright and talented professionals and leaders.

At UNLV, we have also grown up quickly — not just in numbers of students, faculty, and degree programs at all levels — but also in the way we reflect and serve the unique needs of our community and our region. We are building the future, defining and dissecting the issues for Southern Nevada’s next hundred years and beyond.

At this extraordinary moment, we can see our future on the horizon. It’s a future filled with amazing scientific discovery, strong economic and social development, and the most accomplished, brightest students seeking out their world-class education right here at UNLV. We are already well on the way to attaining this dream — but the vision to get there extends beyond what state support can provide. Just as university supports community, we need the leadership, involvement, and investment of our community to fully realize UNLV’s potential.

I have personally seen community involvement bring great things to our university — broadening learning opportunities through scholarships and graduate fellowships, bringing world-renowned instructors to campus, establishing one-of-a-kind programs like the International Institute of Modern Letters and outstanding professional schools like the William S. Boyd School of Law. Partnership with community has sparked excellence at every turn and brings the promise of an even brighter future.

This month, we officially launched the public phase of UNLV’s first comprehensive fundraising campaign, with an ambitious goal of raising $500 million to take our university to a new level of excellence and to deepen and strengthen its role as a community resource. Visionary leaders such as campaign chair Don Snyder, honorary campaign co-chairs Joyce Mack and William S. Boyd, UNLV Foundation Board of Trustees chairperson Dan Van Epp, and many others are lending their time and talents to this historic effort — and they have our deepest gratitude for their personal and professional commitment to UNLV.

Whether you are an alumnus, a faculty member, or a current student; whether you have attended a lecture, gone to a performing arts event, cheered one of our Rebel teams, or enrolled in a continuing education program; whether you are a business professional, a social service practitioner, or simply a Southern Nevada resident — you are a part of the UNLV family. We hope that you will take this extraordinary moment in our history as reason to get further involved — or actively engaged for the first time — in the life of your university.

We invite you to join us as, together, we invent the future.

Carl C. Harter
PBS Turns to UNLV for New American Experience Film

This fall, PBS’ award-winning American Experience is featuring UNLV researchers and Lied Library’s vast collection of archived materials in its new film Las Vegas: An Unconventional History. The documentary, co-sponsored by UNLV and the Las Vegas Convention and Visitors Authority, will air on PBS stations Nov. 14-15.

In making the documentary — the official film of the city’s centennial celebration — the producers amassed a digital archive from sources beyond UNLV as well. The materials will have a permanent home in the Lied Library’s special collections department.

Exposure on the popular PBS series will be a boon for the UNLV Libraries, says Peter Michel, director of special collections. He points out that Las Vegas is only the third city, behind New York and Chicago, to be featured in the series. “It is a remarkable opportunity to have our collections and the university receive the exposure offered by the American Experience, especially given the excellent documentaries already produced by the series. In addition, the project was a means for UNLV to acquire new material from the film’s oral interviews, photos, and footage.”

The documentary goes beyond Las Vegas’ storied gaming history. Other topics include the city’s history in dissolving racial barriers, its relationship with atomic testing, and its current real estate boom.

Weighing in on the factors that have made the city an unconventional success are UNLV professors Hal Rothman of history, Dave Hickey of English, and Dina Titus of political science, as well as Claytee White of UNLV’s Oral History Research Center. It also includes profiles of modern-day Las Vegans, who provide a complex look at life in the nation’s fastest-growing city.

More info: Link to local listings, take the online polls, and explore special features on the film’s website at www.pbs.org/americanexperience.
By Erin O’Donnell

Every two years, UNLV graduate John Oceguera knew he would pack on the pounds in the first half of the year. That’s when the Nevada assemblyman headed north for the biennial legislative session, and his health regimen headed south.

“You sit all day for 12 hours at a time. You don’t get to work out or eat very well. It’s a lot of long hours, lots of food and stress,” said Oceguera, ’98 MPA, ’03 JD.

But he decided this year would be different. As a North Las Vegas firefighter, he had participated in a wellness program conducted by the Center for Health Promotion in UNLV’s School of Public Health. And he’d seen The Biggest Loser, a reality show based on a weight-loss competition.

Why not combine both concepts for the Legislature? Oceguera turned to the team that showed the firefighters how to take care of themselves under stress — center director Chuck Regin and assistant director Jean Henry.

“John said, ‘Can’t you guys do something for us?’ But we’re educational, not medical,” Regin said. “We expanded the concept to take more of a health promotion approach and address stress, fitness, and nutrition.”

Positive Reinforcement

The result was the Nevada 100 Challenge. For eight weeks, participants logged in to a website to report how many healthy choices they made each day from a list of 100 “wellness actions.” Each activity was assigned a score based on the strength of its health benefit. The list included the obvious (walking, eating balanced meals) and the unexpected (laughing and singing in the shower, two good stress relievers). Write-in activities often were accepted too; one participant got points for writing a letter to his out-of-state fiancé because he said it relaxed him.

More than 200 people signed on as individuals or teams. Anyone who essentially made the Capitol his or her home during the session was eligible, including lobbyists, staff members, and members of the media.

Research Results

The challenge was more than a goodwill effort — it was research for Regin, Henry, and their multidisciplinary team, which included Greg Levitt from the College of Education. Although they are still compiling their findings, Regin said some answers to their research questions are already clear.

“We tried to see if an electronic tracking system can influence participation, and I think our conclusion is that it can,” he said.

Team participants also had lower dropout rates than those who participated as individuals, Regin said, confirming that a support system is essential to any health regimen. Plus, it’s more fun: One group calling themselves the Oinkers even made up a theme song and “oinked” at each other in the Capitol corridors.

Competitors tracked their progress in comparison to other people and teams via the website. And the program coordinators sent weekly updates about their collective accomplishments to keep motivation high.

Regin said after the challenge ended, the feedback was largely positive, and several people already asked the center to do it again during the 2007 session.

“These people should be well complimented,” Regin said. “They had a certain level of responsibility and stress that increased as the Legislature ran, and it became important enough for them to continue to do it. The fact that they were still able to maintain their enthusiasm was surprising.”

Oceguera deemed the challenge a success too. “I didn’t come back from the session with the 30 pounds I usually gain.”

The researchers also want to branch out and continue their research with business, industry, and other organizations.

More info: To develop a health challenge for a business or group, visit hp.nevada.edu/preview/nevada100.
Got Stories? Center Seeks Alums with Tales to Tell

We’re sure you could muster a few memories about your Rebel days. For the university’s 50th anniversary celebration in 2007-08, the Oral History Research Center is turning its focus to UNLV. The center is seeking stories from all areas of university life.

“All that’s needed to be interviewed is longevity, a good memory, and great stories,” says Claytee White, center director.

Bruce Layne, an early UNLV student, told his story about earning such poor grades that he was asked not to return to school. But baseball coach Michael “Chub” Drakulich believed in him. “It was as if someone turned the light back on when he told me he wanted me back and that he would give me a scholarship,” Layne said. He cites Drakulich’s support as one of the major reasons that he got his degree (’69 BS Economics) and became a successful insurance broker and UNLV donor.

History professor Tom Wright remembered what the campus was like when he was 14. His father, John, was a young professor, and there were few buildings. “Classes were taught wherever space could be found,” the younger Wright remembers.

As primary-source documents, the interviews will complement the official UNLV history book that professor Eugene Moehring is writing. The recording of all of the interviews will be completed by May, when Moehring’s narrative history is slated for unveiling.

The center is also recording sessions with community members for the Boyer Early Las Vegas History Project.

More info: Contact Claytee White, director of the Oral History Research Center, at 702-895-2222 or e-mail claytee.white@ccmail.nevada.edu.

Critic’s Review

Not Rigged

While many college fine arts programs get great local reviews, few earn top honors on an international stage.

UNLV’s departments of dance, film, and theatre, in conjunction with England’s Liverpool Institute of the Performing Arts (LIPA), recently presented Rigged at the prestigious Edinburgh Fringe Festival in Scotland. The show, a mixture of theatre, dance, music, comedy, and slapstick, is a collaboration of students and faculty from both schools and earned a five-star review from The Scotsman, which called the show “delightfully original.”

Rigged grew out of a faculty exchange program between the college and LIPA, which was founded by legendary musician Sir Paul McCartney.

LIPA professors traveled to UNLV for two weeks in the spring to develop the Edinburgh project. Then, in August, 12 students from UNLV (four from each participating department) traveled to Scotland for the performance along with 16 LIPA students. The goal is to soon have a study-abroad program for UNLV and LIPA students.
The Rebel Update
A Recap of Last Year’s Successes and What to Look Forward to This Season

Cross Country
Last Year: Finished eighth at the Mountain West Conference Championships held in San Diego.
2004 Highlight: Michele Suszek led the Rebels at the West Regional held at Woodward Park in Fresno, Calif., placing 48th.
What’s New This Season: The team is entering its second year under coach Pablo Sanchez.
Don’t-Miss Events: Home cross country meet at 8 a.m. Oct. 8 at Floyd Lamb State Park.

Men’s Soccer
Last Year: A 6-12 season with one of the toughest schedules in the nation.
2004 Highlight: Head coach Barry Barto notched his 300th career victory against Denver on Oct. 8.
Last Year’s Standouts: Midfielder Victor “Boomer” Arbelaez, an all-region selection, was UNLV’s first-ever major league soccer draftee (30th pick by San Jose, traded to L.A. Chivas), while junior midfielder Rod Dyachenko led the team with six goals and two assists for 14 points.
What To Look For This Season: After graduating 10 seniors, the Rebels will have a much different look as they bring 12 newcomers to the team.
Don’t-Miss Events: UNLV will host San Jose State for its Mountain Pacific Sports Federation home opener at 7 p.m. Oct. 14.

Football
Last Year: Legendary head coach John Robinson retires after 2-9 finish.
2004 Highlight: Hiring of new coach Mike Sanford from Utah.
Last Year’s Standouts: Las Vegas native and star defensive back Jamaal Brimmer becomes UNLV’s first two-time All-American since Randall Cunningham and goes on to sign with the Seattle Seahawks. Record-breaking linebackers Adam Seward (Carolina Panthers) and Ryan Claridge (New England Patriots) are both selected in the fifth round of the NFL Draft. Two other players — punter Gary Cook (Oakland Raiders), a semifinalist for the Ray Guy Award, and receiver Earvin Johnson (Tennessee Titans), a semifinalist for the Biletnikoff Award — sign free-agent contracts.
What’s New This Season: Everything. A new attitude, new coaching staff, and new offense — the exciting shotgun spread. Even a new helmet and uniform design.
Don’t-Miss Events: Sanford’s former team, Utah, visits the Rebels on Oct. 22; Homecoming on Nov. 5 against BYU.

Women’s Soccer
Last Year: School record-best 12-5-2 mark, won first-ever Mountain West Conference championship with a regular season 5-1 record.
2004 Highlight: Earned first-ever trip to the NCAA Tournament (lost to San Diego 1-0 in two overtimes).
Last Year’s Standouts: Forward Anni Magliulo, UNLV’s all-time career leader in points and goals and 2004 MWC Player of the Year. Two-year starters in the backfield Brynnda Bascones and Jenny Ruiz have also both graduated, though last year’s leading scorer, Katie Carney, was just a freshman.
What’s New This Season: Katherine Mertz takes over as the third

Stay up on the Rebels this season at unlvrebels.collegesports.com. And check the Calendar on page 45 for upcoming events.
UNLV will pay tribute to the Tarkanian era of Rebel basketball by dedicating the university’s home court in honor of the legendary coach. A dedication ceremony formally naming the Thomas & Mack Center court is planned for the UNLV-UNR basketball game Nov. 26.

“Jerry Tarkanian’s tremendous successes truly put UNLV on the map,” UNLV President Carol C. Harter said. “He not only developed a great basketball tradition with the Runnin’ Rebels, but also raised the national profile of the university as a result. It is fitting that our home court — so steeped in the winning, exciting spirit Coach Tarkanian brought to so many special UNLV teams — should carry his name.”

As head basketball coach from 1973 to 1992, Tarkanian shaped an up-tempo and aggressive Runnin’ Rebels style that captivated fans in Las Vegas and across the nation. Posting a 509-105 (.829) record with the Rebels, Tarkanian took four teams to the NCAA Final Four, winning the national championship in 1990 in a 103-73 runaway over Duke — the highest margin of victory in NCAA tournament championship game history.

“Have always had a great love for UNLV and have taken great pride in the Thomas & Mack Center,” Tarkanian said. “During our time there, we helped build it into one of the great arenas in the country. Our fans packed it every night, and they were as vocal and supportive as any in college basketball. Many great memories were made in that building.”

A member of UNLV’s athletic hall of fame, Tarkanian is one of only two coaches to see his number retired. Tarkanian, known to fans as the towel-chewing “Tark the Shark,” never had a losing season at UNLV. Tarkanian had 25 seasons with 20 or more wins, which ranks fifth on the all-time charts, and is one of just nine coaches ever to record four or more seasons with 30 wins. He had four such seasons, all with UNLV. Additionally, Tarkanian was the second fastest coach to reach 700 career wins, behind only Kentucky’s Adolph Rupp.

“Coach Tarkanian is a one-of-a-kind living legend, whose tenacity, cunning strategy, and take-no-prisoners winning attitude will always be synonymous with Rebel basketball,” said Mike Hamrick, athletics director. “Tark assisted many outstanding athletes over the years, and his style has been emulated by many coaches. We are extremely proud to honor all that he has brought to UNLV, and to college basketball as a whole.”

## Volleyball

**Last Year:** First winning season since 1998, finished 15-12.

**2004 Highlight:** Rebels (8-6 MWC) finished fourth in the Mountain West, which is the team’s highest placing since the league formed.

**Last Year’s Standouts:** Nicki King, an all-conference performer in 2004, closed out her four-year Rebel career tops in assists (4,261) and second in digs (803). Two Bulgarian students, Maria Aladjova and Mariana Pencheva, made dramatic impacts in their first season on the court for the Rebels. Aladjova was named co-freshman of the year by the MWC.

Maria Aladjova will be back on the team for her sophomore year.

**What To Look For This Season:** Head coach Allison Keeley looks to keep the Rebels moving upward after her first season at the helm of the volleyball program. Keeley has several key contributors from the 2004 season returning, including Lauren Miramontes, Jada Walker, Brittani Lumsden, and Michelle Banks.

**Don’t-Miss Events:** The Cox will play host to eight MWC matches and the MWC Tournament (Nov. 22-26).

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### T&M Center Court to be Named for Pioneer Architect of the Runnin’ Rebels Tradition

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Get In the Game

Homecoming Week Filled with Activities to Bring Alumni Back to Campus

UNLV’s annual homecoming celebrations offer alumni a chance to see the changes on campus, make professional and social connections, and relish in their Rebel Pride.

Mark your calendars for these homecoming events:

- **Campus Tours** — If you haven’t been to campus in recent years you’ll be astonished to see how much UNLV has changed. Explore the new buildings while hearing about university milestones during walking tours at 3 p.m. Thursday, Nov. 3, or 10 a.m. and 3 p.m. Friday, Nov. 4. Reservations are requested. Cart tours are available for those who need assistance.

- **Parade** — Continue the festive tradition of launching homecoming weekend by attending the parade Friday, Nov. 4. The romp down the academic mall is getting bigger and better every year.

- **Dinner** — The annual homecoming dinner is marked by the presentation of Outstanding College Alumni, Alumnus of the Year, and the Silver State awards. Held this year on Nov. 4, the evening includes a cocktail reception, awards presentation, a visit by the UNLV marching band, and a multicourse dinner. The event is usually sold-out well in advance, so make reservations early.

- **Football Tailgate and Game** — Come out to Sam Boyd Stadium to cheer on the Rebels and socialize with fellow alums. The homecoming game pits UNLV against Brigham Young University on Nov. 5. Game start is still to be determined, but plan on getting there for the tailgate, which will start three hours before kickoff. Football tickets are available by calling 702-739-3267 or online at unlvtickets.com.

- **Golf Tournament** — Take to the greens for a blend of sport and conversation on Monday, Nov. 7. The annual tournament begins at noon at Canyon Gate Country Club. Entrance fees include golf, dinner, and door prizes. Proceeds go to the Alumni Scholarship Endowment.

For more information or to RSVP for events, call 702-895-3621 or e-mail alumni.relations@ccmail.nevada.edu.
Association Grant Helps Math-Phobic Students

While number-crunching may come easily to, say, a computer engineering major, other students can be filled with anxiety when they face their first college-level math class. Carryn Bellomo, a mathematical sciences professor, and Clark McCarrell, an adjunct instructor and chair of the UNLV Alumni Association’s Scholarship Committee, have firsthand knowledge of the frustrations that some students face.

“Students may be prone to lower confidence levels when they don’t feel well-equipped in a subject, and this only heightens the pressure they feel in the very demanding first two years of university life,” McCarrell says. “Many of us didn’t have a natural affinity for the subject and even those of us who did recognize that math isn’t a light area.”

To boost the resources available to struggling students, the association recently awarded a $5,000 student-centered project grant to Bellomo to develop a pilot program for students most in need of math support.

“The majority of students in mathematics classrooms are non-majors, and their apprehension of the subject is well-documented,” Bellomo says. “This program will enable us to provide assistance to increase performance and overall academic success.”

While UNLV already offers tutoring programs, Bellomo’s program will be the only one tailored to specific UNLV math courses and facilitated by math department professors.

“Undergraduates enrolled in lower-level math classes have few options for no-cost and high-quality tutoring,” Bellomo explains. “Thanks to the generosity of the UNLV Alumni Association, we will now be able to develop a math department tutoring center.”

The UNLV Alumni Association dollars will serve as a seed fund and enable the operation of a 20-hour per week math clinic. Bellomo also will tap into her own math skills to collect and analyze program data and performance statistics. She intends to pursue federal and state agency grants for supplemental underwriting.

Sophomore Shaun Kiss says the program will be especially helpful to students not majoring in math. “Another strength is that Bellomo is in charge of the program. Having been a student in her class, I know her personal involvement and dedication will help reach students on a broader level.”

Grant for student-centered programs are a component of the nearly $135,000 in scholarships awarded annually by the UNLV Alumni Association. “One of the greatest joys of our work as a volunteer committee is the ability to recognize extraordinary effort and to invest in the success of our institution and our future alumni,” McCarrell says. “It is through the participation of our affiliated members, whose dues support scholarships and projects such as the undergraduate math clinic, that we are able to make lasting contributions to a university that has given so much to our professional and personal lives.”

—Gillian Silver

Join the Crowd

The alumni relations office sponsors events throughout the year, and you don’t have to be a UNLV Alumni Association member to attend. The events offer a great opportunity to network and have fun.

To RSVP, call 702-895-3621 or e-mail alumni.relations@ccmail.nevada.edu

Basketball Tip-Off Luncheon
Tam Alumni Center
$25 per person

Hotel College Networking Reception
Oct. 29, Nov. 17. 5:30-7 p.m.
Stan Fulton Building
Free to Hotel College Alumni Association members; $10 for nonmembers

Business-to-Business Network Group
Oct. 21, Nov. 18. 7:30-9 a.m.
Tam Alumni Center
$10 for association members; $15 for nonmembers

UNLV Football Tailgates
Sept. 17, Oct. 8 & 22, Nov. 5 (Homecoming), Nov. 12 (at TCU) & Nov. 19. Starts two hours prior to game kickoffs (homecoming game starts three hours prior).
Sam Boyd Stadium (unless noted)
Free to association members; $10 for nonmembers

With funding from the UNLV Alumni Association, professor Carryn Bellomo’s math clinic will help students overcome math frustration.
UNLV Unveils Historic Fundraising Effort

By Lori Bachand

On Sept. 15, President Carol C. Harter publicly announced what had been one of Las Vegas’ worst-kept secrets: a $500 million, seven-year fundraising effort, the largest campaign ever for higher education in Nevada. The effort, which has been under way since January 2002, has already raised more than $263 million in gifts and pledges for core campus needs.

The Invent the Future campaign is the alchemy between the 2002 master plan crafted by the president, deans, and the UNLV Planning Council and a fundraising feasibility study. While the master plan set the goals for the university’s future development, the feasibility study assessed how much private support the university could bring in so those goals could be achieved.

The resulting universitywide comprehensive campaign (so called as every private dollar received during this period will be counted toward the goal) will provide money dedicated to student and faculty support, research funding, capital building projects, and facilities improvements.

“What the campaign is the first of this magnitude in this state, similar efforts have become a regular occurrence in many university communities nationwide,” says John F. Gallagher, vice president for development and executive director of the UNLV Foundation.

The proportion of UNLV’s budget that comes from state funding has dropped dramatically even as rising costs and exponentially growing student enrollment have stressed resources. Just 10 years ago, the state provided 65 percent of the university’s annual funding; today, a mere one-third of UNLV’s budget comes from legislative support. Student tuition and fees, operational incomes from concessions and venue rentals, grant funding, and private support from alumni and friends comprise the balance of funding for UNLV’s progressively more sophisticated operation.

“It has become increasingly clear that UNLV, like nearly all universities, must augment its public support to maintain its edge as a top research institution,” explains Dan Van Epp, volunteer chair for the UNLV Foundation Board of Trustees. “Our alumni, volunteers, and community members are committed to finding and dedicating private resources to keep higher education at the forefront of our relatively young community’s agenda.”

Harter’s announcement was a strategically orchestrated moment in the business plan for the campaign. For the last three years, the endeavor has been in what is commonly known as the “silent” or “nucleus” phase. A dynamic infrastructure to support the campaign spread across campus. Volunteer rolls grew from a handful of participants to more than 400 alumni and community leaders serving on working and advisory councils. UNLV saw a dramatic increase in alumni gifts of $10,000 or more as concerted efforts in every campus department heightened the awareness of UNLV’s need for private funding of scholarships, research, operations, and facilities.

At the same time, President Harter, campus administrators, and volunteer leaders secured more than $141 million in cornerstone donations from Beverly and Jim Rogers, the Greenspun family, William S. Boyd, and the Orthodontics Education Co. These lead gifts set precedents in UNLV’s fundraising history and provided the momentum needed to support campaign efforts.

This month marked a milestone as the campaign officially surpassed its halfway point in terms of dollars raised. During the next four years, outreach, fundraising, and involvement efforts will continually broaden to encourage more alumni and community members to help UNLV invent the future.

What will the money do for UNLV?

It will...
- Enhance the quality of education and research activities.
- Raise UNLV’s public profile and academic reputation.
- Broaden alumni and community participation.
- Strengthen UNLV’s ability to impact economic development.
- Involve more people in the life of the university.
- Provide long-term stability to UNLV through private revenue.

But really, what will the money do?

Provide money for UNLV in perpetuity through endowments. These large sums of money — either from one gift or the combination of many — are invested long-term and the interest generated is used to fund faculty salaries, scholarships, and operational and research support.

Strengthen the foundation of academic excellence. Funds raised for academics directly impact learning opportunities through scholarships, fellowships, career advising, mentorship programs, and more.

Build buildings. Private support is helping UNLV build such vital facilities as the Greenspun Hall for the Greenspun College of Urban Affairs and the Science, Engineering and Technology Building.

Enhance existing facilities. Today’s student needs more than just a lecture hall with desks. Money from the campaign will allow the university to provide the latest laboratories, electronic classrooms, and innovative learning environments.
The Annual Fund enables the university to address its most pressing needs with “venture capital” that hasn’t been designated to go to a specific use. ■ The campus master plan includes an addition to the Paul Sogg Architecture Building to accommodate growth of the university’s nationally recognized architecture programs. ■ Where’s the university’s main entrance? Once plans to create an official entrance into campus are complete, the Alumni Mall will let you know when you’ve arrived.

A

B Black Box Theatre will be the venue for entertainment engineering students to learn innovative theatrical design, lighting, and sound engineering.

C Classrooms for Tomorrow is a College of Education initiative that will provide a stimulating and cutting-edge environment for exploration.

E The proposed entrepreneurship center in the College of Business will provide a variety of resources for community businesses. (See story, page 16)

D Helping to fund the School of Dental Medicine’s equipment and software allows students to fulfill their career aspirations while providing quality, low-cost dental services to Southern Nevadans. ■ Donors: With state funding declining each year, their much-needed support is an investment in the future of this dynamic metropolis.

F The capital campaign’s funding priorities outline specific programs that will succeed in advancing the university with the support from private dollars. ■ Outstanding minority faculty can be recruited to teach in the Honors College through the creation of a faculty opportunity fund. ■ As Las Vegas becomes more popular in the television and movie industries, a new facility for the College of Fine Arts would provide studios, classrooms, film laboratories, and offices for UNLV’s program in film and television studies.

The School of Dental Medicine’s clinics are providing oral health care to thousands of patients, including those participating in the Nevada Check-Up and Medicaid programs.
A new building for the **Division of Health Sciences** would allow the School of Nursing to expand its ability to turn the best and brightest students in the valley into health practitioners. It would also expand the research and clinical lab resources for the School of Health and Human Sciences and bolster the recruitment of top faculty. (Hear what inspired one student to choose a career in nursing on Page 23.)

Private support can help UNLV researchers and students develop the **History of Soils Exhibit** that is slated to be featured at the Smithsonian Institution in our nation’s capital in 2007-09.

**Invent the Future** is the theme of this great endeavor. Join us as we attempt to answer the inventor’s inquiry: “What if?”

- Plans for a hospitality campus called **INnovation Village** are under way to provide student and faculty in the William F. Harrah Hotel College with the opportunity to design, direct, and participate in advanced industry research.

The **journalism program** at the Hank Greenspun School of Journalism and Media Studies is getting a new home. Greenspun Hall will bring all the units of the College of Urban Affairs under one roof. Tune in when the school digitally broadcasts its radio and TV shows from the new facility.

**Graduate assistantships** are a win-win. While earning their degree, recipients receive financial support and work 20 hours per week at the university conducting research. (Learn about what one graduate student is researching on Page 29.)

- **Our goal**: Raise $500 million by 2008.
With the help of alumni and friends we know we can do it. In fact, we are more than halfway there.

New exercise labs will allow the **kinesiology** department’s adult exercise program to expand its services to community members. Now in its 30th year, the program provides fitness assessments, exercise prescriptions, and group training.

- Privately funded programs and centers like the **Lynn Bennett Early Childhood Education Center** help UNLV conduct research while also providing a crucial service to our community.
- Funds to buy and replace equipment, software, and database resources allow the College of **Liberal Arts** to improve resources for faculty and student research.

**So, what’s in a name?**

Buildings and projects frequently are named for individuals whose significant contributions are allowing us to invent the future of our campus.

Online giving provides a fast and easy way to support the university. Visit [campaign.unlv.edu](http://campaign.unlv.edu) to find out how you can participate.

**Planned giving** allows donors to make charitable gifts of estate assets through trusts, annuities, and insurance policies.

- A gift to name the **Performing Arts Center** will modernize the lighting and sound systems of UNLV’s premier arts venues. (Read about the PAC’s 30th anniversary on page 28.)
Quality faculty are recruited from institutions around the country thanks to endowed professorships and faculty funds. Their expertise drives the research and service programs that will shape our community’s future. (Hear from a couple of them on pages 30 and 34.)

Scholarships help the more than half of all UNLV students who need financial assistance to realize their dream of attaining a college degree. ■ The Science, Engineering and Technology Building, scheduled for completion in 2007, is a cornerstone of the campus’s master plan and key to economic diversification through research and learning in such fields as information technology, electrical engineering, and environmental science.

The Rebel Athletic Fund provides student-athletes with the resources needed to excel in the classroom and stay athletically competitive in their sports. ■ The new Student Recreation Center will be more than a rec center. It will offer an integrated approach to physical, mental, and emotional wellness services and programs.

William S. Boyd School of Law is giving back to the valley through its privately funded programs that connect law students and faculty with citizens in need of free legal counsel.

Xeriscaping your yard is just one way to save water. UNLV’s Center for Urban Water Conservation, directed by biological sciences professor Dale Devitt, explores other creative ways to conserve on one of the hottest commodities in town.

The Yucca Mountain Education Project brings together information resources on both side of the radioactive waste repository debate so the general public can be well-informed of related issues.

Private support helps the UNLV Libraries provide students, faculty, and the community information from A to Z. Sort through 71 journals that begin with the letter Z, including Zoological Sciences, Zygon, and Zinc Industry Yearbook. ■ Document Las Vegas history through Lied Library’s special collections, including the papers of local activist Blanche Zucker-Bozarth. ■ Visit the Music Library, which offers historical sets by classical composer Jan Zach.

A funding priority for the College of Urban Affairs, the Town Center would enable UNLV to organize a one-stop shop for social services in the downtown area. (Learn about a novel new social work program that’s helping the court system on page 20.) ■ Talk to your financial adviser to find out if your gift to the university through the UNLV Foundation, a 501(c)(3) charitable organization, is tax-deductible.

Unrestricted gifts, like those to the Annual Fund, allow the university to allocate funds where the need is greatest. ■ Gifts to the University College will support an advising program to assist students with class scheduling, academic and career goals, and degree information.

Volunteers are the heart and soul of the university’s Invent the Future campaign. Their commitments of time and financial resources will make UNLV’s ambitious endeavor successful.

Lied Library offers access to thousands of journals.
In your hands are small slices of everyday life at UNLV. The stories are typical — and that’s what’s so extraordinary. It was easy to find examples of our impact and potential.

Let’s start with the nearly 29,000 students now walking the academic mall. There’s Nicole Brown, who mustered the strength to see past a patient’s anger and find her calling in nursing. Ciara Pettway’s annual family road trip is leading to a career among the bright lights of Las Vegas. And Doss Powell Jr. changed course when he stumbled upon researchers digging up the past.

Our faculty members also have visions for the future and for what all of us can become. They are fostering economic diversification and uncovering flaws that could squelch growth. They are shedding new light on public policy issues and uncovering clues to the basic functions of life. Their inquiries are catalysts for grand ideas, tangible inventions, and quiet progress.

And yet, that’s not enough for this young university, or this young city. Leaders in Southern Nevada envision a good university becoming a great one. They believe that to serve the needs of this vibrant community, UNLV must fulfill its potential as a center of discovery. They are nurturing an environment in which the community can prosper and our aspirations can be realized.

Illustrations by Mark Brandvik
For Regina Gathaiya, owning a business has been a lifelong dream. The UNLV graduate, who earned her master’s degree in business administration this summer, learned as a child in Kenya to appreciate the independence of the entrepreneur. Her father, a civil engineer, left a career at East African Railways to launch his own engineering firm; her mother was a nurse who quit health care to become a farmer.

“What I liked about them was that they both had a certain amount of freedom,” Gathaiya says. “They enjoyed what they did and were able to make money doing it. There’s really no limit on how far you can go when you’re a business owner, but there are limits when you work for someone. I’ve always known that my ambition in life is to own a business or get into a business venture with others.”

In April, Gathaiya moved a step closer to achieving that goal. She won third place and $5,000 in the statewide Donald W. Reynolds Foundation’s Governor’s Cup Business Plan Competition along with MBA students Juliet Mushi, Timothy Mushi, and Aziz Makoko. Their concept: a business that would mass-produce school uniforms in the African country of Tanzania.

Gathaiya drew upon her MBA training for her contribution to the group’s business plan. Her marketing courses informed the plan’s details on how to bring the group’s product to consumers, and her strategy studies trained her to understand how to “sustain a competitive advantage,” she says. Finance classes helped her determine the concept’s long-term viability. Yet, her education was thin on training in venture management and other areas that are especially important to small-business owners.

New Center Will Cultivate Entrepreneurs

Such training is poised to become a bigger part of business education at UNLV.

This fall, the College of Business plans to launch its center for entrepreneurship, an institute dedicated to educating students — and professionals in the community — on the finer points of small-business enterprise.

Rich Flaherty, dean of the College of Business, says the

Las Vegas is leading the country in small-business ventures, yet UNLV’s programs have traditionally focused on big-business training. Now the College of Business wants to open the doors on a new center for entrepreneurs.

Written by Jennifer Robison
Small Businesses Dominate

Companies with fewer than 100 employees comprise 97.3 percent of businesses in Clark County, according to fourth-quarter data from the state department of employment, training, and rehabilitation. More than 22,000 of the county’s 38,793 small companies have four or fewer employees. In January, American City Business Journals ranked Las Vegas the nation’s No. 5 big-city market in small-business vitality. In 2003, the Small Business Survival Committee rated Las Vegas second in the nation based on policies and incentives that encourage and assist entrepreneurs. This spring, the city also landed at No. 14 on Inc. magazine’s list of Best Places to Do Business in America.

Hugh Anderson, chairman of the Las Vegas Chamber of Commerce, says small businesses are essential to the Las Vegas economy.

“The center is a way to connect people who have financial skills with people who have ideas,” Runge says. “It’s also a way to connect the university with the community around it, through entrepreneurial internships. It will create stronger opportunities within the community.”

The chamber’s Anderson has no doubt the center will be extremely useful to the small-business community. “The beauty of the scenario is its quid pro quo,” he says. “The biggest challenge for any business owner is ‘multiple-hat syndrome’ — turning on the lights, meeting payroll, keeping customers happy. This project could be just what business owners need. Maybe an owner doesn’t have time to create a marketing plan, and that creates an opportunity for a student to get practical (internship) experience by helping with a plan. The student gets an enormous level of experience in a real-time, practical project, and the company can leverage bright, energetic minds so the owner can focus on doing business. It’s a marriage made in heaven.”

Michael Graham, deputy state director of the Nevada Small Business Development Center, says the entrepreneurship center will complement his organization’s offerings.

“We (entrepreneurship) center will support a curriculum that teaches students the processes involved in the educational oversight is peculiar in a city nationally renowned for its dynamic small-business climate.

proposed center will support course offerings, research programs, and speakers’ series to teach a wide range of entrepreneurial skills. Those looking to open a small business must know, for example, how to budget limited startup financing and identify pricing structures for a new product. And foregoing the corporate world with all its varied functions means learning to multitask — serving as the secretary who returns phone calls, the marketing agent who writes press releases, and the bookkeeper who balances the books.

Management professor Janet Runge says the center will be an essential addition to the College of Business.

“Frankly, we’re late to the party,” Runge says. Entrepreneurial education at colleges across America has grown dramatically in the last decade, with major regional centers at UCLA, Brigham Young University and the University of Oregon, among others. UNLV now offers a concentration in venture management as part of its master’s program but the undergraduate major was only recently developed.

“There’s a growing recognition that job creation by and large is coming from small- and medium-sized firms and not necessarily from huge corporations,” says Runge, who served as the faculty adviser to Gathaiya’s Governor’s Cup team. “These firms are really contributing in big ways to the communities in which they operate. Entrepreneurial education is important.”

The educational oversight is peculiar in a city nationally renowned for its dynamic small-business climate.

Small Businesses Dominate

The focus on educating future small-business leaders will build upon the college’s already extensive research and service programs.

Through its 19-year-old Nevada Small Business Development Center, the university assisted 4,000 small firms last year, providing 900 of them with in-depth training and advice. Its advisers provide expertise in areas such as developing a business plan, creating a marketing campaign, and finding financing.

The proposed center will have some natural tie-ins to the Nevada Small Business Development Center, Runge says. But the entrepreneurship institute will have longer tentacles. For starters, it won’t confine its activities to the College of Business. An architecture major who wants to own a design studio or a fine-arts major who wants to launch a graphics firm could both benefit from adding small-business acumen to their roster of skills.
Bob Lawless remembers well the moment he realized he knew something no one else in law, business, or government had put together. It was May 2004, and the professor was poring over stacks of data in his office at the William S. Boyd School of Law when he realized that a single flaw in a computer form had skewed the data that was used to craft new federal bankruptcy law.

The discovery came as Lawless and Harvard law professor Elizabeth Warren were researching the discrepancy between their statistics and official government numbers. The administrative office of the U.S. Courts indicated that bankruptcy filings by small-business owners had dropped markedly—from 18 percent of all filings in the mid-1980s to less than 2 percent in 2004.

Lawless and Warren’s research, conducted under grant funding from the Ewing Marion Kauffman Foundation, shows that small businesses still account for as much as 17 percent of bankruptcies filed, nine times what official government data showed. That discrepancy could amount to as many as 280,000 misfiled claims each year.

“The cover sheet has no legal bearing, so most lawyers focused their attention on the parts of the cases affecting clients’ legal rights, which is something any good lawyer would do,” Lawless says. Because the error was so widespread, Lawless places the burden for detecting and correcting the problem on those compiling official statistics, the administrative office.

The findings are proving very important as new federal bankruptcy legislation is slated to go into effect this October. The legislation, which was meant to target consumers, will make it very hard for entrepreneurs to recover from bankruptcy and start new ventures, Lawless says.

Although the new legislation will obviously hurt small-business owners more directly, it’s going to affect everyone because we all live in the same society,” he says. “It takes a nick out of every small business, which will be reflected in the job market that eventually touches us all.”

The legislation will also likely cause existing small businesses to be more cautious about expanding, Lawless believes. He fears the law will make it very hard for repeat bankruptcy filers to work through the system and start fresh. In the end, this will further damage the business climate, he says.

The long-held belief that small businesses are either successful or not, with no middle ground, is a myth, Lawless says. “Research shows that most small businesses fail three or four times before owners are successful,” he says, noting that the bankruptcy system enables them to eventually find a venture that meets their skills.

Now that he and Warren have uncovered the reason for the disappearing business bankruptcy in government statistics, the next step is the “how and why” phase.

“Our goal now is to figure out why small-business owners filed for bankruptcy and how they’re doing as a result,” he says. “We want to look at how these entrepreneurs financed their businesses, through credit cards and home equity loans, for example, and see if there’s a correlation.”

In the meantime, Lawless hopes his findings prompt policymakers to reassess the new legislation, knowing the extraordinary risks taken by entrepreneurs.

“We hope the findings challenge lawmakers to question whether a bankruptcy system designed for consumers works in a system in which one in seven debtors is an entrepreneur.”

—By Tony Allen
Social Deliberations

From criminal cases to divorce disputes, social workers are increasingly called upon to help the courts develop better solutions for complex issues. UNLV is leading the country as it prepares students and working professionals to deal with the emerging field of forensic social work.

Written by Gian Galassi

If you ask Emily Reeder about the impact of her job as a social worker, the UNLV alumna could bend your ear for hours. She might tell you, for example, about the hundreds of clients she’s served in the past two years at the Clark County public defenders office, the ones whose mental illness further complicated their legal cases. Or maybe she’d discuss the alternative sentencing plans she’s arranged to provide much-needed treatment options instead of just prison time. Reeder, ’02 BA and ’03 Master’s of Social Work, is especially proud of how her work benefits not only her clients but the community to which they will eventually return.

Consider this: one of Reeder’s clients, a man arrested on sexual assault charges, was released after being found mentally incompetent to stand trial. But before he was lost to the streets where he’d lived for so long, Reeder and a group of social workers worked with state service agencies and several advocacy groups to get him placed into a group home. Now, he is not only under supervision but also receives counseling and treatment for his mental-health problems.

Reeder can tell you, too, about how there are very few social workers to serve the area’s indigent population, and even fewer who have the legal expertise to bridge the gap between the judicial system and the needs of their clients. But that’s about to change.

The Opportunity ‘To Do Something Right’

This fall, UNLV’s School of Social Work is offering the country’s first comprehensive program to train social workers in the legal complexities of the justice system. From serving as expert witnesses to mediating domestic and employment disputes to arranging alternative sentencing plans, social workers are increasingly called upon to provide recommendations to the court that can withstand critical review from opposing parties.

According to Stacey Hardy-Desmond, assistant director of social work at UNLV and one of the creators of the program, the post-graduate certificate program meets a
Growing need in the community.

“Las Vegas is like Mayberry in big city suit,” says Hardy-Desmond. “Although we have this large and rapidly growing population, we don’t have a long-standing system of social services,” says Hardy-Desmond. On the flip side, she says, the city’s lack of established systems “actually provide us with the opportunity to do something good, and right, and well.”

Social workers around the country are in short supply, and professionals with forensic expertise — that is, the application of social work to the judicial system — are even harder to find. The Clark County public defenders office (CCPDO) routinely “imports” social workers from other states to serve as mitigation specialists and to meet the demand for experts in court. It’s a stop-gap measure, officials say, designed to fill the immediate need until local supply meets demand.

“I think we’re going to see a huge interest in the program,” says Reeder, who gained her own forensic expertise during various practicum experiences at the public defenders office. “Although the East Coast has had social workers working in this capacity for years, it is a relatively new thing for Las Vegas, and for the West Coast in general.”

Answers for an Overburdened System

In 2003, the National Legal Aid and Defender Association issued a report recommending that the CCPDO hire 35 social workers to meet the demand of its burgeoning caseload — five of those positions, the report suggested, should be dedicated solely to juvenile cases. The public defender’s office has met the quota for the juvenile court, but still has a long way to go to satisfy the recommendations for adult cases.

Currently, Reeder and Nancy Van Houten, ’01 MSW, are the only social workers in the public defenders office assigned to the adult courts, which average 40 to 60 new cases each month.

At the time of the interview, the two alumnae were working on nearly 160 cases between them, including 17 capital cases.

And even though you wouldn’t hear either one complain (they both speak without irony about how much they enjoy the heavy workload), they say the community needs more.

“Social workers are not here to cater to the happy and the rich.”

Stacey Hardy-Desmond, social work professor

“This (forensic social work program) is going to be a win-win for everyone,” says Van Houten. “Because this is such an emerging field in Nevada, UNLV’s program will provide us with a much more knowledgeable pool of social workers. And that will ultimately be more cost effective for the community, in terms of both financial and social costs.”

Removing Barriers

Perhaps nowhere else can the societal costs be seen as clearly as in family court, where decisions about complex human relationships cannot be made without an understanding of social work. It’s a delicate balance that Family Court Judge Gerald Hardcastle knows well. He believes it’s as important for social workers to understand the legal context of cases as it is for judges to understand the human context.

“In substance, it is about getting to better answers for struggling families,” says Hardcastle, who helped formulate the UNLV program. When judicial and social work professionals work together with an understanding of the other’s role, “barriers to successful results are overcome more directly, and issues presented to the court are done more effectively and artfully.”

Hardy-Desmond, who is in her final year at UNLV’s William S. Boyd School of Law, says her experience studying law opened her eyes to the gaps that exist between the two fields.

“My whole motivation for going to law school was to become a better advocate for my mental-health clients,” she says. “What evolved was the realization that the field of law could make important contributions to the profession of social work, and vice versa. Lawyers aren’t trained to look at the whole picture, or story, of a client; they are focused strictly on the legal issues and on what facts are going to support their argument in forwarding a client’s positions.”

Hardy-Desmond identified ways in which social workers could support and strengthen legal arguments as well as play an important role in alternative dispute resolution. By integrating that knowledge into the new program’s curriculum, she is hoping to better prepare her students for this recent evolution of the social work profession.

“Students who complete this program will be able to hit the ground running instead of struggling and learning it all on the job,” she says. But Hardy-Desmond emphasizes that the program was not only created to prepare students to enter the social work profession, but also to provide continuing education opportunities for the more than 1,500 social workers licensed in Nevada.

Helping Those At Risk

Hardy-Desmond says she and Ina Dorman, a social work consultant to the Thomas & Mack Legal Clinics at the law school, designed the program to emphasize human diversity and social justice, with particular attention given to the issues faced by at-risk, historically vulnerable populations.

“Social workers are not here to cater to the happy and the rich. Our profession is one with a mission to provide a voice for vulnerable populations,” Hardy-Desmond says. “The
There’s no shortage of sick people in America, but there is a chronic shortage of nurses to care for them. The burnout factor, fueled by long and stressful hours, has led to a steady exodus of skilled nurses. Still, there are those striving to fill the void. One place to find them is UNLV, where 26-year-old Nicole Brown is pursuing her bachelor’s degree in nursing. She spent her summer in clinical studies at St. Rose Hospital. Her career began with an experience that she still draws upon on tough days. Here she tells us about why she’s entering such a tough field.

A Dose of Determination

by Nicole Brown, future emergency room nurse

I read about a home health care job in the newspaper and said, “Well, that could be OK.” One of my first clients was an older lady. When I got to her door, I could see that she was really nervous. I found out that she was paralyzed, although the home health care company had failed to mention that when they sent me out. That first day, she refused to let me help her. I was small, about 5 foot 1 inches tall and 100 pounds, and she demanded to know how I was going to help her get up. I pretended like I knew exactly what I was doing.

Every time I went to her house, she tried to persuade me not to come back, but I refused to quit on her. The turning point in our relationship came when I found out why she didn’t want someone as small as me to take care of her.

Years before she had been robbed in her house. The attacker was a young lady about my size, and the attack had left her paralyzed. I had thought she was a bitter old woman who didn’t want anyone around. The truth was that she was scared to death. She was lonely. She wanted to trust people. But she had this fear where she wasn’t able to.

I kept going back until we formed a relationship. She was extremely kind and caring once I got to know her. I worked in home health care for two years and she was my patient from my first day on the job until she died two months before I quit. I was able to be with her when she died. It was a transforming experience. It showed me that you can change someone’s life.

Then I started working as a hospital cardiovascular technician. I ran electrocardiograms and tested blood gas levels. When my pager went off, I had five minutes to report to the ER. One day, they brought in a motor vehicle accident victim who had gotten trapped when her car flipped and caught fire.

Normally, you would draw blood for testing from her arm, but when I tried, her skin came off in my hand. I finally got the blood from the femoral artery. While I was doing that, they brought in two patients from another accident. Both were critical. We hopped from patient to patient trying to stabilize them. We lost the woman who was burned, but we saved the other two.

I would like be an ER nurse when I graduate. I understand there’s a huge burnout rate in that job because of the pressure. Burnout is a problem for the nursing profession as a whole; but that happens in a lot of professions, not just nursing. The nursing students talk about the burnout factor with each other.

Our program is very, very intense. There’s so much information you have to learn so quickly. I deal with the stress by going to a fitness center near my home. I start with an aerobic workout. Then I do weights. I end with yoga because it makes you relax. There are a lot of other people there letting off the stress, including my roommate.

When I worked as an ER technician, it was chaotic. But it was organized chaos. Everybody knew what they were doing. It was an unspoken thing. You knew where you needed to be and you knew when to get out of the way. When you left for the day, you would think about the ones you saved, and the ones you couldn’t save. It was the ones you stabilized, the ones who eventually left the hospital, that kept you going.

—As told to by Doug McInnis
They’re on your computer. They’re in your car. They’re in the drugstores. They’re even in your refrigerator. From Gatorade to Google, many of the products and processes you use every day were created by university researchers. Yet little attention is typically given to their scholarly origins and how they arrived in your home or office. Chances are a relatively little-known process called technology transfer played a major role in bringing them to you and millions of others worldwide.

So what is technology transfer and how does it work? "Simply put, technology transfer is the process of bringing discoveries to life," says Paul Ferguson, vice president for research and graduate studies at UNLV. He is guiding the expansion of the university’s technology transfer program, which involves the transfer of results or products of faculty research to private industry for commercial development.

Major research universities have employed the practice for decades with well-documented results. Perhaps the best-known case is the University of Florida’s commercialization of Gatorade, the sports drink developed in 1965 for Gator football players by a professor in the university’s College of Medicine; a recent Wall Street Journal article reports that the university has earned more than $94 million over three decades from licensing the drink’s formula and trademark.

Other universities across the country are benefiting from tech transfer as well. From 1996-2001, the University of California system reported $632 million of income from technology transfer royalties and fees. Each year, the total royalties and other invention-related profits for all U.S. universities combined exceed a billion dollars, according to the Association of University Technology Managers.

“Technology transfer has achieved a variety of beneficial outcomes for universities, not the least of which is the generation of revenue for research,” Ferguson says. “It also encourages economic development, builds successful public/private partnerships, and protects the intellectual property of faculty. It is truly a ‘win-win’ situation.”
What’s in the works?

Patents have been awarded or are being pursued on widely varying projects developed by UNLV researchers. Among the advances available for licensing are:

» A faster method for detecting mold in “sick” buildings. The highly accurate method cuts the analysis time from days to hours.

Researchers: Patricia Cruz-Perez and Mark Buttner of the Harry Reid Center for Environmental Studies
Status: Patent awarded

» A chemotherapy agent that has the potential to be more lethal to cancer cells than current agents while causing fewer side effects.

Researchers: Stephen Carper and Byron Bennett of chemistry
Status: Patent awarded

» The novel application of a specific nutritional element in the treatment of breast cancer.

Researchers: Stephen Carper of chemistry and Susan Meacham of nutrition sciences
Status: Patent awarded

» An invention that will allow manufacturers to make smaller, more powerful antennas. The new design concept can be applied to a variety of antenna types — from the tiny ones attached to microchips to the car-sized ones on television broadcast towers.

Researcher: Marc Popek, engineering researcher associate
Status: Patent awarded

Understanding the Process

The process of technology transfer is relatively simple. Say a faculty member’s research leads to an idea that could be further developed for commercial use. Often, the innovation is a product, but it may also be less concrete, such as a process for creating a new drug or a faster method for producing a widget.

Whatever the form, the first step toward protecting a truly novel and useful idea — the intellectual property — is to file a patent with the long-term goal of taking the innovation to the marketplace.

Without patent protection, unscrupulous entrepreneurs can capitalize on the idea themselves or use it in a way that the researcher does not endorse. “Filing a patent application protects the intellectual property for both the researcher and the university,” says Ferguson.

However, faculty members often are not equipped with the resources to pursue a patent — which can cost upwards of $40,000 for U.S. protection only. Nor do they generally have the resources to bring their ideas to market on their own.

“The technology transfer office seeks to help the faculty member file a patent — an often complex, costly process — to protect the intellectual property,” Ferguson says. “Then, finding a private industry partner interested in licensing and marketing the invention, process, or product can be the next phase.”

If a project shows promise for commercialization, Ferguson says, UNLV’s Research Foundation would assist in promoting it in the business development stage, working with a private industry partner to bring the discovery to the marketplace.

UNLV chemistry professor Stephen Carper is one faculty member already tapping the technology transfer expertise offered by the university; two patent applications have been filed on his behalf.

“I value the insights I’ve gained from the experts on this process,” says Carper. “I may not have pursued the patent at all, given the cost. I don’t know many faculty who have tens of thousands of dollars in disposable income available for a patent.”

Faculty inventors receive 60 percent of royalties derived from their patents; the administrative unit to which the faculty member belongs receives 25 percent and the research function at the university receives 15 percent.

That 60 percent cut for the researcher, Carper says, is generous. “Besides, the university has supplied the funds and infrastructure that make my research possible. It’s only appropriate that it has first right of refusal on the rights to any commercialization potential and that it receives a portion of royalties from an invention.”

What Technology Transfer Means for UNLV

The great strides UNLV has made in becoming a major research institution in the last decade positioned the university’s technology transfer operation to move into full swing in 2004.

“An institution must reach a certain point of maturity for the technology transfer function to become cost-effective,” Ferguson says, explaining that a university’s research endeavor must be adequately sophisticated to produce enough potentially patentable projects to justify a fully operational tech transfer unit.

Currently, the university has about 20 such projects under evaluation by Ken Sherman, UNLV’s new director of technology transfer; additionally, several patents have been awarded to UNLV researchers, and several more patent applications have been filed.

Sherman is a veteran product developer and entrepreneur with more than 30 years of experience in the private sector. His first priority at UNLV is to mine prospective patentable projects from the university’s research community and then evaluate their potential. He considers several criteria when evaluating projects, including economic and legal viability, as well as usefulness to society. Sometimes, he says, a faculty member may not even be aware that a project has commercial potential.

“There is vast technology transfer potential in the research being conducted at UNLV,” Sherman says. “We are really just beginning to tap into it.”

Ferguson is likewise enthusiastic about the new technology transfer endeavor.

“We’re very pleased with our early successes and expect more now that we’ve created the infrastructure to support the technology transfer concept,” Ferguson says. “It is testament to the maturity of the research enterprise at UNLV.”
I was eight years old the first time I saw Las Vegas. My dad is a buyer for a clothing store and he goes to Las Vegas for apparel conventions. Every other year, my mom, Sandra, would drive me and my little brother, Cassus, out to meet him and we’d have a family vacation.

It was three hours from L.A. to Las Vegas. That’s a long time for a kid and on the first trip, I fell asleep. When I woke up, the first thing I saw was the Welcome to Las Vegas sign. There are lots of signs along the freeway telling you when you have entered a new city. But this one was different. It was red, white, blue, orange, and green. It made you feel like you were entering a magical land. You wondered what was coming up next.

Right after that came the big casinos. I remember seeing the MGM Grand and M&M World, where you could buy M&M candies in any color you could imagine. I bought all the tropical colors.

Las Vegas has anything that you can ever imagine. There are roller coasters, shows, world-renowned chefs, and famous wedding chapels. And at the Bellagio we have a fine arts gallery; there’s a Van Gogh exhibit there now.

Las Vegas is like a fantasy world. You don’t have to be a nine-to-five person when you’re on vacation here. You can be free. You’re leaving your problems behind. You’re leaving reality behind.

When I graduate, I hope to get a management job at one of the big hotels on the Strip. And if I do, I want to try to give vacationers that same sense of wonder that I experienced. The hotel has to provide good service for them to experience the magic. If the service is bad, that’s what they’ll remember. And if the service is bad, they won’t want to come back.

Right now I’ve got an internship at the Bellagio. The internship reinforces what I’ve learned in the Hotel College. At the Bellagio, I go from job to job shadowing the professionals who work there. I’ve seen a lot of the things that go into good service that the public never sees. Valets follow a series of procedures to make sure your car isn’t damaged, for example. It’s easy to take jobs like the bell desk or valet service for granted.

You have to remember that actions speak louder than words. Today a bride came to Las Vegas to get married. But she didn’t have time to check in at the Bellagio, pick up her gown, and still make it to the wedding chapel on time. So the hotel staff picked up her gown and met her at the chapel with the gown and her room keys. Working at the Bellagio has been an eye opener. I would love to work there.

I’ve lived in Las Vegas for five years, and I’m still amazed that I get to live here. Los Angeles has big buildings, but they’re not bright like they are here. I can still remember seeing those lights when we would drive into Las Vegas when I was a child. I never get sick of the bright lights — never.

—As told to by Doug McNinis

FUTURE CALLINGS

Bright Lights, Big City and Las Vegas Dreams

by Ciara Pettway, future hospitality executive

If you were raised in Las Vegas, you might take the Strip for granted the way New Yorkers do with the Empire State Building or the Statue of Liberty. But to a small child from Los Angeles those bright lights signaled entry into an enchanted kingdom. Ciara Pettway is 22 now and pursuing dual majors in marketing and hotel administration at UNLV. She recently completed an internship under a program between MGM Mirage and the William F. Harrah College of Hotel Administration. She’s also the recipient of an MGM Mirage scholarship aimed at increasing diversity in the hospitality industry’s professional workforce. When she graduates, Pettway will have the credentials to look for a job anywhere, but she hopes to stay here and work on the Strip.
INVENT THE FUTURE

ON CAMPUS

Bravo! Encore! Encore!

Performing Arts Center Marks 30th Anniversary

By Diane Russell

There must have been some skeptics when the performance venues that later became UNLV’s Performing Arts Center were created 30 years ago.

The campus already had the 550-seat Judy Bayley Theatre. With only 7,810 students on campus and only about 350,000 people living in the Las Vegas Valley, was building a concert hall with more than 1,800 seats really a good idea?

After all, if locals wanted more entertainment, they could rub shoulders with the tourists on the Strip lining up to see Frank Sinatra and Liberace. Would they really come to UNLV for classical concerts, ballets, and other such arts events?

The PAC’s leaders quelled the naysayers with a Field of Dreams philosophy: “If you build it, they will come.”

Artemus W. Ham Concert Hall opened its doors in 1976 and became — along with the Bayley — the nucleus of what today is known as the UNLV Performing Arts Center.

Since that time, the two facilities have been host to a variety of performances — some traditionally classical, some not — ranging from student plays to performances by violinist Itzhak Perlman, cellist Yo-Yo Ma, the amazing National Acrobats of Taiwan, and the comedic Les Ballets Trockadero de Monte Carlo.

And, as the PAC celebrates its 30th season during the 2005-06 academic year with a season titled “Our Greatest Performances,” things show no signs of slowing down.

Concerts by such diverse groups as the Russian National Orchestra and Rockapella will be complemented by performances by the Ailey II dance troupe and by Broadway musical (and Cheers) star Bebe Neuwirth.

On top of that, the College of Fine Arts will present plays ranging from the musical Carnival; to the Scopes “monkey trial” play, Inherit the Wind; and Shakespeare’s A Midsummer Night’s Dream in the Bayley.

And those lists don’t include the hefty schedule of performances slated for the PAC’s Black Box Theatre or the college’s Doc Rando Recital Hall and intimate Paul Harris Theatre.

Audiences can expect such diversity and volume of programming to continue as the PAC enters its fourth decade, say those most closely associated with its operation.

“As both our campus and our city continue to grow, you will also see continuing growth in the arts at UNLV,” says Larry Henley, the PAC’s director of artistic programming and production. “Just think about the changes that are going on both on and off campus — the Las Vegas we see today is not the Las Vegas we will see in another 10 or 20 years. Our city is just starting to look like it will later this century.”

Henley says he often travels to other cities and takes note of what kinds of arts offerings are available. Las Vegas and UNLV hold up well in comparison, he says.

“The arts at UNLV are just on the brink of a potential that is vast,” says Henley, whose first connection to the PAC came when he was a UNLV undergraduate and performed in a production of The Three-Penny Opera. “We are going to be an incredible artistic resource for Southern Nevada in the years to come, just as we have been for the past 30 years.”

The PAC’s development will continue to be fueled by growth in the College of Fine Arts, says college Dean Jeff Koep, who also oversees the PAC.

“Our college has nearly tripled its enrollment in the last 10 years,” he says. “I believe it will continue to grow, which automatically means an increase in the arts at UNLV. I’m particularly excited about one facet of the arts that is relatively new to UNLV — entertainment engineering.”

Entertainment engineering is, just as it sounds, a melding of two distinctly different disciplines, Koep says.

“We see entertainment engineering used all along the Strip, whether it’s in a Cirque du Soleil performance or the dancing waters at the Bellagio."

See PAC, page 41

For a full listing of arts events, see Calendar on page 45 or visit pac.nevada.edu.

Anchored by Ham Concert Hall, the Performing Arts Center is continuing to grow 30 years after it began bringing performances to Las Vegans.
I was studying physics at Georgia State University. One day we were out in a field trying to detect chemical discharge into a stream using polymer waveguide technology. Across the way, some other people were out digging. I was shooting the breeze with one of them and found out they were excavating an archeological site. They were talking about what they could infer by studying the human bones they dug up. Among other things, they said they could determine what people had eaten, their nutrition, and their overall health. They could also look for pathologies like osteoporosis or for other diseases. I said to myself, “I could relate to that.”

I eventually switched to anthropology, the parent discipline of archeology, and transferred to the University of Georgia where I got my undergraduate degree. In my doctoral program at UNLV, I’m studying animal remains from the Neolithic Jordanian village of Ghwair from a period about 10,000 years ago. I’m working with professor Alan Simmons. He picked me for his team in part for my interest in paleoecology, the study of environments of the past, and in part for my background in computing. He needed someone with skills in Geographic Information Software, which uses computers to analyze the spatial distribution of artifacts at sites we unearth to help reconstruct the past. Ultimately, studying the environments of the past will help us make more effective policy and land-use decisions and make us more aware of environmental degradation and the role humans play in it.

Ghwair existed about 2,000 years after we see the origins of agriculture in the region. One of the consequences of agriculture is that you start to get a fluorescence of religion, art, social organization, and economic specialization, and you get population growth. That’s what happened at Ghwair. Then all of the sudden, it was abandoned. I want to know why. I want to see if they overexploited the local resources.

To find out what happened at Ghwair, I look at how food was acquired, prepared, and consumed, and I look at the economic and social implications of these practices. I am especially interested in their domestication of goats. Goats will eat anything. If you have a species like goats that over-graze the vegetation, eventually you’re going to wipe out the vegetation and lose the topsoil and fertility of your land. From our site work, we already know that they were using goats for food. They would target the males for slaughter at two-and-a-half to three-years-old. They probably kept the females for reproduction, and by-products like cheese and milk. But when you start tethering an animal to a particular area instead of allowing it to roam freely, the animal will overexploit its environment.

When we look at the past, we can see the changes that agriculture has brought about. This is of practical value today as developing countries grow rapidly and try to adapt agriculture for peripheral areas similar to that found in southern Jordan. So what we find at Ghwair is extremely important for communities that are beginning to adapt to agriculture for the first time. We’re trying to use the past as a guide of what could happen so we don’t keep making the same mistakes.

—As told to by Doug McInnis
Close to My Heart

President Carol C. Harter’s tenure has been marked by many milestones, including the establishment of the state’s only law and dental schools, the opening of the Lied Library, and the groundbreaking for a new, 135,000-square-foot student union and for a new student recreation center. But a milestone of a different sort occurred April 16. That’s when, at 3,577 days, she became the university’s longest-serving president. Here, UNLV’s seventh president, who just marked her 10th anniversary on campus, discusses the purpose of higher education, her plans for the future — both professional and personal — and the thing dearest to this hard-charging CEO’s heart, her family.

■ When I was hired, I remember thinking that if the UNLV presidency was a good fit, it might be the major career commitment of my life. I also recall thinking I might need to stay in this job longer than the four and a half years that is typical for a public university president because one would need a longer term here to see through to fruition the kinds of things that needed to be done.

■ In the past 10 years, the institution has raised nearly $500 million in private funds, pledges, and estate and trust expectancies for facilities, program support, and scholarships. Also during the past decade, other external dollars have more than tripled with more than $431 million coming to the university, including more than $276 million for research. Not many presidents get this kind of rare opportunity.

■ Increasingly, states are unwilling or unable to finance higher education at the levels that create excellence. Many great universities receive only 9 or 10 percent of their total funds from the state. Private philanthropy, research and other federal dollars, grants and contracts, and, increasingly, public/private partnerships collectively create the “margin of excellence” for premier institutions. And we are rapidly increasing those supplemental and critical sources of funds at UNLV.

For more information on the strategic plan for UNLV, visit www.unlv.edu/president.

■ The building of the Lied Library was a major accomplishment for the institution. It changes the symbolism to have not only a major basketball arena, but also a major library. The Lied has become the center of campus.

■ I’ve been so impressed just seeing the number of people who use the library now. I’ve walked in totally unannounced and have seen the whole basketball team studying. I know they couldn’t have set it up; they had no idea I was coming.

■ While academics must always be our emphasis, I also would like to bring back greater athletic success — athletic success with absolute, unquestioned integrity. I have confidence in the integrity of our athletic director and head coaches and in their ability to build successful teams.

■ I am always mindful of the fact that none of our successes at UNLV would be possible without the incredible support we receive from both alumni and from those who are not alums but who understand the value of having an excellent institution of higher learning in our community.

■ While we naturally are hoping that many of these same people will actively support our upcoming capital campaign (see story on page 10), it must be said that our alumni and supporters also aid the university in many other ways. Some serve as guest lecturers. Others volunteer to mentor our students. And yet others simply spread the good word about UNLV. All these efforts contribute to our success and are appreciated.

■ One of my major goals for UNLV’s future is to see it reach Research Level I status. That is the ranking that other top-tier American universities have, and the one that we must achieve. With such developments as legislative approval of the new Science, Engineering and Technology Building and the increase in our research dollars, I believe we are well on our way to reaching this important designation.

■ I want to stress that we are not improving our research status at the expense of undergraduate education. It is possible to do both simultaneously and well. That’s what we are doing.

■ Of course, I have personal plans for the future, too. My husband, Mike, and I recently celebrated our 44th anniversary. We got married so young — and had our sons shortly thereafter — that there are many things we have not yet had the opportunity to do, such as travel. After the children came, Mike and I earned six college degrees between us. We borrowed so much money for our educations that we were still paying back school loans when we began paying college tuition for our oldest son.

■ Sean, our younger son, is an attorney in West Virginia. He loves Las Vegas and visits us often, but we have not been able to persuade him to relocate. He finds it hard to think about sitting for another bar exam. Our older son, Michael, is chair of the social studies department at Sierra Vista High School here in Las Vegas. He recently married a wonderful woman with three grandchildren. I skipped over “grandmotherhood” and went straight to being a step-great-grandmother. It was something of a shock.
I didn’t always consider Nevada home, but I do now. Mike and I plan to stay here after retirement. For Christmas we gave each other a golf cart, though I have played only three or four times in 10 years. I cannot really say I play golf, but I will eventually. Once I retire, there may be time for lessons. But I’m not ready for retirement yet.

I’m not ambitious for ambition’s sake. I really want to make a difference in life. I think too many presidents and others forget why we’re here. The ultimate goal of higher education, in my view, is the advancement of human beings one at a time, one after the other. The reason for that is to increase the total quality of human life, and I am an absolute believer that education is the key to doing that.

—As told to Diane Russell
The Weight of History

Historians don’t make public policy; they only look back and analyze it. Or so it used to be. Law historian David Tanenhaus is influencing the future of juvenile justice in the United States by examining its roots. Last year he published a book, *Juvenile Justice in the Making*, about America’s first juvenile court in Chicago, and he co-wrote an article calling for the abolition of the death penalty for juveniles. That article was cited in friend of the court briefs filed with the U.S. Supreme Court, which ruled this spring in *Roper v. Simmons* that it is unconstitutional to execute people for crimes they commit before age 18. Tanenhaus was reluctant at first to be drawn into activism, fearing it could undermine his credibility as a scholar. So he never misses a chance to remind others of his roots as a historian, not a policymaker. He is now studying the origins of federal juvenile justice policy in the 1920s and ’30s.

The United States is considered the inventor of juvenile justice. It’s arguably the most important legal innovation in all of American history.

There are people who want to return to the way the juvenile justice system was established. It’s become like constitutional law, where people want to know what its founders envisioned. But I’m skeptical of that argument because it says that the people before us were somehow wiser than we are today.

I encourage people not to make the argument that things are so different today that we need to start all over. It’s very dangerous to disconnect from our own history.

I see my role as helping to frame the questions we need to ask. That’s my role as a teacher, to show my students how to analyze and think about a problem.

I began reading the work of people like criminologists and developmental psychologists to come up with answers to the really difficult questions about how to treat the young. I tried to figure out how to stay true to my role as a historian if I got involved in public policy. That was a real challenge.

In the law school, I hold the title of the James E. Rogers Professor of History and Law, a position partly funded through a donation. People always think I’m this ancient professor who’s been around forever, and when they receive e-mails from me with the title included, they always respond. It’s amazing to see how much having a position like this can make a real difference.

The Supreme Court’s landmark decision on juvenile execution should help to bring the United States into closer compliance with international human rights law. And it may clear the way for the United States to ratify the 1989 United Nations Convention on the Rights of the Child. The United States and Somalia are the only two members of the United Nations that have not ratified this important treaty.

It used to be that the people who supported the death penalty did so because they believed it had a deterrent effect. Now, many people support it in terms of retribution.

There was a real spike of youth violence in the late ’80s. There was a fear that there was a tidal wave of youth crime coming. But the get-tough legislation came after the youth crime rate started to decline. Although it may not have been rational policy, it became very good politics to get tough on crime.

We forget America’s juvenile justice system is a success story. We diverted children for a century from being tried as adults and confined with adults. There was a period when having a juvenile court was a badge of pride for a city.

There is this idea that these young people are somehow fundamentally different from the way kids were before. There is a book by Franklin Zimring called *American Youth Violence* that says we’re very comfortable in saying the past was safer and that children were more innocent.
than they are today. I think it’s important to understand our own history so we don’t romanticize the past as a golden age.

- What makes youth crime different from adult crime is that often kids commit crime in groups. It’s scarier, but it raises questions about the culpability of each person involved.

- There’s a very different public understanding of how juvenile courts work because we generally only learn about the cases of really serious and violent crimes. Most involve less disturbing offenses, such as property crimes.

- I think almost everyone can relate to something they did as an adolescent.

Young people take risks. You don’t think as much about the future.

- You don’t have any control over how people use your research.

- A producer from Judging Amy called after reading my book, and I spent a day in Hollywood with the writers of the show. They wanted to have the judge reflect on the early juvenile court and what it was all about, then become an activist. They were realizing that people were upset that we’d gone too far in getting aggressive about juvenile justice. So much of what goes on in the justice system really is dramatic. The writers did incorporate some of what we had discussed, but they would say, “We have to remember this is entertainment.”

- It has fascinated me to learn how much children were actors in American history.

- Even though there has been a lot of criticism, we haven’t seen a state abolish its juvenile justice system. There’s a belief that most adolescents and children are fundamentally different from adults. It’s important that we hold on to that belief, and incorporate it into our youth policies.

- It gives people who work in this field a sense of pride to know that it has a history. They say, “I’ve worked here a long time, but I’d forgotten what we’re supposed to be doing.” When they say that to me, I find that very rewarding.

—As told to Erin O’Donnell

David Tanenhaus
History & Law Professor

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—As told to Erin O’Donnell
More Buzz, Less Stress

Every animal, from bugs to human beings, gets stressed out. Just living in Southern Nevada’s heat is stressful in itself. So how does heat stress affect creatures all the way down to the building blocks of their bodies? Biologist Michelle Elekonich recently won a $150,000 grant from the National Science Foundation (NSF) to find out. She’ll study the long-term effects of heat stress on bees — how day after day of flying in our climate exacts its toll. Studying organisms at the cellular level is far from esoteric, Elekonich says; it’s fundamental, because the basic functions of life are virtually the same among all living things. “I think it’s going to tell us a lot about the ability to prepare for and respond to stress.”

As research subjects, bees have a lot of advantages. They have a lot of complexity in behavior and neural biology that is similar to people. But their brains are smaller, and we have a lot more options for manipulating the system.

We see changes in the bee’s physiology based on the role it’s playing in its society. As bees mature, they move through a series of roles, depending on the needs of the colony, from nurse bees for the brood to comb builders and guards. Ultimately they’ll become foragers, the oldest bees in the hive, bringing food back to the colony.

Say a bear destroys part of the colony and foragers are lost. Younger bees can grow up more quickly and become foragers. If there are lots of foragers and the colony needs more bees caring for the young, they can remain in the nurse stage. Or if a bunch of nurses are lost for some reason, some of those foragers can go backward — in essence become younger again. So it’s a very interesting model of aging. We see incredible plasticity in the system.

NSF is looking for research about basic questions such as, can you prepare for stress, and how do you recover from stressors in extreme environments like the desert? Heat shock response is a cellular-level response. Things that we learn at the cellular level are often applicable across organisms. What I’m interested in is how that scales up to the whole organism.

When we write a grant, we try to place it in a big context. You have to go up and rattle the cage of a big question. You have to say this is how I’m going to approach this big question in a small way.

I had a really great high school Advanced Placement biology teacher who had us apply for an NSF summer program. You had to identify schools where you might want to do your summer internship. My family is very blue collar — I was the first one to go to college — so she helped me go through the list of topics and schools because I didn’t even know what some of the words meant. While I didn’t get the internship, I spent the summer reading textbooks about biopsychology, and I was just hooked on this idea that you could know the mechanisms of a behavior.

Once I’d opened a few colonies and had the experience of a bee walking across my hand, I said, “This isn’t so bad.”

We hear more about the Africanized bees as pests, and so the connection in many people’s minds is not that these animals are providing a service but that they’re something to be afraid of.

People think the business of keeping bees is making honey, but really the business is pollination. Most of the things you think of that you buy at the grocery store — cucumbers, tomatoes, squash, corn, almonds, apples — any number of everyday things, rely on pollination by bees.

The European bee protects its home right at its home. The Africanized bee’s idea of its home is larger. And it’s also got an easier trigger for aggressive behavior.

Honey is a very good preservative; even the bees know that. I’ve always wondered if that’s how early people figured it out, because we have cave paintings of honey robbers. So we know that people have been exploiting bees’ ability to make honey for many thousands of years.

When researchers teach, students not only get that sense of excitement but they also get that science is not dead facts in a book. It’s a process that’s ongoing, that people engage in.

What inspired me the most as a student was hearing professors talk about their own work. I still remember a professor who worked on neurons giving a standard lecture, but he was showing us pictures of neurons from his own work. At one point he looked up and said, “I threw these three in because I think they’re beautiful.” That was the moment when I knew he loved what he did.

I have undergraduates working in the lab right now doing cutting-edge techniques. Many of them are interested in health careers. They’re learning things like how you measure a protein — it doesn’t matter what kind of protein it is, the process is the same. So the techniques they’re using here with the honeybee tissue are techniques they can use anywhere.

It’s fun to teach in the classroom. But it’s a lot different to have students you actually work with in the field and lab. And they know me in a different way, too. Once you’ve gotten into the bee getup and you’ve opened a colony together, it’s a very different learning experience than a lecture.

—As told to Erin O’Donnell
The creative brilliance in the smirk-inducing “What Happens Here, Stays Here” commercials has generated all the buzz, but the real genius behind the campaign goes back to the kind of research-driven business decision that doesn’t ignite much media attention.

In 1997, the Las Vegas Convention and Visitors Authority was marketing the city to tourists through its products — think commercials flashing images of hotel properties and attractions. Visitor numbers were hitting all-time highs, but LVCVA veteran Rossi Ralenkotter anticipated the increasing competition for the travel dollar. He and ad agency R&R Partners (led by another alumnus, Billy Vassiliadis) pushed for a change. They believed the time was ripe for a branding campaign, one that would cut through the cluttered destination travel market by connecting with tourists’ emotions.

“Whenever you shift to a branding campaign, there’s a chance you’ll miss the mark and not quite connect with customers,” said Ralenkotter, who was then vice president of marketing at the LVCVA. “Fortunately for us, Las Vegas means a lot of things to a lot of people.”

But being all things to all people can make a product not much of anything to anyone. The city was adding celebrity chef restaurants and designer boutiques to its smorgasbord of cheap buffets and strip-mall properties. To flesh out just what the city promises its visitors, the authority and the ad agency used their sophisticated market-research resources, including exhaustive surveys and focus groups. Whether visitors were taking advantage of the gaming, golf, or the variety of entertainment choices, their experiences all boiled down to two words: adult freedom.

A few advertising campaigns — including the “Las Vegas Freedom Party,” which played upon the 2000 presidential election, and the “Open 24 Hours” ads — eventually led to the “Vegas Stories” campaign, along with its now infamous tag line. The campaign helped the city regain its pre-Sept. 11 occupancy rates, and it garnered Ralenkotter and Vassiliadis the brand marketing industry’s top award, Brandweek magazine’s Grand Marketer of the Year.

“We knew we had achieved our goal when First Lady (Laura) Bush used the tagline during an interview with Jay Leno,” says Ralenkotter, who’s since been promoted to president and CEO of the authority. “It’s become part of our pop culture — that’s the ultimate success for a branding campaign.”

The reason the campaign resonates with visitors, if not with residents, is because it represents what Las Vegas has always delivered, Ralenkotter says. And he’s quick to point out that, though the city has always been friendly for visitors who bring their families, it’s never been a family destination.

“The media put that label on us,” he says. “As the product was evolving with many more choices in shopping, dining, golf, and outdoor experiences — the media picked up that the focus wasn’t solely on gaming. We were never going to compete directly with Disney theme parks.”

Research-backed campaigns will help the city maintain its industry-leading occupancy rates even as new properties open, Ralenkotter says. In the next five years, the number of rooms is slated to grow from 133,000 to more than 155,000. That will require 43 million annual visitors, up 15 percent from last year’s 37.4 million. Such numbers were probably hard to imagine some 33 years ago when Ralenkotter took a job as the authority’s only market analyst and was charged with building its research program. “I can remember it like it was yesterday — I had been working at Central Telephone, and our days started at 9 o’clock,” Ralenkotter says. “Well, I was an hour late for my first day because the workday at the LVCVA started at 8.

“But the day got much better and still stands out as one of my most memorable. Paul Titus, who was in charge of marketing at the time, asked if I wanted to go to lunch. Turns out he was lunching with the people from Sports Illustrated and (football star and sportscaster) Frank Gifford. I figured, ‘It can’t get any better than this.’ That’s still true — to me, there’s no greater job than to be able to market and sell my hometown.”

The job doesn’t come without challenges in a competition-rich environment, but the authority will draw upon its traditional strength as a flexible, research-driven organization to stay ahead. “Even when things are phenomenal, you can’t just sit back,” Ralenkotter says. “You could look at CNN today and find six or seven things going on in the world that affect tourism. As a global destination, we have to be ready to adapt.”
The authority’s five-year plan is focusing on international markets in Canada, Mexico, Germany, the United Kingdom, and Japan. The convention center’s 3.2 million square feet will be remodeled to incorporate more breakout rooms and updated technology, and the authority is analyzing vehicle and pedestrian traffic flow to enhance the visitor experience.

A challenge Ralenkotter foresees is the same one he faced three decades ago: gasoline prices and availability. “I had been here a very short period of time when the energy crisis of the ’70s hit. All of a sudden, we had to have information on the number of airline seats, how many people traveled here by car versus plane, how much of our market was from California — all the basics.

“Now the authority is facing that issue once again. This time, we have a phenomenal research program in place that lets us adapt very quickly.”

The authority was able to respond soon after the Sept. 11th terrorist attacks. It pulled its adult freedom ads and “did what we do with any change in the market; we did research,” Ralenkotter says. “Las Vegas already had a very high safety image with people. Then we learned that people were seeking permission to travel again.”

Within a month, the authority gave them that with the “It’s Time for You” campaign featuring Frank Sinatra music and images of the past to reinforce the feeling of comfort people already had with Las Vegas. That campaign ran for 18 months and, when the time was right, the authority renewed the adult freedom message with the “Vegas Stories” campaign.

As for the future of the campaign?

That, not surprisingly, will be determined by ongoing research. When the destination travel market shifts, when Las Vegas’ brand promise needs a tweak, when the numbers show that the campaign no longer resonates, the LVCLA will move on.

But Ralenkotter doesn’t expect that to happen soon. “The beauty of ‘Vegas Stories’ is that there is no end to them.”

—Cate Weeks
Thomas Wilson, ’67 BS Accounting, joined PricewaterhouseCoopers earlier this year as a managing director in the IRS Service Team of its Washington National Tax Service. He works with the IRS and provides clients with insight on examinations and appeals processes, international controversy resolution, and employment tax. He previously worked for the IRS for 36 years, most recently serving as the large- and mid-size business industry director for the telecommunications, media, high technology, publishing, entertainment, sports, and gaming industries.

William Rinne, ’71 MS Biology, deputy commissioner of operations for the U.S. Bureau of Reclamation, recently received the Secretary of the Interior’s Gold Executive Leadership Award. He was cited for his leadership in furthering the secretary’s goals in the Colorado River Basin and elsewhere. He has worked for the bureau for 27 years.

Anthony Wonderley, ’76 MA Anthropology, has worked as nation historian for the Oneida Indian Nation for 11 years. He is the author of Oneida Iroquois Folklore, Myth, and History: New York Oral Narrative from the Notes of H.E. Allen and Others, which was published by Syracuse University Press last year. His article, “Effigy Pipes, Diplomacy, and Myth: Exploring Interaction Between St. Lawrence Iroquoians and Eastern Iroquois in New York State,” appeared in the May issue of American Antiquity. He lives in Oneida, N.Y.

Craig Russell, ’80 BS Hotel Administration, launched an event planning company, Too Much Fun Club, in 1992. Too Much Fun works with Silicon Valley companies in planning their celebrations. He previously worked in sales for the Hyatt and Marriott hotel chains. He is married and has a 9-year-old child. He enjoys sailing, swimming, mountain biking, and wind surfing. He lives in Fremont, Calif.

Rex Warren, ’80 BS Hotel Administration, ’05 Master of Hospitality Administration, is senior vice president of finance, North America, for Starwood Hotels. The same day he received his second degree from UNLV in May, his 16-year-old son, Adam, took his first tour of a college campus — at UNLV. He and his family live in Sandy Hook, Conn.

Gina Schurr Haines, ’84 BS Hotel Administration, is a staff accountant with Premier Lease & Loan, a division of Great American Insurance. Traveling is her hobby. She lives in Cincinnati.

Carol Corbett, ’85 BS Business Administration, retired after a career with UNLV Libraries and the Las Vegas — Clark County Library District. In support of her interest in local history, she established a $500 annual award that is presented to the UNLV student who submits the best article, book, or media entry on Southern Nevada history. The award is administered by the Women’s Research Institute of Nevada at UNLV. The 2005 award was presented to history graduate student Robert Nickel.

Lance Poulson, ’92 BS Hotel Administration, is a pilot for Southwest Airlines. He is based out of Oakland, Calif., and flies Boeing 737s. He previously worked as a corporate pilot for Bombardier Flexjet, as a cargo pilot for Cherry Air, and as a flight instructor for Monarch Air. He earned a BS in aeronautical science from Embry-Riddle Aeronautical University. He lives in Dallas.

Basil J. Raffa II, ’93 MBA, founded Raffa Mortgage & Consulting Services, a commercial mortgage brokerage, in 1994. A commercial real estate agent specializing in land and income property, he has more than 33 years of real estate finance and development experience. He is treasurer of the Nevada Republi- can Men’s Club and serves on the Police Athletic League. Previously, he served on the board of Nevada Special Olympics and Safe Nest.

Amy Hyams, ’94 MS Sports and Leisure Services Management, and ’00 Ed.D. Educational Leadership, has worked in UNLV’s Division of Educational Outreach (formerly Extended Studies/Continuing Education) since 1997. In 2004, she was promoted to director of community outreach. In addition to developing special-interest classes for the community, she is charged with assisting faculty and staff in their community work and outreach efforts. Her hobbies are exercising, hiking, reading, volunteering, and animals — particularly her three dogs.

Tammy Rowan, ’94 Master of Public Administration, is the owner/broker of Rowan Realty. The company assists both buyers and sellers in the Las Vegas real estate market, and specializes in investor exchanges and self-directed IRA real estate transactions.

John N. Gunning IV, ’95 Bachelor of Landscape Architecture, is a project manager for RGA Landscape Architects in Palm Desert, Calif. His hobbies include golfing, traveling, and working out at the gym. He lives in Bermuda Dunes.

Mahika Chandrasena, ’96 BS Hotel Administration, works in public relations for SriLankan Airlines, the national carrier of Sri Lanka. In 2004, she earned a master’s degree in public administration from the University of SriJayawardenepura where her studies emphasized service quality. Her hobbies include dancing, traveling, snorkeling, safari, and ballet. She lives in Colombo.

Marc Moulinet, ’96 BS Hotel Management, was promoted to director of food and beverage at the Hyatt Regency St. Louis at Union Station last year. He has been with Hyatt since graduating and now is at his sixth hotel. He met his wife, Nikki, while working at the Hyatt Regency Maui. They have a 2-year-old daughter, Kaeli. The family lives in House Springs.

Keane Foster, ’99 BS Health Care Administration, is a postal carrier with the U.S. Postal Service. He is an assistant coach for the Boulder City wrestling team in which his sons, Brandon and Bryan, participate. His hobbies include dancing, bowling, snorkeling, and coaching.

Kyrakos “Rock” Lambros, ’99 BS Management Information Systems, is a senior information security engineer for eBay. He lives in Queen Creek, Ariz.

Eric Sway, ’99 BA Communication Studies, is a buyer and sales account manager for a steel company in Cleveland. He buys and sells stainless steel, aluminum, and brass in all forms. He is married to Stacey Appiano Sway. The two met in 1997 while living in the UNLV residence halls and describe UNLV as “one of the best experiences of our lives.” Stacey, who has nearly completed her finance degree, works part-time as a retail sales coordinator for TJX Corp., which allows her to spend much of her time at home with the couple’s nearly 4-year-old son, Andrew. Eric enjoys spending time with his family, playing with his son, golfing, gardening, traveling, and anything to do with football, baseball, or basketball. They live in Streetsboro, Ohio.

Jeffrey Dallas, ’00 BS Hotel Administration, was commissioned in May as a second lieutenant in the U.S. Air Force. He is participating in navigator training at Randolph Air Force Base in San Antonio. He lives in Universal City.

Michael Gilles, ’00 BS Biology, graduated from the University of Nevada School of Medicine in May.

Michael Minev, ’00 BS Biology, recently graduated from a medical school created specifically to train doctors to provide health care for diverse individuals around the globe. He graduated from Ben-Gurion University of the Negev Medical School for International Health in Israel, in collaboration with Columbia University Medical Center in New York. In addition to traditional curriculum, he learned about cross-cultural communication, disaster relief, refugee health, preventive nutrition, and health care economics. He plans to conduct research on bioterrorism and then pursue a residency in physical medicine and rehabilitation.
Toni Powers, ‘00 BA Criminal Justice and ‘03 JD, has been self-employed as a residential real estate loan closing agent since relocating to Florida in 2003. She passed the Florida bar exam in February on her first try. Her son plans to attend UNLV as an engineering major. Her hobbies include picnicking, going to the beach, and rollerskating. She is teaching herself how to create websites. She lives in Plantation.

Stephanie Risse, ’00 BA Elementary Education, is a teacher at Clyde Cox Elementary School. She has a master’s degree in educational counseling.

Dale Thoman, ’00 BS Biology, recently received his doctor of optometry degree from Nova Southeastern University. His hobbies include watching King of the Hill, doing research, lifting weights,

Fantasy Life: Shannon Jones McRandle, Star Wars character

Shannon Jones McRandle, ’93 BA Communication Studies, doesn’t have the usual set of job hazards. Letters from love-lorn 15-year-olds, phone calls from fans who’ve tracked down yet another unlisted number, even a break-in at her home — all come with her work as a space-age sex symbol.

For seven years, McRandle has set male fans’ hearts aflutter at Star Wars conventions as leather-clad, Lightsabre-wielding Mara Jade, a comic-book and novel character who appears in the Star Wars universe beyond the big screen. McRandle spends days at a time signing photos, comics, and books; hosting dinners; and welcoming legions of followers at meet-and-greets.

“The fans are generally really sweet. This is their hobby — it’s what they do outside their family and work, so it means a lot to them,” says McRandle, who first saw the original Star Wars film at age 7 and went on to see it 13 more times before it left theaters. “Fans wait in line for five or six hours to get your autograph, and when they reach you they’re so beside themselves they start blub-bering. They see you and get so excited.”

For McRandle, being a fantasy girl is “fun and intimidating all at the same time. We all have days when we’re grumpy, or didn’t get enough sleep the night before. If I have a bad day, it’s on film and in people’s scrapbooks for the next 20 years. But it’s also really cool to step back and say, ‘I’m Mara Jade.’ That’s a part of pop culture now — you can look it up on a computer or in a book. It’s not ever going anywhere.”

McRandle’s path to cultural immortality began at UNLV in the early 1990s. Born in Texas and reared in Virginia, McRandle spent her first few semesters at Old Dominion University in Norfolk, Va. The school wasn’t a good fit; McRandle was ready to drop out until her father suggested she try a college away from home. She chose UNLV because it was “upbeat and modern, and I knew I could find a job on the Strip.”

Soon, McRandle was working as Cleopatra in Roman festivals at Caesars Palace. She went on to perform in special events at the Mirage and Bally’s, donning costumes to present awards.

“My time at UNLV gave me so much experience,” she says. “I was so happy to be in school there. The work I got in Las Vegas is what helps me walk into a room with 35,000 people today and not be nervous or intimidated. I gained such a solid background there.”

After graduating, McRandle moved back to Virginia and began modeling for catalogs and ads. In 1998, a photographer told her the Lucasfilm company was seeking the personification of a comic-book character: a statuesque, striking, athletic, and feminine Jedi redhead married to Luke Skywalker. “Mara Jade was this kick-butt character, but very much a ‘girly girl,’” McRandle recalls. The casting people took one look at McRandle and canceled their remaining audition dates.

McRandle’s work as Mara Jade has taken her to Japan, Mexico, Australia, and Germany, among other countries. When she first assumed the role, McRandle found herself at events every other weekend. This year, when her third child was on the way, she scaled back to about five conventions, though “you can make a living doing appearances every weekend if you want to look for the jobs,” she says.

When she’s not Mara Jade, McRandle lives a mostly quiet life in Virginia. Her husband, Jamey, is a Navy SEAL whose job “gets as much attention as mine these days — and sometimes more,” she says. Her job’s flexibility also makes it easier to juggle parenting of Willow, 7; Riley, 2; and newborn Logan. Earlier this year, Star Wars creator George Lucas announced he was planning a TV pilot that would incorporate characters from the series’ bigger universe, including novel and comic stars. Though she’s not sure Mara Jade will appear in the pilot, McRandle says she’s shaping up to prepare for a possible audition.

“I’ve had a really good time with it. It’s opened doors to travel and meeting people and being part of something really neat. I wouldn’t trade that for the world. But it does get kind of crazy sometimes.”

— Jennifer Robison

This image of Shannon McRandle as the Star Wars character Mara Jade Skywalker is used on collector’s trading cards.
A Passion for Children: Stephanie Ballmer-Holland, agency founder

It was Stephanie Ballmer-Holland’s own childhood experiences with her siblings that made her feel so keenly for children who are separated from their brothers and sisters when placed in foster homes.

“I came from a large family, and I cannot imagine being without my brother and sisters,” says Ballmer-Holland (’92 BA Psychology). “I believe that keeping siblings in contact with each other is very important.”

It was that belief that led her to found Child Focus, a nonprofit agency dedicated to keeping foster children in contact with their siblings and to increasing educational opportunities for foster kids.

Ballmer-Holland, a Las Vegas clinical psychologist specializing in the evaluation of children in the legal system, first became aware of the challenges faced by children in foster care while earning master’s and doctoral degrees at California School of Professional Psychology in Pasadena.

“My parents taught me to find something that you’re passionate about and (about) the importance of community service. My passion is helping children in foster care,” says Ballmer-Holland. Estimates are that 800,000 children are in foster care and that about 3,000 of those are in Clark County.

“I just wanted to help these kids. I’m not a business person and I had no idea of how to create a nonprofit organization. Child Focus pretty much snowballed from a grassroots group in 1999 into a medium-sized nonprofit organization focused on helping foster kids in Clark County.”

The organization and its 150 volunteers are focused on children’s social and educational needs. Its Sibling Preservation Program organizes activities for siblings placed in separate homes. “The activities range from barbecues to going to see the Nutcracker ballet, but the actual activity doesn’t really matter because the kids really just want to hang out together,” explains Ballmer-Holland, adding that 15 to 50 sibling groups attend each event.

Child Focus is also affiliated with Camp To Belong, a national organization that holds a weeklong camp for sibling groups. Last summer, Child Focus sponsored five of the 20 Clark County children attending the camp in Colorado. Plans are in the works to bring the camp to Southern Nevada in 2006.

The educational component of Child Focus includes a tutoring program for children ages 5 to 18. “The focus is reading, and we are trying to expand it into math and science as people with these skills volunteer,” Ballmer-Holland says.

Recently, a mentoring program was launched in which five ninth-grade students per year are paired with mentors who help them throughout their high school years. “Child Focus rewards these students monetarily for good grades and participation in sports and extra curricular activities, so that by the time they graduate from high school they can earn up to $15,000 for continuing educational purposes.”

In July, Clark County awarded the organization a $1.3 million contract to oversee the federally funded Step Up Program in which young adults ages 18 to 21 who opt not to stay in the state system receive assistance for such things as rent, medical expenses, and education.

Ballmer-Holland says her education at UNLV has influenced her direction in life. “I went to UNLV because my older sister was attending and I thought that it would be fun. I not only had fun, I also received a great education and I used it as a springboard for graduate school and my career in psychology.”

— By Holly Ivy DeVore

Gail Clark Lorenzo, ’01 BS International Business, is pursuing a bachelor’s degree in dental hygiene at West Virginia University. She holds holistic practitioner certification and is involved in a research project regarding the nationwide curriculum development for advanced dental hygiene practitioners. She is married to Dan Lorenzo, a doctor who graduated from the University of Nevada School of Medicine. She is the sister of Paul Clark, who studied biological sciences at UNLV and went on to earn a pharmacy degree from the University of Southern Nevada, and the cousin of Doug Rivera, ’96 BS Biology. Her hobbies include reading, painting, mountain biking, traveling, volunteering, and gardening. She lives in Morgantown.

Tom Nevill, ’01 Master of Music and ’05 Doctor of Musical Arts, is an assistant professor of music and director of percussion studies at Albany State University in Georgia.
Morgan Hudson, ’02 BA Interdisciplinary Studies, works as a human resources generalist for IDC in Henderson. She is chairperson of the Nevada Wildlife Federation. She also enjoys singing, writing music, painting, and snowboarding.

Virginia York, ’02 BS Kinesiology, works as a recreational therapist in the rehabilitation unit of College Station Medical Center. She is married and has three children, two of whom were adopted from Child Haven about seven years ago. Tennis is her hobby. She lives in College Station, Texas.

Mehmet Erdem, ’03 Ph.D. Hotel Administration, is an assistant professor in the school of Hotel Administration at the University of New Orleans. He has been invited to serve as a committee member for the Certified Hospitality Technology Professionals Advisory Council of the international association for Hospitality Finance & Technology Professionals. The council monitors industry standards and incorporates criteria into the CHTP designation program to assure its professional credibility. He lives in Metairie.

Kalea Yoshida, ’03 BA Communication Studies, is a graduate student at Arizona State University working on a master’s degree in journalism. A former writer for the Rebel Yell, she now serves as associate editor of the ASU Web Devil. She also is a contributing writer to Item magazine and a disc jockey at radio station Blaze, 1260 AM. A member of the Gamma Beta Phi honor society, she lives in Tempe.

Renato N. Estacio, ’04 Bachelor of Music, recently performed the role of Masetto in Don Giovanni and sang the role of Thomas Putnam in The Crucible with the UNLV Opera Theatre. He also received a scholarship to study for six weeks in Graz, Austria. In May, he traveled to Brussels and Paris to visit museums and learn about Impressionism in art and its relationship to music. The assistant director of the UNLV Writing Center, he enjoys weightlifting, reading, and spending time with his Doberman pinscher, Jasmine.

Timothy Rainey, ’04 BA Communication Studies, is the nighttime on-air personality and music director for the No. 1-rated Top 40 radio station in Tulsa — KHTT 106.9. His hobbies include driving, traveling, and listening to up-and-coming bands and musicians.

Zhuo Wang, ’04 MS Hotel Administration, is a pricing analyst with LSG Sky Chefs. Previously, he was an intern with Pepsi Bottling Co. He lives in Irvine, Texas.

Social Work

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people who are embroiled in legal issues are often the most vulnerable, particularly the ones who are incarcerated and suffering from a mental illness or who come from a lower socioeconomic segment of our community.

The 18-credit post-graduate curriculum will address areas such as child welfare; domestic relations law, including family violence; immigration; adult criminal and juvenile justice; public education; mental health and disabilities; and aging. Students will also be required to complete 45 hours of field experience at such agencies as the public defenders office, the 8th Judicial District Family Mediation Center, the Neighborhood Justice Center, Clark County Detention Center, and the women’s prison.

Although the program is still new, Hardy-Desmond and Dorman can’t help but look to its future impact. Already they’ve heard from colleagues around the country wanting to replicate the program at their own institutions.

“There’s no reason why we can’t become the model program for other educational institutions,” Hardy-Desmond says. “This is a natural fit for two professions that can work together toward the benefit of our citizens and community.”

PAC

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UNLV, Koep says, is in a unique position to be a leader in this relatively new field. “Not too many universities have launched entertainment engineering programs,” he says. “And the Strip will provide our students the best technical laboratory in the world.”

UNLV, through both the College of Fine Arts and the Howard R. Hughes College of Engineering, now offers a minor in entertainment engineering. Koep predicts that a major in the field will be available by the end of this academic year.

Both Koep and Henley agree that plans for a new multimillion-dollar performing arts venue downtown will not hamper the PAC’s continued development.

“I know that Southern Nevada is large enough to support more than one successful performing arts center,” Koep says, adding that the other center’s mission may be somewhat different from that of the PAC. “For instance, if it brings in Broadway road shows for somewhat lengthy runs, that’s different from anything we’re doing.”

As more art — be it theater, dance, music, or visual art — is available, the appetite for such offerings will only grow, Henley predicts. “I think the patron is going to be the winner,” he says, adding that with multiple performing arts centers, fans will be able to indulge their tastes more often.

“It will be important for the two centers to coordinate their schedules somewhat,” Henley says, pointing out that for both centers to present a major symphony orchestra on the same night would be foolish.

Continuing a successful arts program at UNLV, however, requires updating and improving its venues, says Lori James, the PAC’s director of finance and guest relations, who first worked at the PAC as an usher in 1980 while still a high school student. “We’ve had a couple of major renovations to Ham Concert Hall, beginning with the redecoration of the lobby in 1999. That changed the entire atmosphere in the lobby and made it a much more inviting place.

“We’re expecting a similar positive reaction to our latest change in the concert hall; just last month we installed new, more comfortable seats in a lush Rebel red.”

Koep says he does not believe that UNLV’s emphasis on expanding its research programs bodes ill for its arts programs.

“Some of the traditional research institutions such as UCLA and Michigan also have tremendous arts programs,” he says.

Henley agrees, asking, “What great research university doesn’t have great performing arts? Look at the websites of the great research universities and you’ll find the arts well-represented there.

“Besides, without the arts, you don’t have well-rounded students — or a well-rounded community.”
Las Vegas
A Centennial History
By Eugene Moehring and Michael S. Green
University of Nevada Press, 2005

You can’t have an anniversary celebration without someone telling stories, so look to this volume for stories of Las Vegas’ first 100 years. Moehring, a UNLV history professor who specializes in urban history and is author of Resort City in the Sunbelt: Las Vegas, 1930-2000; and Green, a history professor at the Community College of Southern Nevada and author of Nevada: A Journey of Discovery, are both experienced storytellers. Green is also responsible for writing the “Nevada Yesterdays” stories heard on public radio station KNPR.

This story of Las Vegas was written specifically for the city’s 2005 centennial with the general reader in mind; footnotes have been replaced with an extensive bibliography for those interested in sources.

The book is well-illustrated. As Moehring explains, “Our goal as authors was not just to write a readable book, but also to convince the University of Nevada Press to intersperse up to 75 photographs throughout the narrative instead of the usual 10 or 12 in the middle of the book. The editor agreed, and we were able to use the photos to reinforce and document subjects we were covering in the narrative. It made for a more effective book.”

The authors also wanted the history to be more than “a happy, coffee-table book,” (and as a paperback, it doesn’t have the look of a coffee-table book), and “Mike and I did not want to write a mere narrative. We stressed a few negative themes.”

For example, the authors took an unflinching look at the role played by racism and segregation in the city’s early history. “Ours is the first history of Las Vegas to talk about the local chapter of the Ku Klux Klan,” Moehring says.

They also engaged in some policy analysis. “A main point in this regard,” says Moehring, “is that we tried to counteract the Las Vegas Review-Journal’s (position) that growth always pays for itself. We wanted to show that from 1930 to the present, growth was very expensive and that while most Las Vegas rejoiced at their city’s expansion, they often groaned at the numerous bond issues for schools, road widenings, sewer expansions, and flood control.”

The book is divided into 10 chapters, each an era in Las Vegas history. Antecedents, railroad, dam, World War II, tourism, gambling, the Strip, and growth are among the many topics that get their due in the course of the book.

In the preface, the authors comment, “As the city … celebrates its prodigious growth in the breathtakingly brief span of a single century, our objective is to explain why and how Las Vegas accomplished this growth and how it got to be the way it is today.”

Las Vegas: A Centennial History has been awarded the 2005 Wilbur S. Shepperson Prize from the Nevada Humanities Committee and the University of Nevada Press.

The Right Place
UNLV College of Hotel Administration
An Anecdotal History
By Jerome and Flossie Vallen
Stephens Press, 2005

Another emeritus faculty member has been busy writing. Jerome “Jerry” Vallen has written a history of the William F. Harrah College of Hotel Administration he helped found in 1969. Joining him in the literary effort is his wife of 54 years, Flossie, an honorary member of the Hotel College.

The teamwork evident in the book is representative of the 22 years that the Vallens gave to the development of the school.

Hotels are businesses, so it is not surprising that education in hotel management grew out of the business program at UNLV. In the beginning, the university’s Division of Business, as it was then called, offered courses that attracted businesspeople from the local hotel community.

In 1966, the division introduced a degree in hotel administration in a “program” with an acting head. Jerry Vallen, one of three people in the country with a doctorate in hotel management, was soon hired as the permanent program director. The details of his hiring, including his assessment of the burgeoning program, are in the book.

It soon was clear that education in hotel administration was something special at UNLV; Vallen reported directly to the vice president for academic affairs, rather than to the director of the Division of Business. When colleges were created in a campus reorganization in 1971, the College of Hotel Administration was one of them.

To put the book together, the Vallens interviewed a long list of former faculty, administrators, and students to collect anecdotes about the founding and growth of the future college.

“Interviewees were across the spectrum,” Jerry says. “We made many special occasions by setting the interview around a luncheon, many of them at our home. So the interviewee brought a spouse, which added to the interaction. And Flossie and I handled our reminiscings as if they, too, were interviews.”

The result has a special charm with stories from former associates that a more formal history might have missed.

Punishment
A Comparative Historical Perspective
By Terance D. Miethe and Hong Lu
Cambridge University Press, 2005

Although intended as a text for undergraduate students, this new work by two faculty members in the department of criminal justice will have appeal for anyone interested in the ways societies have chosen to punish those who step beyond approved boundaries.

The authors have taken their study beyond national boundaries to compare responses to crime and deviance in different regions of the world. From an “eye for an eye” and prison time to economic penalties and an emphasis on rewarding good behavior, the UNLV
professors explore the effectiveness, or lack thereof, of different kinds of retribution.

“It has been increasingly clear to us that the study of crime and punishment is often based on the ‘here-and-now’ practices in the United States,” Miethe says of the study. “We wrote this book to more fully explore the similarity and diversity of punishment practices across time and different legal systems. We were also concerned with getting our students to be less ethnocentric about their views about criminal punishments in other cultures.”

Their research takes the reader from the U.S. to China to Saudi Arabia. The authors want readers to gain an appreciation for the diversity of methods of punishment and how they are used to improve the quality of life by controlling the actions of nonconformists.

Considerable discussion is given to capital punishment and...
contrasting American and Western European attitudes with those of Asia and the Middle East.

The book also describes efforts by prevailing political regimes to eliminate threats through death sentences, long-term incarceration, or banishment of groups who threaten to disrupt the status quo. “These goals of criminal punishment are used across different legal traditions such as Islamic law, common law, and civil law, and at different historical periods within a given society,” Miethe says.

**Retrying Galileo, 1633-1992**
By Maurice A. Finocchiaro
University of California Press, 2005

Philosopher Maurice A. Finocchiaro, emeritus distinguished professor, is widely known for his studies of Galileo, a subject he again addresses in this volume. This time he turns his attention to the centuries between the philosopher-astronomer’s condemnation in 1633 to his rehabilitation by Pope John Paul II in 1992.

Finocchiaro says he first became seriously interested in the Catholic Church’s trial of Galileo in 1980 “by way of the fortuitous coincidence of two events: the Vatican announcement that a papal commission was being appointed to reexamine the Galileo affair and the coincidence of two events: the Vatican announcement that a papal commission was being appointed to reexamine the Galileo affair and the publication of my Galileo and the Art of Reasoning, an analysis of Galileo’s Dialogue on the Two Chief Worlds, the work that triggered his condemnation by the Inquisition in 1633.”

Meticulous in his research, as always, Finocchiaro scoured records in the Widener Library at Harvard University and in the Vatican Secret Archives in Rome. Many of these records were translated for the first time in the preparation of Retrying Galileo.

Now no longer “secret,” the Vatican archives are open to scholars with the proper credentials. “One of its most precious documents is the volume of manuscript proceedings of Galileo’s trial,” he says. “For nearly two centuries after Galileo’s condemnation, the existence of these manuscripts was generally unknown and they were inaccessible to all but a few high-ranking church officials; but they were discovered in 1810 when Napoleon occupied Rome and temporarily transferred all Vatican archives to Paris.”

The book, Finocchiaro says, “focuses on the issues of whether Galileo’s condemnation was right, and whether it proves the incompatibility of science and religion.” He concludes that the trial did “not embody a conflict between science and religion” but rather a conflict between conservatives and progressives in both areas. He also distinguishes Galileo’s original trial (1613-1633), from the subsequent Galileo affair (1633-1992), which even today continues to reflect “a polarized controversy between science and religion that is constantly projected onto the original trial.”

George V. Coyne, director of the Vatican Astronomical Observatory, says of Finocchiaro’s work, “This is a must-read for historians of science and a delight for the interested public … This work provides exhaustive evidence to allow readers to develop their own informed opinions on the subject” of whether Galileo’s condemnation demonstrated the incompatibility of science and religion. Paula E. Findlen of Stanford University says, “We are not yet done with this contentious story.”

For those who think library research requires mental but not physical stamina, Finocchiaro begs to differ. As a visiting scholar at Harvard, he had millions of books within a 10-minute walk from his desk. “Such an embarrassment of riches turned out to be quite challenging, from the point of view of both scholarly judgment and physical activity.” One source might suggest a dozen others, and in the open-stack library “the temptation was to look everything up. But this could become mentally distracting, and physically it was quite tiring to roam over the 10 levels of the library and the three interconnected libraries or the other half dozen libraries in other parts of the campus.”

The Books section is compiled by Barbara Cloud, who retired this summer from the Hank Greenspun School of Journalism and Media Studies.

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**Books on the Bedside Table**

We expect our professors to be well-read in their fields of study, but what do they read for pleasure? UNLV’s faculty and administrators have an eclectic mix of books at hand to amuse and enlighten.

- **Helen Neill**, chair of environmental studies, has a mix of fiction and nonfiction engaging her attention. In the fiction category: *The Ex Files: A Novel* by Jane Moore, *The Nanny Diaries: A Novel* by Emma McLaughlin and Nicola Kraus, and *Don’t Know How She Does It: The Life of Kate Reddy, Working Mother* by Allison Pearson. Nonfiction works include *The Princessa: Micheavelli for Women* by Harriet Rubin and *One-Minute Organizer Plain and Simple* by Donna Smalldin. Also on Neill’s list are two works by Rudulfo Anaya: *Serafin’s Stories* and *Jemez Springs*.

- **The Da Vinci Code** by Dan Brown continues to hit the faculty favorite’s list, appearing on the bedside of **Stuart Mann**, dean of the William F. Harrah College of Hotel Administration. Mann is also reading *The Good Earth* by Pearl Buck and trying to refine his golf game with *Dave Pelz’s Short Game Bible*. But his must-read, as it should be for any dean of the UNLV College of Hotel Administration, is **Jerry and Flossie Vallen**’s history of the college (see *The Right Place* page 42).

- **UNLV-TV manager Laurie Fruth** says she is saving Saturday by Ian McEwan for a long weekend and *The Mermaid Chair* by Sue Monk Kidd for those waning hot autumn days beside the swimming pool. In the meantime, she finished *Middlemarch* by George Eliot, and is about half way through *The Best American Essays 2004*. 
September 2005


17    Football: vs. UNR. 7pm. Reno.

17-18 Las Vegas Philharmonic: Jackpot - An American Centenary Celebration. 8pm, Sept. 17. 2pm, Sept. 18. Ham Concert Hall.

18    Women’s Soccer: vs. Long Beach State. 2:30pm.

20    MBA Infosession: 5:30pm. Moyer Student Union, Room 202.

21    University Forum: The Desert’s Blood Stories of Flash Floods with Craig Childs. 7:30pm. Barrick Museum Auditorium.

22    Women’s Volleyball: vs. Wyoming. 7pm. Cox Pavilion.

23    Men’s Soccer: vs. University of California, Riverside. 7pm. Johann Field.

23    University Forum: Author C.J. Hribal reads from his novel, The Company Car. 7:30pm. Barrick Museum Auditorium.


24    Women’s Volleyball: vs. Colorado State. 7pm. Cox Pavilion.


26    PAC’s New York Stage and Beyond: Michael Feinstein. 8pm. Ham Concert Hall.

28    P’ACS New York Stage and Beyond: Ballet Flamenco José Porcel. 8pm. Ham Concert Hall.

30    Women’s Soccer: vs. Utah Valley State. 7pm. Johann Field.

October 2005

1-2  Nevada Conservatory Theatre’s Second Stage: Crimes of the Heart. 2pm, Oct. 1-2; 8pm, Oct. 1. (Also showing Sept. 23-24 and 28-30.) Black Box Theatre.


5    Music: Wind Orchestra Concert. 7:30pm. Ham Concert Hall.

6    MBA Infosession: 5:30pm. Fireside Lounge, Moyer Student Union.

7    Family Weekend: Dinner Under the Stars. 6pm. North Field.

7    Women’s Volleyball: vs. San Diego State. 7pm. Cox Pavilion.

Barrick Museum Features Tribal Performances, Exhibits

Join eight members of the Tarabuco tribe from Bolivia on Oct. 21 and 22 at the Marjorie Barrick Museum of Natural History. The special event will feature an exhibit of historic tribal costumes, linguistic seminar, and a concert of traditional music and dance. Weavers will also demonstrate the production of yarns and hand-woven costumes that constitute the tribe's cultural identity in a society of oral traditions.

The Tarabuco culture is one of the most ancient indigenous cultures of South America to have preserved its values and customs.

The Barrick Museum is located in the heart of UNLV’s campus. It is open weekdays 8 a.m. to 4:45 p.m. and Saturdays 10 a.m. to 2 p.m. Admission is free.

For event details and directions, call 702-895-3381 or visit hrc.nevada.edu/museum.

Computer science major Rebecca Arbour views cultural artifacts at the Majorie Barrick Museum of Natural History. In October, the museum will host members of Bolivia’s Tarabuco tribe.

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8 Family Weekend: Tailgate. two hours before game time. Sam Boyd Stadium.
8 Football: vs. San Diego State. Time TBA. Sam Boyd Stadium.
8 Women’s Cross Country: UNLV Invite.
9 Family Weekend: Breakfast. 9am. Off-campus.
12 University Forum: “Great Hikes in the Las Vegas Area” slide-illustrated with Deborah Wall. 7:30pm. Barrick Museum Auditorium.
14 Men’s Soccer: vs. San Jose State. 7pm. Johann Field.
14 Women’s Volleyball: vs. TCU. 7pm. Cox Pavilion.
14 Charles Vanda Master Series: Edgar Meyer and Caitlin Tully with the UNLV Symphony Orchestra. 8pm. Ham Concert Hall.
17 Women’s Volleyball: vs. UNR. 7pm. Cox Pavilion.
20 Women’s Soccer: vs. BYU. 7pm. Johann Field.
22 Football: vs. Utah. Time TBA. Sam Boyd Stadium.
22 New York Stage and Beyond: Jekyll and Hyde: The Concert. 8pm. Ham Concert Hall.
22 Women’s Soccer: vs. Utah. 7pm. Johann Field.
23 Music: Jazz Ensemble. 4pm. Judy Bayley Theatre.
26 Las Vegas Philharmonic: National Symphony Orchestra tour. 8pm. Ham Concert Hall.
27 Music: Choral Ensembles Fall concert. 7:30pm. Ham Concert Hall.
27 Women’s Volleyball: vs. Air Force. 7pm. Cox Pavilion.
29 Women’s Soccer: vs. San Diego State. 2:30pm. Johann Field.
29 Women’s Volleyball: vs. New Mexico. 7pm. Cox Pavilion.
31 Music: Symphony Orchestra Annual Halloween Pops. 6pm. Ham Concert Hall.
31 Women’s Golf: Las Vegas Founders Collegiate Showdown.

November 2005

1-2 Women’s Golf: Collegiate Showdown.
1-5 Women’s Soccer: MWC Tournament. Johann Field.
3 Homecoming: Variety Show. 5:30pm. MSU Ballroom.
3 University Forum: “Living Tao Ancient Wisdom for Modern Living” with Chunjiang Al Huang. 7:30pm. Barrick Museum Auditorium.
4 Homecoming: Parade. 5pm. Academic Mall.
5 Football: Homecoming vs. BYU. Time TBA. Sam Boyd Stadium.
6 Music: 76 Trombones Plus 4 in concert. 2pm. Ham Concert Hall.

7 MBA Infosession: 5:30pm. Moyer Student Union.


10 University Forum: “Jane Austen and the Spectral Event” with Mary Poovey. 7:30pm. Barrick Museum Auditorium.

11 Men’s Soccer: vs. Air Force. 7pm. Johann Field.

11-20 Nevada Conservatory Theatre’s Second Stage: The Foreigner. 8pm, Nov. 11-12, 16-19. 2pm, Nov. 12-13, 19-20. Black Box Theatre.

12 Women’s Basketball: Grand Canyon Exhibition. 5pm. Cox Pavilion.

12 Football: vs. TCU. Time TBA. Fort Worth, Texas.


14 Women’s Basketball: Melbourne Roos Exhibition. 7pm. Cox Pavilion.

17 Music: Wind Orchestra concert. 7:30pm. Ham Concert Hall.

17 University Forum Lecture: Magnetic Rhythm and Colorful Lightning Jazz as Ideas and Object in 1920s Prague” with Derek Katz. 7:30pm. Barrick Museum Auditorium.

18 Women’s Volleyball: vs. Utah. 7pm. Cox Pavilion.


19 Women’s Volleyball: vs. BYU. 7pm. Cox Pavilion.

19 Las Vegas Philharmonic: Fantastic Philharmonic — Themes and Variations. 8pm. Ham Concert Hall.


22-23 Opera: UNLV Opera Workshop Production. 7:30pm. Black Box Theatre.


26 Men’s Basketball: vs. UNR. Time TBA. Thomas & Mack.

29 Music: Jazz Combos. 7:30pm. Black Box Theatre.

30 Music: Jazz Ensemble in concert. 7:30pm. Black Box Theatre.

30 University Forum: “The Emperor Has No Clothes: Why the U.S. is No Longer the Leader of the Free World” with John Mehrtens. 7:30pm. Barrick Museum Auditorium.

December 2005

1 Music: Choral Ensembles concert. 7:30pm. Ham Concert Hall.


3 New York Stage and Beyond: An Evening with Betty Buckley. 8pm. Ham Concert Hall.

5 University Forum: “Stopping Time” with Eric Mazur. 7:30pm. Barrick Museum Auditorium.

6 Charles Vanda Master Series: Emanuel Ax and Richard Stoltzman. 8pm. Ham Concert Hall.

10 Women’s Basketball: vs. UNR. 6pm. Reno.

10-11 Las Vegas Philharmonic: A Holiday Celebration. 8pm, Dec. 10. 2pm, Dec. 11. Ham Concert Hall.


17 Men’s Basketball: vs. Texas Tech. 7pm. Thomas & Mack.


19 Commencement: 4pm. Thomas & Mack.


22 Men’s Basketball: vs. Pepperdine. 1pm. Thomas & Mack.

29 Women’s Basketball: vs. Troy. 5pm. Cox Pavilion.


31 Men’s Basketball: vs. Southern Utah. 1pm. Thomas & Mack.

31 Women’s Basketball: vs. Lamar. 3:30pm. Cox Pavilion.

Ken Hanlon’s lecture and recital for the Sept. 25 University Forum event will feature works composed for the trombone and pipe organ. UNLV’s Beam Music Center houses Nevada’s largest pipe organ.
The Mace

The ceremonial maces that today lend authority and gravitas to such formal occasions as commencement descend from an ancient weapon dating back to 12,000 B.C. UNLV’s mace is in its infancy by those standards, not quite 35 years old.

The nearly 12-pound mace is carried by the longest-serving faculty member at commencement ceremonies. Mike McCollum, former dean of the College of Fine Arts, cast the mace, but never carried it at graduation — “I should have been forced to, as it was quite heavy as I remember,” he says.

The History: In the early 1970s, UNLV President Roman Zorn tapped art professors Erik Gronborg and McCollum to construct the mace and gave them free rein to design the piece as they saw fit.

The Process: McCollum cast the head of the mace in aluminum using the lost wax process. The cube was sculpted in wax, then invested in a plaster mixture to make a mold. When the mold hardened, it was placed in a kiln for about two days. The wax melted away, and the void was filled with aluminum that had been melted at 1,200 degrees Fahrenheit. It took about a month for the wax-to-aluminum process, McCollum said.

Gronborg, who crafted the staff from hardwood and stained it black, acknowledged that it wasn’t a speedy project. “Art has never been about expediency. It’s about exploring and the result.”

The Images: Each face of the mace represents some element of education or Nevada. “The different images are meant to symbolize the basic values of a university,” Gronborg said. They are:

- An image of Leonardo da Vinci, representing the search for answers and knowledge
- An image of the Statue of Liberty, for a university’s role in fostering liberty
- The university seal, which appears on two faces
- Books and artists’ brushes, which appear on two faces
- The hand at the end of the mace was cast from McCollum’s own hand. The da Vinci and Statue of Liberty pictures were cast from etched newspaper printing plates. And the books and artists’ brushes were cast from real objects. “That gives them a sense of reality,” Gronborg said. “The images are more familiar.”

The Artists, Then and Now: McCollum had just joined UNLV following grad school when he cast the mace. He went on to become dean of fine arts and retired in 1995. He is now a full-time artist (www.deepwoodsart.com) in Sequim, Wash.

Gronborg, a native of Denmark, taught at UNLV from 1969 to 1973. He became best known for his ceramics and also worked in wood. He taught at Miramar College in Oceanside, Calif., from 1975 until his retirement in 2001. He lives in Solana Beach, Calif.

— by Erin O’Donnell
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