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UNLV Magazine

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UNLV

MAGAZINE

FALL 2008

20 Ways You're Making a Difference

HISTORIC FUNDRAISING CAMPAIGN ALREADY SUPPORTING RISING STARS

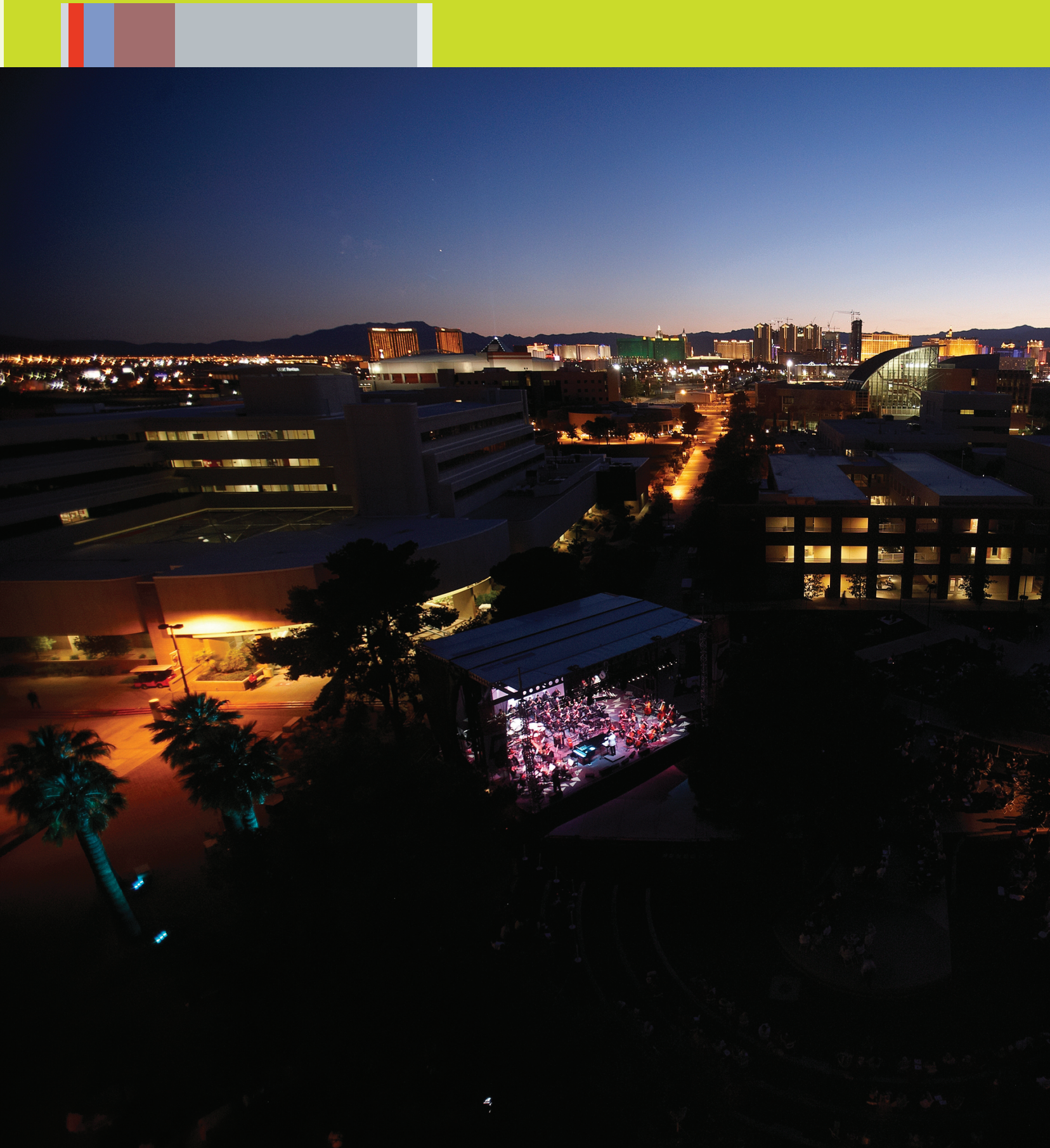
Anchor Man

ESPN'S KENNY MAYNE BRINGS HUMOR TO LIFE'S CHALLENGES



Reinventing the Light Bulb

A 21ST-CENTURY EDISON'S ENERGY-SAVING IDEA



Glittering Night

UNLV closed out its 50th anniversary year by hosting a Picnic Pops Concert for the community. The free event featured recording star Linda Eder and the Las Vegas Philharmonic. Reader response to our anniversary coverage is on Page 4. [Photo by Aaron Mayes]



ON THE COVER:
.....

Engineering professor Rama Venkat at the Fremont Street Experience
[Photo by R. Marsh Starks]

A better way to light up the Strip

16 Engineering professor Rama Venkat brings energy-saving innovations to outdoor signage

Hats off to Mary

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20 Ways UNLV is inventing the future

28 The university's \$500 million fundraising campaign is already making a difference on campus

Anchor man

34 Perseverance, and a perverse sense of humor, led Kenny Mayne to ESPN



the Future IS NOW

FOR DANNY CRUZ, A COLLEGE EDUCATION IS HIS KEY TO SUCCESS. AN ATHLETIC SCHOLARSHIP – MADE POSSIBLE THROUGH PRIVATE FUNDING – KEEPS THAT DREAM ALIVE FOR THE FIRST-GENERATION COLLEGE STUDENT. A MEMBER OF BOTH THE UNLV AND U.S. UNDER-20 MEN'S NATIONAL SOCCER TEAMS, HE ALSO IS WORKING ON HIS UNDERGRADUATE DEGREE WITH AN EYE ON LAW SCHOOL. FORTUNATELY FOR DANNY, THE SCHOLARSHIP ALLOWS HIM TO FOCUS ON HIS UNIVERSITY EXPERIENCE AND MAKE THE MOST OF HIS ACADEMIC AND ATHLETIC ABILITIES.

HE IS ACHIEVING HIS GOAL.
THE FUTURE IS NOW.

Action in the face of uncertainty

Anyone aware of the state's current economic climate probably senses the enormous challenge ahead for our education system. UNLV has already absorbed cuts to the current state budget. We now face the possibility that the Legislature will cut another 14 percent when it convenes in February. This is a staggering amount when you consider that our programs are already severely underfunded.

The situation is leaving many concerned about the future of higher education:

- Our students want to know if we plan to dismantle the academic programs and support services they need to reach graduation.
- Our business leaders worry that they will struggle to find the well-educated employees they need to prosper in the next decade.
- Our alumni are concerned that UNLV's reputation — and therefore the value of their degrees — will erode as economic factors prohibit UNLV from advancing.

Some people might believe our budget challenges are so severe that we must put everything on hold, including efforts to rise as a research institution. To this I say retreat is not an option. We must respect the needs of our students, our community, and our alumni and work to advance this institution.

Our recently completed strategic plan, called Focus: 50 to 100, will guide us in these efforts. This plan calls for a focus on increasing graduation rates despite the lack of resources. So this fall, we

launched the Academic Success Center by reorganizing existing resources (see "Back-to-School Bumps," page 8).

We will also place a priority on research that is most relevant to our region — projects related to health care, urban growth, immigration, and renewable resources, for example. We already are a leader in many of these areas; we cannot afford to lose the advantages we so recently gained.

I believe the state is at a turning point with education. As citizens, we must let our leaders know how important it is to us to support preK-12 schools, higher education, and workforce development. If we want high quality education in Nevada, then our institutions need funding stability. The issue is now in the hands of our political leaders to determine.



David B. Ashley
David B. Ashley,
UNLV President

More: Information on UNLV's budget crisis can be found at unlv.edu/budget or system.nevada.edu. To learn about the strategic plan, visit planning.unlv.edu.

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Off the Wall

We tapped Evan Graham to produce the illustrations on **page 30** after spotting his work hanging in the spring Bachelor of Fine Arts show on campus. The '08 graduate is now working for a local sign and vehicle wrap company. Although we paid him a pittance for the work, he applied himself to the project as if his career hung in the balance. He researched past issues and asked thoughtful questions before putting pencil to paper (and then mouse to screen). "The first task was figuring out the tone and the most important elements that each passage described," he says. "I wanted the symbols to be bold with plenty of contrast, and I had to be sure the meaning of the symbol wasn't obscure in the small size," he says. "The final symbol was chosen after a series of many sketches."



A Half Century of Rebels

50

UNLV THROUGH THE YEARS

"No other undertaking so typifies Nevada spirit as the birth and growth of Nevada Southern. It was the same dedication, the same defiance of opposition, and the same unity of purpose that overcame the challenge of man and nature to bring Nevada to its place in 1864."

Those words were spoken by Gov. Grant Sawyer on June 3, 1864, at the first commencement of what was then called Nevada Southern University. The former university regent marveled at the campus' growing student body and six buildings among the "best and such."

He predicted that UNLV would "emerge as one of the outstanding educational centers of the great Southwest, an area marked as the coming dominant force in the new America."

Today, as the university celebrates its 50th anniversary, there is much evidence that his prophecy came true. Take a look back at the moments that defined UNLV as it rose from a dusty outpost to become the state's largest university.



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A YEAR TO REMEMBER

I WAS SO IMPRESSED to see the "50 Ways" the university is making its mark in the community. It is a great list of positive programs. However, I was disappointed to see the UNLV Rebel Recycling program's Drive Up and Drop Off (DUDO) was not on the list. Because no apartments or condominiums in the Valley provide their tenants with the opportunity to recycle, Rebel Recycling started this program in 1998. DUDO is the only convenient, seven-day-a-week/24-hours-a-day location that accepts recyclables. It gives disenfranchised multifamily dwellers the ability to recycle.

Tara Pike-Nordstrom
 '95 BA Environmental Studies
 UNLV Solid Waste and Recycling Manager

BOTH MY WIFE, PATRICIA (SEPICH), '69 BA Education, and I are lifetime alumni association members, and we both enjoyed the well-done magazine. Patti worked as a student aide in the athletics department for then-director Michael "Chub" Drakulich.

When Patti's father passed away, she told Chub that she would have to quit school to work and help support the household. Chub would have none of it. Instead, he put her on a basketball scholarship, which allowed her to complete her education. There were no women's basketball scholarships in those days, of course, and Patti thought there might be a problem with the NCAA by being a woman on a men's basketball scholarship. When she voiced her concerns, Chub put his arm around her shoulders and told her, "If you



PHOTO FINISH

Whenever we survey readers, high marks go to the photos of the people and places that make UNLV unique. Those images are courtesy of our award-winning photo services department. For the second year in a row, a UNLV photographer took top honors in national competitions sponsored by the University Photographers Association of America.

R. Marsh Starks was named the 2008 Photographer of the Year. His photos of the new Student Recreation and Wellness Center (fall 2007 issue)

see anybody who looks like they're investigating, start shooting baskets." Hence, she might have not only been the first athletics department secretary, she was in all likelihood the first woman to attend UNLV on an athletic basketball scholarship!

I just thought I'd add a little history that is probably unwritten to the 50th celebration of UNLV.

Andrew R. Nixon,
'78 Ed. D. Curriculum and Instruction

I AM WRITING TO EXPRESS a few thoughts concerning the "50 Year" magazine. There was no mention of the nursing program, which has been in existence since 1965. I was director of the nursing program from its beginnings. Many of us put in a lot of hard work to develop an academic program that makes the university proud.

I saw no mention of nurses except for the article on Yu Xu. This was his research of Asian nurses in the American health-care system. Nothing was mentioned about the university turning out high-quality nurses.

Margaret Simon

I JUST WANTED TO LET YOU KNOW how much I enjoyed reading about UNLV. It brought back many years of wonderful experiences.

My grandfather, Dr. Herbert Derfelt, was one of the first professors in the College of Education and the founder of the student-teaching program at UNLV. I remember many stories about the university when my grandfather was working there. His office was in the Maude Frazier building when only three buildings existed on campus.

My son, Pate Thomas, a freshman, is the fourth generation to attend the university. My mother Lavetta Derfelt Starlin, myself, and now my son,

won Best of Show. He also won awards in the categories of Environment & Landscape; Sports; Science & Research; and Portraits.

Starks beat out more than 350 photographers from 250 other universities, including last year's big winner, co-worker Aaron Mayes.

Mayes, '06 BA Art, racked up enough points in the UPAA's Monthly Image Competition to be this year's overall winner of that contest. He also won prizes in the categories of Personal Vision; Science & Research; Portraits; and News & Features.



have all attended UNLV along with my grandfather and my grandmother, Olive Derfelt.

I was a member of CSUN and was vice president pro tem of the senate. My husband also graduated from UNLV and we both received our master's degrees in education and have been in the Clark County School District for over 20 years.

Robin Starlin Thomas
'82 BA Education, '86 M.Ed. Secondary Instruction

I WANTED TO TAKE A MINUTE to let you know that several UNLV Center for Academic Enrichment and Outreach employees commented on how much they had enjoyed reading the "American Dream" in the spring 2008 issue. The article featured Maria Luisa Parra-Sandoval, a political science major.

The center's programs have helped thousands of disadvantaged youth, just like Maria, by providing early intervention programs that help young people better understand their educational opportunities and options. We all are very proud of Maria and wish her good luck and happiness as she pursues her career in law and public policy.

Writer Erin O'Donnell and photographer Aaron Mayes did a wonderful job of informing the campus and the community of where this young lady started and what she has achieved thus far.

Peggy Marlow,
*Director for Marketing and Community Relations
UNLV Center for Academic Enrichment and Outreach*

Are you still true?

We stumbled across this photo in the special collections archives at Lied Library. All we know is that it was taken around 1977. Do you know who that is with the "UNLV — Be true to your school" tattoo? E-mail us at magazine@unlv.edu.

Send us your comments

We know you're a diversely opinionated bunch. Let's hear it. We welcome letters to the editor. Please include your name and a daytime phone number. Our full policy on printing letters is posted on our website, magazine.unlv.edu.

Write: UNLV Magazine,
4505 S. Maryland Parkway,
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THE Flashlight

BRIEFLY

'It's Magic'

Come make some memories at this year's "It's Magic" homecoming Oct. 13-18. Activities include the alumni dinner, tailgate, Rebel Rally, parade, and a sneak peek at the Runnin' Rebels. The football team takes on Air Force Oct. 18. homecoming.unlv.edu

Listen Up

Head back to the lecture hall for these public events:

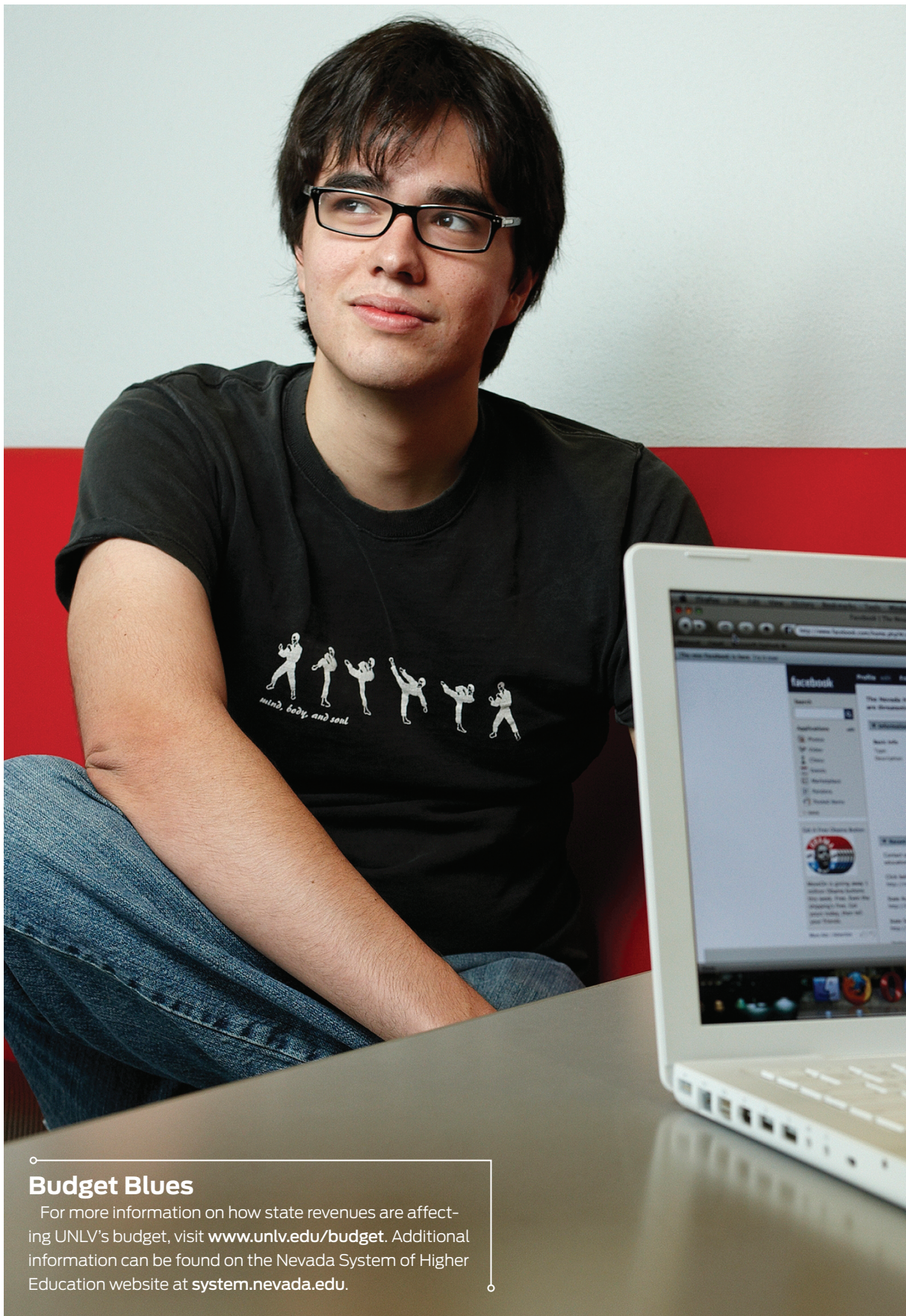
- **Saltman Center for Conflict Resolution** — Last month, the center brought in news analyst Daniel Schorr for its Peace in the Desert lecture series. Upcoming events will focus on dispute resolution.

www.law.unlv.edu

- **University Forum** — This fall's presentations cover topics from medicinal plants and nature photography to real-life hobbits and the expanding universe.

liberalarts.unlv.edu

- **Forum on Contemporary Cultures** — Among the thinkers that UNLV's Black Mountain Institute is bringing to campus this year are novelists Joyce Carol



Budget Blues

For more information on how state revenues are affecting UNLV's budget, visit www.unlv.edu/budget. Additional information can be found on the Nevada System of Higher Education website at system.nevada.edu.

Protesting 2.0

Students rally against budget cuts through social networking site

When a favorite professor lost her job, **Hepi Mita** knew he had to act. Professor Charlotte-Anne Lucas had taught him about online reporting and Web publishing — subjects critical to journalism majors like Mita — so he took Lucas' lessons to heart and took his protest to Facebook.

He spent all of 10 minutes setting up a group on the social networking website. Within a week, more than 1,000 people had joined “The Nevada Higher Education Budget Cuts are Threatening my Future” Facebook group.

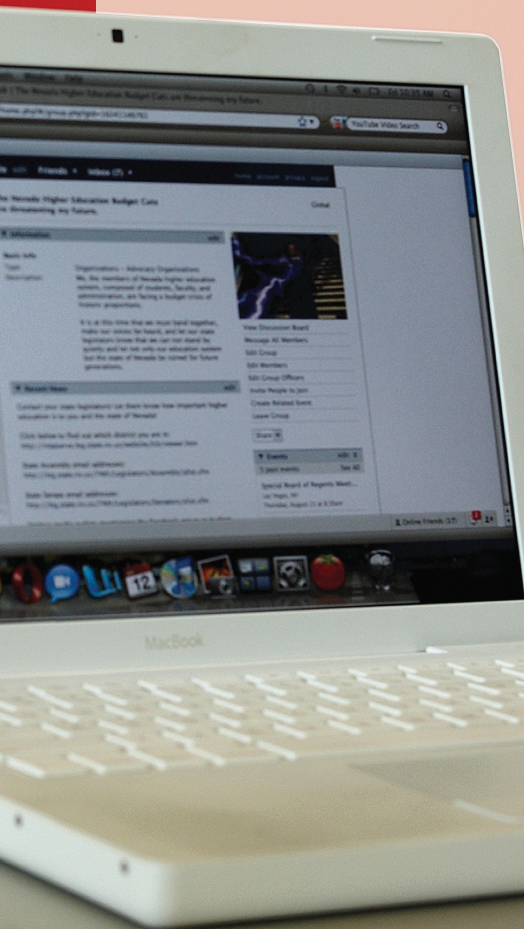
Part-time faculty members like Lucas were among the first to go when the state's agencies were told to cut their budgets. UNLV had to trim \$18.1 million from its budget and faces drastic cuts for the 2009-2011 fiscal years. “I didn't know what (that amount) meant, but I knew one of my favorite professors just got fired because of it,” says Mita, a senior from New Zealand.

Membership grew exponentially because of the way Facebook members can post messages to hundreds of friends in a nanosecond. Students like Gregan Wingert discussed the cuts on their personal Facebook pages, then urged friends to spread the word. Every time someone joins a group, their friends receive a notice. “And you start to wonder, ‘Why have 10 of my friends joined this group?’” Wingert says.

Students, faculty, and staff from UNR and the College of Southern Nevada have joined the group as well. “I was very surprised that it reached those networks,” Mita says. “I had invited all my friends from UNLV, and then it leapfrogged all around.”

The group's page acts like an information hub. Members post links to news and related websites, relay details about public meetings, and provide contacts for legislators and university administrators. Ultimately, Mita's goal is to turn back the cuts, but “I'm not a fool. I know the state is in bad shape economically...but to me, 14 percent is just ridiculous.”

As students returned for the fall semester, Mita and Wingert were expecting a surge in membership and planning real-world activities like simultaneous protests at Nevada campuses. “One of the goals is to make a lot of noise,” Wingert says. “A thousand people who pay taxes and vote speak much more loudly than one sophomore journalism major.” — Erin O'Donnell



BRIEFLY

Oates and Michael Chabon; U.S. poet laureate Charles Simic; and authors Susan Faludi, Katha Pollitt, and Farai Chdeya. **blackmountain.unlv.edu**

• College events

— From architecture to women's studies, many departments offer talks throughout the year. Visit college websites to learn more.

Self Healing

Arthritic fingers. Aging eyes. Failing memory. A team of researchers from UNLV and Nevada State College is among the first to examine how such factors affect an individual's ability to self manage their diabetes. A rise in diabetes “is occurring at the same time that life expectancy is on the rise, making daily self-management of diabetes vital for individuals to live a more healthful life,” says Lori Candela, the UNLV nursing professor leading the study.

Nearly 20 percent of Nevadans over 60 live with Type 2 diabetes. Effective self-management involves maintaining a healthy weight, monitoring blood sugar, and increasing health literacy in patients.

BRIEFLY
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Getting past the back-to-school bumps

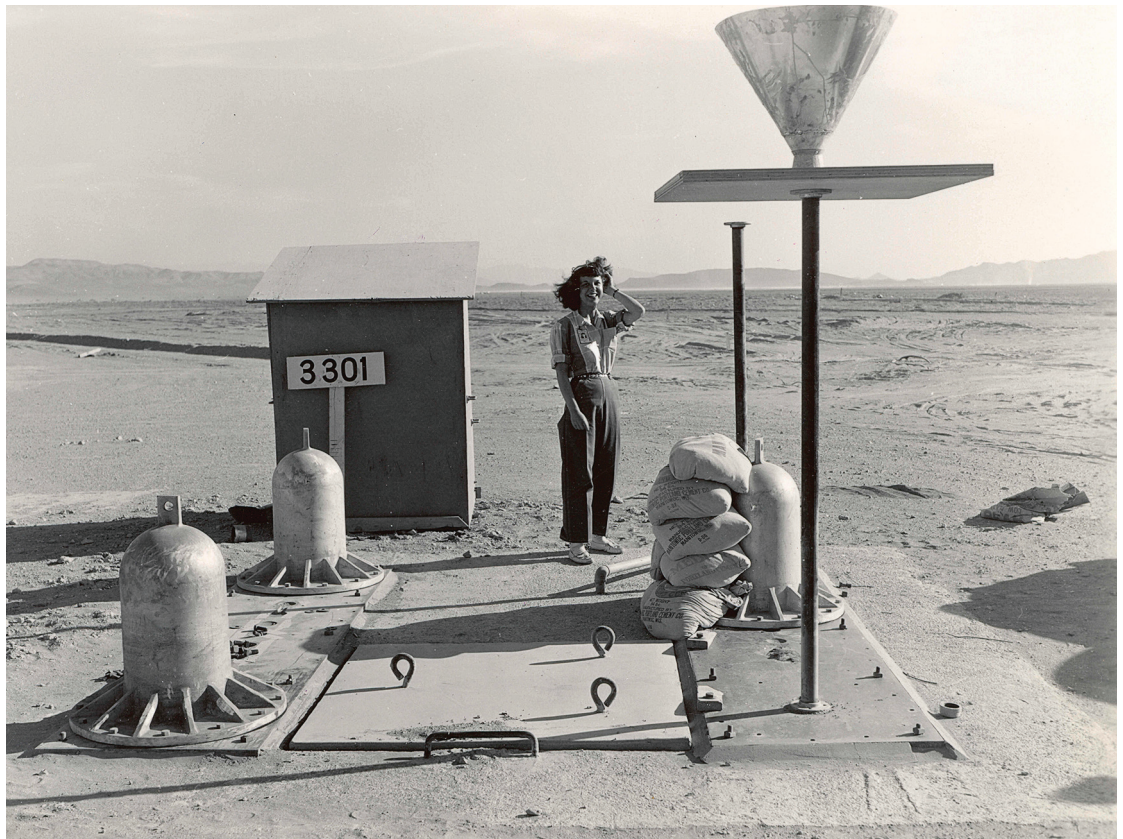
Rusty computer skills, high anxiety, and a full-time job — the odds were against card dealer Don Barlow when he headed back to college at age 50.

He worried about being the “old man” in the classroom. And he soon discovered that his technology skills lagged well behind his 20-something-year-old classmates. Word processing was one thing, but computer-aided research methods?

“I’ll be honest — it was scary,” he says. “I wish I would have known how big my skills gap was.”

At the new Academic Success Center, returning students like Barlow will now find easy access to UNLV’s many resources. Its programs are targeting specific populations on campus. In addition to re-entering students, first-year and transfer students will find programs to help with the college transition.

“More than anything,



Voices from Nevada’s nuclear past

MORE THAN 50 YEARS HAVE PASSED since the first nuclear tests bloomed ominously from the Nevada desert. In that time, more than 100,000 people worked at the Nevada Test Site while thousands more protested its existence and lived with the consequences of being its neighbors.

Mary Palevsky’s mission is to make sure all of their stories are heard.

Palevsky directed the Nevada Test Site Oral History Project. The collection includes interview transcripts for more than 150 people on 335 hours of digital audio and video. It’s all housed

in Special Collections at Lied Library and on a vast multimedia website. The personal stories set the project apart from a traditional historical archive, Palevsky says.

“Our job was not to come up with a definite master narrative. Our job was to give voice to the multiplicity of narratives,” she says. “There are many folks whose stories would never be in the historical record without oral history. They’re not leading historical figures.”

Not in a traditional sense. But to Palevsky and her team of investigators, everyone connected to the site contributed to the history of Cold War nuclear testing, which lasted from 1951 to 1992.

There are the scientists such as Harold Agnew, former director of the Los Alamos National Laboratory, which designed nuclear weapons. There are protesters such as Ian Zabarte, a Western Shoshone property owner. There are veterans and downwinders exposed to radiation, some of whom

The stories of people affected by Cold War Era nuclear testing are captured by a new oral history project. In addition to the scientists who conducted the experiments, those interviewed included such behind-the-scenes contributors as Dorothy Jean Grier (above), a secretary for Los Alamos National Laboratory.



detail. But she acknowledges that researchers struggle with eliminating their own biases. “The world we’re looking at is highly contested and controversial. The urge to figure out who’s right and to pass judgment is strong.”

That task falls to those who listen to their stories. The verbatim print transcripts and complete audio files were made fully digital to allow students, researchers, and laypeople to browse with ease.

Cory Lampert, digitization project librarian, and her team of five worked with Palevsky and history graduate assistant Leisl Carr Childers for more than two years to organize the huge amounts of data. “The transcript is rich and comprehensive, but when you hear the voices, it connects with your imagination in a different way,” Lampert says.

At the opening reception, Lampert says, “it was amazing to see Native Americans, to see scientists, to see people who

had been struggling with their health, all together in the same room, maybe for the only time ever.”

The group is a living paradox. There is a great sense of pride among those who worked on the nuclear tests — even among those who were eventually sickened by them, Palevsky says. “The conviction that they did absolutely what they needed to do, that they were Cold War patriots — that hasn’t gone away. But in addition to that there can be disappointment, and in some cases, anger, about their experiences.

“What comes out in the interviews is that people are subtle, complex, and nuanced in their thinking. They really taught me something not only about the American spirit but about the human spirit.” — Erin O’Donnell

More info

Learn more about Nevada’s nuclear history online at digital.library.unlv.edu. Other gems in the digital archives include photos of early Las Vegas, a history of Western water wars, and a chronicle of Southern Nevada through maps.

died soon after they were interviewed. There are laborers like miner Hank Peluaga, who got his job in 1957 by proving he was from Winnemucca (out-of-state men were not to be hired).

Those are the details Palevsky wanted to hear. “People think you’re probably not interested in the color, in the shape, in the subtleties of their experience. We took the time to say, ‘Help me understand what that was. What did that look like? How big was it? How far was it? Were you able to talk to your family about your work?’ These are the things people will gloss over and summarize for you because we live in such a sound-bite culture.”

Grants from the U.S. departments of Energy and Education supported the four-year project. The research conducted in the College of Liberal Arts emphasized the historical and sociological significance of nuclear testing. More than 40 graduate students participated, and the university libraries and department of history were additional partners in the final year of work.

Oral history is a qualitative method of research, Palevsky says. It’s not journalism, and it’s not mere recording. Palevsky doesn’t worry whether someone can remember every name, date, or

BRIEFLY

the center is solving one of the biggest hurdles for students: knowing whom to ask for help,” says Ann McDonough, the newly appointed dean of the ASC.

The center’s services are key to improving UNLV’s retention and graduation rates, McDonough says. It will support students with skills-gap testing, tutoring, advising, and guidance on how to accomplish processes on campus. The class concierge program, for example, will help students who face delays in graduating because they can’t get into a required course.

Barlow is grateful he found tutoring resources to get him past his computer phobia. He graduated last year with a bachelor’s degree in interdisciplinary studies.

“Once I got the tutoring, I was able to focus on what my professors were teaching me,” he says. And they inspired his choice for a second career. “I loved school so much this time around that I’m now getting a master’s in education.”

NEWSMAKERS

VOICE OF ENCOURAGEMENT: La Voz, a student group at the William S. Boyd School of Law, was named student organization of the year by the Hispanic National Bar Association. The 3-year-old group was chosen for its outreach activities that encourage Latino students to finish high school and college. One of its programs pairs high school and undergraduate students with mentors from the local legal community. La Voz also has organized bilingual outreach sessions for parents of local students.

KOEP-IOUS AWARD: College of Fine Arts dean Jeffrey Koep was inducted into the College of Fellows of The American Theatre at the Kennedy Center in Washington D.C. With just 121 current fellows, it is one of the highest honors for educators and professionals from America's stage community. Koep has directed and produced more than 300 productions ranging from Shakespeare to premieres of contemporary musicals such as George Fischhoff's *Promised Land*, which played in New York City for five years.

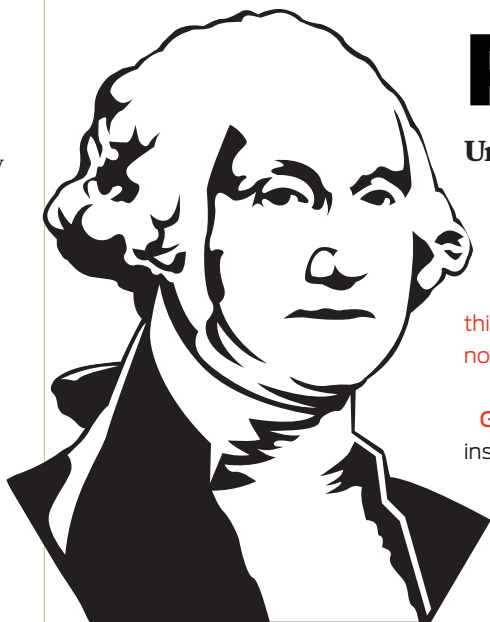
A DIRTY JOB WELL DONE: UNLV's Public Lands Institute won a national Take Pride in America Award for its efforts to clean up litter in Southern Nevada. In partnership with several

TOOLS OF THE TRADE

The Tools:
La Gloria Cubana cigar and a bench

The User:
Joe McCullough
Distinguished Professor of English

Maybe it was the peer pressure. McCullough, an expert on Mark Twain, found that many of his colleagues were cigar fanatics, just like the American humorist they study. At a conference 10 years ago he tried a cigar and found the slow pace fostered conversation and contemplation. Now every morning and noon, he indulges in his La Gloria on a bench outside the Dungan Humanities Building. Students wander up and open up. "It somehow makes me more approachable," he says. "To go to office hours, students feel they have to have a specific question about class; at the bench, they end up asking for advice on their careers and their lives." One piece of advice he always gives: "Don't ever start smoking. This isn't a habit I'm proud of."



Presidents 101

University Forum offers historical look at leadership

During this hotly contested election season, political science professor Steve Parker is looking at what history tells us about presidential leadership. Parker is one of the featured speakers during this fall's University Forum lecture series. Here he is on the risks and innovations that defined past presidential administrations:

George Washington: In 1794 Washington was confronted with an insurrection in Pennsylvania and elsewhere that became known as the Whiskey Rebellion. (The rebels were resisting a law that had established a national tax on whiskey.) Rather than letting a state governor deal with it, Washington assembled an army of 15,000 men to quickly restore order. In so doing he established the precedent



that the president, not governors, are to implement national laws (national supremacy).

Abraham Lincoln: While many other national figures counseled “letting the South go,” Lincoln persevered in his goal of keeping the nation together. He did this in spite of the fact that the Civil War cost 620,000 lives — almost as many as all U.S. battlefield deaths in all other wars combined. With our current population of 300 million, a comparable calamity would have to cause nearly 7 million deaths to equal it in scale... and yet Lincoln continued to pursue his goal.

Franklin D. Roosevelt: The consummate innovator, FDR tried some conservative policies (like the National Industrial Recovery Act) before hitting upon more liberal ones that worked better and that the Supreme Court allowed him to keep. He was a risk-taking experimenter more than he was a static ideologue.

Harry Truman: When he fired Gen. Douglas MacArthur for insubordination during the Korean War, Truman knew that he was taking on one of the most popular men in the nation. Standing up for the principle that the president is commander-in-chief, the stubborn man from Missouri would not back down. The general repeatedly disobeyed orders, so Truman sacked him.

Andrew Jackson: Because the Constitution is vague about the grounds for using the veto power, the first six presidents did so only when they thought that a bill was actually unconstitutional. Today we know this idea as the concept of judicial review. The man on the \$20 bill was the first to veto a bill (the reauthorization of the Bank of the U.S.) just because he disagreed with it and thought that it was bad policy. When he took this risk, he made the president the most important participant in the legislative process.

NEWSMAKERS

government agencies, the institute organized 1,435 volunteers to remove 1,953 cubic yards of waste from public lands. The institute also launched the “Don’t Trash Nevada” campaign to raise awareness about hazards of desert dumping.



MONUMENTAL SUCCESS: Art professor Stephen Hendee’s sculpture “Monument to the Simulacrum” was named one of last year’s best public art projects by *Art in America* magazine. The stainless steel sculpture, located downtown at Fourth Street and Lewis Avenue, marks the site of Las Vegas’s 100th anniversary time capsule. The City Council also will recognize the artwork during National Arts in Humanities month in October.

BRIEFLY
.....

Rodeo team wrangles a championship

Led by barrel racer Nellie Williams and goat-tyer **Kassi Venturacci** ▲, the women's rodeo team won the national title this summer at the College National Finals Rodeo (CNFR).

The Rebel riders racked up 470 points to outpace runner-up New Mexico State University during the 60th annual competition.

The UNLV men's team finished 14th, led by Wes Lockard, who was runner-up for the individual overall title and placed fourth in steer wrestling.

More than 400 competitors from 100 universities and colleges vie for the chance to rope or ride at the CNFR each year. Since its inception in 1993, UNLV's rodeo teams have won 13 team and individual national titles.

Back from Beijing

Rebel swimmers compete on the world's biggest sporting stage

BY SHANE BEVELL

Sleep. Eat. Swim. That simple mantra of UNLV's Olympic swimmers proves daunting when you consider you have to eat like a horse, sleep like a bear, and swim like a fish.

Three Rebels spent a good chunk of their summer in the McDermott pool preparing for the Beijing Games. Joe Bartoch, '07 BS Physical Education, and Richard Hortness, a senior majoring in education and biology, represented Canada, while Jonas Andersson, '08 BA Economics, swam for Sweden.

TRAINING IS SWEET, BUT NOT EASY

Several days a week, the Olympic hopefuls spent two, two-hour sessions in the pool. On the days when they only swam once, they lifted weights, ran stairs, jumped rope, and did crunches. "I love the muscle ache and the burning," Bartoch says. "When I feel the pain, I want to keep going."

Swimmers typically consume thousands more calories per day than the average person. Bartoch devours meatloaf, steak, and his mother's pierogi. Hortness has a soft spot for dark chocolate cake, while Andersson slurps an Oreo-banana milkshake before going to bed. "It takes a lot of energy to train the way we do," Andersson says. "We have to eat enough calories to replenish the calories we burn and sleep enough so that our bodies can recover."

OLYMPIC EXPERIENCE

The first step in the Olympic quest was to make their respective national teams. Canadian Hortness and Swede Andersson were roommates for two years. During the qualifying meets for their respective teams, the two texted encouraging messages to each other. "He is one of the most focused and smartest people I know," Hortness says of Andersson. "He puts his mind to something and doesn't get distracted."

The Canadians spent three weeks prior to the Games training in Singapore, while Andersson spent two in Japan. Since the swimming competition began the day after opening ceremonies, they didn't march in front of the 91,000 fans in the Bird's



Nest. Instead the trio gathered together to watch the festivities on television. "I'm glad we didn't march," says Bartoch, "because according to ESPN, (Canada) was the fourth worst-dressed nation."

Although they didn't win medals, the swimmers were able to compete on the biggest sporting stage against the world's best athletes. Bartoch swam the 100-meter butterfly and the butterfly leg of the 4x100 medley relay. Hortness competed in the 50-meter freestyle. Andersson swam the 100-meter breaststroke and the breaststroke leg of the 4x100 medley relay.

After competing, the athletes were able to soak up the Olympic atmosphere by watching other sports, spending time in the Olympic Village, and trying some of the local cuisine.

Bartoch and Hortness experienced the Chinese



UNLV's Olympians
Joe Bartoch, Richard
Hortness and Jonas
Andersson

culture by watching Kung Fu exhibitions and visiting the Summer Palace, the Forbidden City, the Temple of Heaven, and the Great Wall. "A lot of people worked their whole life on that wall and never saw its completion," Bartoch says. "It is something everyone should see to appreciate how magnificent it truly is."

LONDON IN FOUR YEARS?

Although each says competing in the Beijing Games was a remarkable and unforgettable experi-

"I accomplished every goal I wanted in swimming so far," says Bartoch, "but we'll see what happens when 2012 rolls around."

ence, they have different thoughts about competing in London in four years.

Andersson turned his focus from swimming to

school, returning to Sweden to pursue a master's degree in finance at the Stockholm School of Economics. "This was probably the last big meet of my career."

Although he plans to swim a while longer, Bartoch isn't sure about London in 2012. "I accomplished every goal I wanted in swimming so far," he says, "but we'll see what happens when 2012 rolls around."

Hortness has completed his UNLV swimming career but returns to campus to finish his studies.

The London games are a possibility, he says. "I need to bulk up so that I have the muscle I need to really be competitive."

BRIEFLY

Homecoming by the Numbers

10-18-08

Date of this year's game against Air Force. Kickoff is 7 p.m. at Sam Boyd Stadium. Visit homecoming.unlv.edu for details.

26,241

Largest homecoming crowd (for the 2003 match-up with Utah)

6

Number of times UNLV has hosted UNR for homecoming. Each has won three times.

35

Biggest margin of victory at a homecoming game; the Rebels beat Illinois State 41-6 in 1997

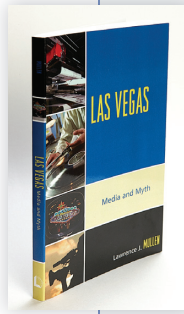
2

Number of touchdown passes All-American Randall Cunningham threw to help defeat 25th-ranked Cal State Fullerton, 26-20, in 1984



History professor Andrew Kirk says the phenomenal appeal of the *Whole Earth Catalog* grew from the work's practical solutions for everyday living.

Las Vegas: Media and Myth
Lexington Books, 2007



Lawrence J. Mullen, associate professor in the Hank Greenspun School of Journalism and Media Studies, examines the relationship between the Las Vegas mass media and the commu-

nity via interviews Mullen and his graduate students conducted over seven years with local leaders.

Everyday Law for Latinos

Paradigm Publishers, 2008
Boyd School of Law professor Raquel Aldana joins colleagues from across the nation in this comprehensive guide for the most populous minority group in the United States. The book centers on what the authors describe as the “three flash-points that contribute to the unique legal treatment of Latino/as — immigration status, language regulation, and racial/ethnic discrimination.

Uncommon Bonds

PublishAmerica, 2006
Dr. Maria Antonia Rabbio, a veteran of the U.S. Air Force Dental Corps, says she has always been interested in writing a novel. After retiring from the Air Force and joining the UNLV School of Dental Medicine, she decided it was time to realize that dream. “It turned out to be one of the most exciting things I have ever done,” she says. *Uncommon Bonds*, a moving tale of the intersection of genetic heritage, infidelity, cancer, and adoption, promises to be only the start of her secondary career as a novelist.

The Precursor to Google

Whole Earth Catalog achieves iconic status with tools for living

BY BARBARA CLOUD

What did previous generations ever do without Google? According to Apple Computer founder Steve Jobs, the '60s generation had its own, admittedly primitive, equivalent: a book called the *Whole Earth Catalog*.

Described by its creator, Stewart Brand, as a collection of tools for living, this handbook for hippies, do-it-yourselfers, and early advocates of self-sufficiency is the subject of history professor Andrew Kirk's latest book.

Kirk, who came to UNLV in 1999 to start the public history program, says his interest in the *Whole Earth Catalog* grew out of his research for his first book on environmentalism, *Collecting Nature: The American Environmental Movement and the Conservation Library* (University Press of Kansas, 2001).

“*Whole Earth* kept coming up in discussions about everything from solar energy to organic gardening, and so I did a little research on the catalog and included a brief mention of how the publication became a forum for alternative environmentalism.”

Kirk subsequently visited Stanford University to research the *Whole Earth* collections and wrote several articles about how the work served as “an important voice for the emerging appropriate technology movement that evolved into today's sustainability and ecological design movements.”

The historian also traveled around the West, touring commune sites and places like Biosphere II and Arcosanti, two Arizona experiments to develop and research sustainable communities.

“One of the wonderful things about researching *Whole Earth*,” says Kirk, was interviewing the writers and contributors. “Most of those who worked on the catalog were relatively young when they participated and are very much alive and

active in their fields of expertise. While *Whole Earth* was about ‘access to tools,’ it was the innovative people behind the tools that really captured my attention.”

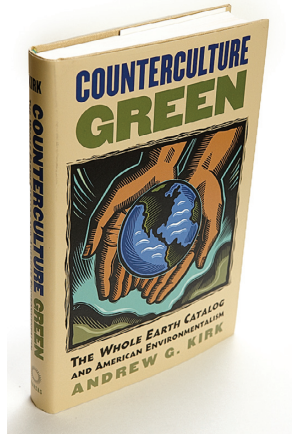
Stanford University biology graduate Brand first self-published the oversized, iconic, counterculture publication in 1968. Its pages were cheap newsprint; its cover was adorned by a color photo of the earth, staring out moonlike from the black background of space. Kirk describes the format of photos, designs, and drawings, accompanied by short essays and reviews, as “captivating.”

“No one could see this remarkable publication and fail to pick it up and flip through its massive pages,” he writes.

The first catalog had 51 pages; later editions grew to as many as 608. Almost 2 million people have bought a copy. More than 150 different editions were issued during its 30-plus-year history. Published irregularly, the catalog also yielded a variety of spin-offs. Brand subsequently published several books and most of the primary contributors followed up with at least one book of their own, Kirk notes.

An exhausted Brand quit the catalog in 1972, after winning a National Book Award and after *Whole Earth* hit its peak circulation, but others carried on the tradition.

Kirk says it “figures very prominently in the history of the ecological design movement” and other, similar efforts. The book's appeal grew largely because Brand focused on solutions, not problems.



Counterculture Green: The Whole Earth Catalog and American Environmentalism

by ANDREW G. KIRK
University Press of Kansas, 2007

Book Your Calendar

UNLV's Black Mountain Institute, School of Architecture, and creative writing programs are sponsoring events as part of this year's Vegas Valley Book Festival, Nov. 6-8. All events are free. Visit www.artslasvegas.org/vvbf.

Engineering professor Rama Venkat's design could help save energy in light displays like the Fremont Street Experience.



A better way to light up the Strip

Engineers developing energy-saving innovations for outdoor signage

BY MATT JACOB

IT DOESN'T TAKE A GROUP OF ROCKET SCIENTISTS to realize we're in the midst of an energy crisis. One trip to the gas pump or one glance at your summer power bill is proof enough. It does, however, take a group of rocket

scientists — or something close to it — to develop technology to combat that crisis.

A collection of UNLV professors, students, and researchers has been working for nearly three years — courtesy of a U.S. Department of Energy grant totaling nearly \$1 million — on two energy-saving projects with applications for Southern Nevada and beyond.

The first is a new twist on light-emitting diode (LED) technology, which brightens marquees from the south end of the Las Vegas Strip to the

world's largest LED display, the Fremont Street Experience. The second project involves converting direct sunlight into high-intensity solar power for use in outdoor displays.

The prototypes for both inventions sit inside a laboratory on the second floor of the Thomas T. Beam Engineering Complex and look primitive at best. But as engineering professor Rama Venkat and his team proudly show off their gadgets, even a layman who needs directions to screw in a light bulb can deduce that these inventions could have a tangible impact on our environs.

SAVING ENERGY WITHOUT COMPROMISING QUALITY

Unlike their private-sector counterparts, professors are free from the constraint of worrying about the immediate commercial needs of a client or the market, says Venkat, who has been a professor at UNLV for 19 years. "But these projects are different because they're so strongly tied to the market and so appropriate. Energy is a big issue and the environment is a big issue; our projects address those two issues clearly."

Dubbed "Photonics in Entertainment," the project got off the ground when U.S. Sen. Harry Reid paired the DOE with UNLV's engineering department nearly three years ago. The federal grant UNLV received in fall 2005 sought more energy-efficient and cost-effective alternatives to the LED displays fronting the state's hotel-casinos.

Traditional LEDs use red, green, and blue diodes to light up all the colors in a display. Venkat and his team — which includes research engineer Glenn Mercier, research associate Paolo Ginobbi, and students Neveen Shlayan and Mike Thorton — determined that adding a white LED to the red-green-blue configuration would significantly decrease the energy needed to power up the signs. It turns out that a white LED is much more energy efficient than the three other colors — in fact, as much as 50 percent more efficient than a green LED. By supplementing with a white LED, energy can be saved without compromising the color quality of the sign.

The next step, albeit a big one, is to transfer the technologies from Venkat's lab to the real world. Venkat has begun working with the international sign maker Tecnovision on plans to manufacture and market the LED technology.

Venkat says the LED project is about 80 percent complete; it will be finished this coming year, thanks to an additional \$600,000 federal grant.

Another project with strong market appeal is what Venkat calls his "sunlight display." This inexpensive and environmentally friendly contraption uses concentrated direct sunlight — rather than electricity — to power highly luminous outdoor signs during daytime hours (and potentially at night).

Ideally, Venkat says, this technology would be used on remote desert highways (where the cost of establishing electricity is substantial) and on urban freeways. The displays can be controlled from hundreds of miles away to broadcast traffic and Amber alerts. During the summer months, when electricity demands in the desert are at their peak, the signs would save a significant amount of energy, Venkat says.

GETTING TO MARKET

The next step, albeit a big one, is to transfer the technologies from Venkat's lab to the real world. Venkat has begun working with the international sign maker Tecnovision on plans to manufacture and market the LED technology. At the same time, the university is working to secure patents on both projects. That's a time-consuming task that few professors have the resources (or the desire) to tackle. So in steps UNLV's office of technology transfer.

"The university obviously isn't in the business of making the products," says Robert Sweitzer, director of the office. "So (our office) works with companies — and ideally Southern Nevada companies — that could make use of UNLV's research to introduce new products and services. This will bring licensing royalties to the university and positive economic impact to the community from the direct sale of the product and from job growth. The more a product sells, the more jobs that are created."

Sweitzer noted that the LED and sign technology is likely to generate high interest. "Ultimately, the market determines if there is a little bit of interest or a phenomenal amount. Having said that, though, anything that addresses the issue of increasing energy costs holds great promise."

SAY AGAIN?

What do those big, technical words mean in the titles of recent studies? We asked some professors to translate for us.

Big Bang Bing

"Broadband Observations of the Extraordinary Naked-Eye GRB 080319B"

Astronomy professor Bing Zhang and an international team of researchers collaborated with NASA to examine a jet of light so bright that it was seen from Earth on March 19 — 7.5 billion years after it happened. Zhang helped develop a model for interpreting the loads of data on the spectacle, which was released last month at a NASA press conference and in the prestigious journal *Nature*. Scientists believe this particular event, called a gamma ray burst, is the brightest one detected in the universe since the Big Bang.



[MY THOUGHTS]

As a chemistry teacher, Ray Patterson taught his students about chain reactions, and his combustion demonstrations were always popular. Now he teaches his Boyd School of Law students how to diffuse heated situations without suing. He came to UNLV after running the New York City mediation program for citizen complaints against police officers. Here he's part the Saltman Center for Conflict Resolution, which earned the 2008 Alternative Dispute Resolution (ADR) Education Award from the 9th U.S. Circuit Court of Appeals and helped elevate the law school to ninth on *U.S. News & World Report's* ranking of ADR programs.

MAN IN THE MIDDLE

Ray Patterson, law professor and associate director of the Saltman Center for Conflict Resolution

A Big Job: The Saltman Center has a huge mission. It's to teach, to research, and to serve from the local level to the international level. Our mission is the world, to end conflict in the world.

Beyond the Sound Bite: The center's Peace in the Desert lecture series grew out of the fact that most of us get our news about the world in bits and pieces, so it's very hard to form a position on an issue. And if we don't have an informed position, we really can't help our leaders make the right choices for us.

You Can Get Satisfaction: Everybody comes to court thinking they're going to win. Unfortunately, only one person is going to win, and it may not be the one who should win. The law is about looking backwards to see who's liable. Mediation is about getting the two sides to a solution they can both live with tomorrow. By and large, both parties walk away with some satisfaction.

Nuts and Bolts: Lawyers need to be grounded in mediation because it enlarges

their toolbox. Most lawyers and most people think that if you have a dispute with someone, you have to sue. Reminds me of the old saying that when the only tool you have is a hammer, everything looks like a nail.

Tension Releaser: If you were to observe mediation, you might not think much of it. It's just people sitting around talking. Two of those people, though, have a lot of tension around them. The third, the mediator, is pulling some invisible strings and levers that move two diametrically opposed individuals to a place where they can begin negotiating.

Opening Up: My hero was my grandfather. He was the guy everybody brought their broken stuff to. He told me the key was to open the thing up and then put it back together; most of the time it starts working again. That's kind of what a mediator does.

Laying It Out: Most disputes escalate very rapidly. The mouth goes into overdrive while the ears shut down. The mediator tries to get each side to hear the information that the

other side is giving. The more information that is laid out on the table, the better the chances that people can develop a solution between themselves.

Fast Thinking: At the end of my first mediation case, a client turned to me and said, "How long have you been doing this?" I took a deep breath and said, "My God, it seems like a hundred years."

It's a Compulsion: When I'm teaching, I always wear a tie. I don't know why. They know I'm the teacher; I'm standing at the front.

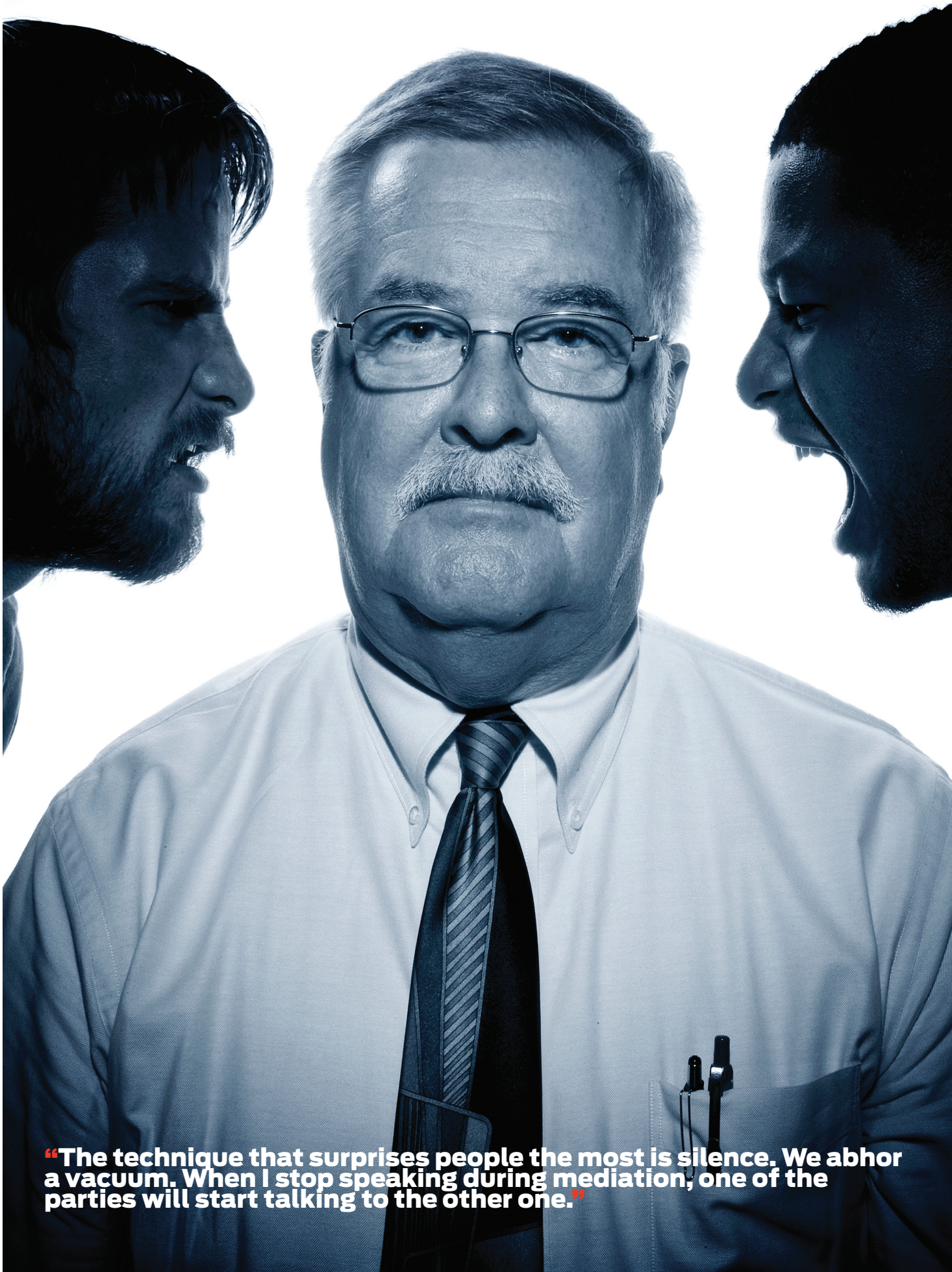
To Be So Young: First-year students are often so naïve about the law. It's charming and a little sad in a way. They have this idea that the law is so clear that you apply it and you know who's right. It's a great shock when they find out that laws are not beautifully crafted, and they don't always lead to the "right" solution.

Parking Tickets: We're training students in arbitration skills by running a parking appeals program for the campus. Construction here makes that

interesting. Some students will come to the arbitration with evidence, like pictures showing a parking sign blocked by a tree. Others will honestly say, "I know I parked wrong; I was just hoping you'd cut me a break." You can't do much for the latter, but you can give them the benefit of an official hearing. It's also benefitted Parking and Transportation Services by showing them how to make their rules more easily understood.

In a Lawyer's Best Interest: Law bats you around a bit. There's a lot of confrontation. Many lawyers want to find another way to resolve disputes where they don't have to scream at another lawyer or demonize a husband or wife. They want another way to really help their clients.

More info: The Saltman Center for Conflict Resolution sponsors lectures by such leading figures as National Public Radio's Daniel Schorr and *New York Times* columnist Thomas Friedman. Topics range from regional water wars to Middle Eastern conflict. To learn about upcoming talks, visit law.unlv.edu.



“The technique that surprises people the most is silence. We abhor a vacuum. When I stop speaking during mediation, one of the parties will start talking to the other one.”

[PIXELS]





Better Than Botox?

Post-doctoral researcher Andrew Ammons prepares to dissect the brain and thorax muscle of a European honeybee. Ammons is working with life sciences professor Michelle Elekonich to understand genomic changes in bees as they age. Bees perform specific duties in the hive depending on their age. Young bees nurse larvae while older bees forage, and they tap into different genes to perform their duties. Bees can be forced to switch those duties, essentially turning back or speeding up the aging process. "We make old bees young again, and then try to understand the changes in the bee at the genomic level," Ammons says. "With bees as our model, we may learn how to reverse aging processes in humans." [Photo by Aaron Mayes]





HATS OFF TO MARY

Under the brim is a woman of tenacity with a mission to make Nevada a model for healthy living

There's something vigorously uncompromising about Dr. Mary Guinan. Guinan is probably one of Nevada's most powerful women in public health. Her responsibilities — ensuring a massive hepatitis C outbreak never happens again, expanding research capabilities, and persuading Nevadans to lead healthier lives — leave little room for contradictions in her personal life.

The dean of UNLV's School of Public Health and acting state health officer purposefully parks a seven-minute walk away from the Rod Lee Bigelow Health Sciences Building and climbs 108 stairs every day to her fifth-floor office. She knows that a Starbucks scone has the same amount of transfat as a McDonald's small fries.

Having battled skin cancer, she advises everyone to be vigilant against Las Vegas' omnipresent sun. Her office could double as a haberdashery, with its colorful bouquet of wide-brimmed hats. At an event at the AIDS Memorial Garden on campus, Guinan directed the 30 attendees to move into a sliver of shade before she'd start her remarks.

She quit smoking after medical school even though she "loved it." She gained weight and took up jogging — "I was in bad shape. I couldn't walk a mile without stopping." — and four years later completed the Boston Marathon.

"I feel like if I didn't practice what I preach, would anybody pay attention to me?" Guinan says.

Beyond her penchant for healthy living, there are a number of reasons why leading researchers at the U.S. Centers for Disease Control (CDC), Nevada's legislators, and the victims of unsafe health-care practices do pay attention.

QUITE A REPUTATION

Guinan is passionate about public health, which she describes as population health (not health care for the poor, she'll pointedly explain). Her complex mission involves working in a network with local, state, and federal health authorities, conducting scientific research, eliminating health gaps between socioeconomic and ethnic groups, and providing quality education for students and the public.

BY
K.C. HOWARD

PHOTOS BY
R. MARSH STARKS

Before Nevada, Guinan's 20 years at the CDC were marked by breakthroughs. She spent time in rural India, helping to rid the world of smallpox. She became a leading researcher on genital herpes, earning the nickname "Dr. Condom." In 1981, she was one of the first scientists to identify the epidemic that became known as AIDS. Three years later, she became the first woman to serve as chief scientific advisor at the federal organization.

She came to Nevada in 1998 to be the state health officer, a position that had been vacant for two years. By the time she took the interim deanship at UNLV's nascent School of Public Health, she had led an extensive study of the Fallon cancer clusters, ruling out a number of potential causes, and played a substantial role in getting the state's water fluoridated.

"I want my work to have meaning; that's why I love public health. It has given me an opportunity to work for the communities of the world," Guinan says.

Now, as permanent dean, she oversees a school with 240 students, more than \$7 million in grants, three self-supporting research units, three master's degree programs, and the school's first joint doctoral program with the University of Nevada, Reno in the works. The collaboration with UNR is part of a long-term plan to merge the public health programs at the two universities, Guinan says. Nevada System of Higher Education Chancellor Jim Rogers believes the schools will obtain accreditation faster if they share resources, especially

in a state with a tight budget and tremendous need for trained professionals.

Guinan also is acting state health officer, charged with coordinating Nevada's different health authorities. Officials asked her to fill the empty position following an outbreak of hepatitis C cases discovered at two Las Vegas medical centers this year. Health investigators have confirmed nine cases of hepatitis C that they believe were caused by health practitioners using unsafe injection practices at the clinics. More than 50,000 residents could have been exposed to blood-borne diseases.

Guinan is leading a team of infectious disease experts to examine the cases and make recommendations to prevent future outbreaks. "I want to make sure our system works, that the public feels safe when they go to any health facility," Guinan says.

The School of Public Health, meanwhile, is evaluating a program that Nevada could employ to educate patients about what to expect during procedures. Guinan also hopes to require infection control education for every licensed medical practitioner in the state.

"It's not just Nevada. This is a national problem," Guinan says. But officials now have the opportunity to overcome the state's dubious title as the site of the largest hepatitis scare in the country. "We will show some leadership in saying, 'This is how it's done. We recognized the problems, and we identified the solutions.'"

Guinan didn't want to take a leave of absence from the university to step back into the role of state health officer, so university and state administrators opted to split her salary and time. Ron Smith, UNLV vice president of research and graduate studies, says sharing Guinan with Carson City at a time when the state is facing a budget deficit of historic proportions is another way to show how the university contributes to Nevada.

"Just the very fact that she's there and representing UNLV does a lot of good. She doesn't have to say a word about us or what we're missing or what we could use. Her reputation precedes her," Smith says.

A HEALTHIER NEVADA

BY TONY ALLEN

With health indicators in Nevada hovering near the bottom nationally, it's a tall task to tackle the issues. But according to Dean Mary Guinan, who's built a career on overcoming insurmountable tasks, a healthier Nevada can be a reality with some sound research by the right team. The school's researchers are already making headway with these issues:

GETTING GOOD CARE

Melva Thompson-Robinson and the Center for Health Disparities Research have teamed with Nevada organizations to find out why racial and ethnic minorities have higher rates of disease and mortality. To improve access to care, the center is building partnerships with providers who serve Hispanic immigrants, researching care for the working poor in Nevada, and providing HIV/AIDS prevention leadership training and outreach.

Charles Moseley leads a team of administration and policy researchers examining the inner workings of the local and national health-care system. Moseley is assessing the health status of uninsured preretirees in Nevada, the availability of psychiatric services, and emergency hospitalization of the mentally ill. He recently completed a study of Nevadans' knowledge of a recent cluster of hepatitis C cases in Southern Nevada.

UTTAR PRADESH, INDIA - 1975

Guinan got into public health by accident.

She went to medical school at Johns Hopkins to become a doctor specializing in blood disorders. “When I was graduating I realized there was this movement to eliminate smallpox from the world, and I thought, ‘My goodness, that looks really interesting,’” says Guinan, who also holds a Ph.D. in physiology from the University of Texas.

She joined the CDC and spent five months in Uttar Pradesh in northern India, visiting remote villages, working to identify smallpox cases and then vaccinating villagers within a five-mile radius.

“I was a great source of interest to the women, especially the Muslim women because they weren’t allowed outside. They wanted me to come into their houses, and they couldn’t understand why I didn’t speak their language. They didn’t have a concept that there were other languages,” Guinan says.

She slept in mud huts — when she could find one. She had a Muslim paramedical assistant and a Hindu driver, who could not eat from the same cookware, so Guinan used leaves as plates to separate their food.

Each month there, she saw the smallpox cases drop. One state in India was declared free of the disease within the next year and public health workers saw cases decline in Africa. “You had this whole system of public health workers who went around looking for the disease and getting people to immunize the population,” Guinan says. “It was so successful I decided this is what I want to do. I mean, (as a physician), I could take care of patients but I couldn’t have had this level of impact on a population.”

BECOMING DR. CONDOM

After India, Guinan trained as a medical internist in infectious disease, which led her back to the CDC. Its extensive research on genital herpes and AIDS would change the way the nation thought about these diseases. “I didn’t grow up thinking I wanted to be a sexually transmitted disease expert,” Guinan says. “That wasn’t my career goal.”

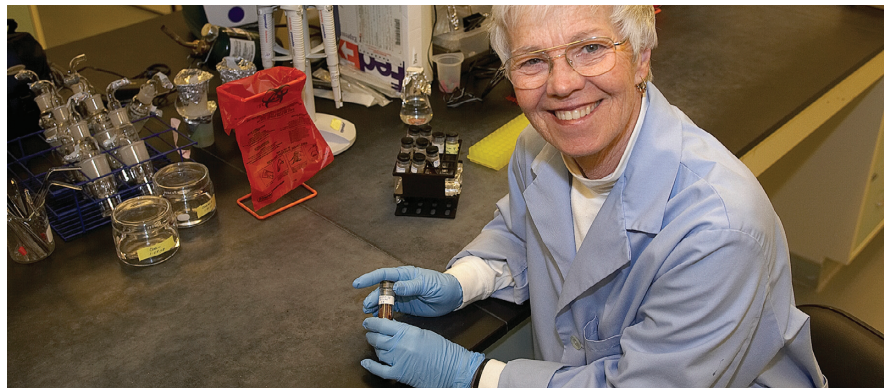
She started researching a potential cure for cold sores. In Atlanta, she presented a paper on oral herpes simplex at an American Society of Microbiology conference.

“That evening I’m watching the news and Dan Rather, and I see me — Mary Guinan from Utah — being quoted as an expert on genital herpes. The background footage showed me pointing to my lip,” she says.

After conducting a study on genital herpes and women, Guinan became a sexually transmitted disease expert. “The media made me that.” Reporters — fascinated by this “typical nice American woman” who talked frankly about sex, syphilis, gonorrhea, oral sex, and herpes — pursued her.

“I was Dr. Herpes. I would talk about condoms, so they called me Dr. Condom for a while. This is the milieu I was working in,” she says.

While the media sought her out, others were put off by her work. “These were diseases people didn’t want anything to do with. People would say, ‘How did you end up doing that? Do you have a fixation with people’s genitals?’ I said, ‘Do you ask OB/GYNs that?’”



POISONOUS AIR QUALITY

Linda Stetzenbach ▲ is a national leader in microbiological research. She focuses on improving indoor air quality and devising the best sampling methods for anthrax and mold. She has shared her expertise in congressional testimony and has been tapped as an advisor to the departments of Homeland Security and Defense. Closer to home, she recently finished a multiyear study on energy usage and indoor air quality to identify the most productive office and classroom air quality conditions.

Her supervisor at the time, Dr. James Curran, now dean of the Rollins School of Public Health at Emory University, recalled that familiar discomfort. “It was part of the kinds of discussions that go around working with STDs or in family planning or anything dealing with human sexuality. On one hand it’s an uncommon topic for people and on the other it sometimes leads to jokes,” Curran says. “It was stigmatized.”

He credits Guinan’s open and frank approach to her ability to handle the labels thrust upon her. She brought an enormous amount of awareness about genital herpes, at a time when the country was just beginning to learn about the disease and focus on prevention, Curran says.

AIDS

In 1981, Guinan received a report from a colleague, Dr. Wayne Shandera, about five gay men in the Los Angeles area who had died with pneumocystis carinii pneumonia and serious immune deficiencies. Shandera thought the cause of death might be a new strain of cytomegalovirus, a member of the herpes family. He contacted Guinan to get his report into the CDC’s Morbidity and Mortality Weekly Report (MMWR.)

“(The CDC) had never said homosexual in an MMWR before — or gay or whatever — so they didn’t really want to put it in the title. I said, ‘It’s really important to put it in the title.’ They didn’t want to talk about gays but it was absolutely critical that we talk about gay men,” Guinan says.

She was part of an integral CDC task force that did extensive interviews with the gay community to identify this new disease and how to prevent its transmission through the use of condoms. Within 18 months, the team had discovered it also was transmitted by blood injection and birth processes. They learned the disease transmission was similar to that of the hepatitis B virus and that it affected immune cells, inciting the search for a new virus.

“Dr. Guinan investigated the first case of a woman with AIDS in the United States and was actively engaged in the epidemic studies of the first cases in AIDS. She was a true leader,” Curran says. “None of us were surprised when she went on to a broader, more diverse leadership role in Nevada.”

GUINAN GOES TO NEVADA

After two decades at the CDC, Guinan wanted an experience in local public health. She’s a big believer in a state’s primacy in deciding matters of public health.

She fell in love with Nevada as the state’s public health officer from 1998 to 2002, in part because of the closeness of the small but growing population.

“If you make your case, you can call a senator’s office and talk to your congresspeople,” she says. “You can make networks.” And that’s when public health workers start affecting change.

Guinan is a network conduit. When she set out to help the state fluoridate its water in the face of daunting opposition, she found supporters within a number of key constituencies. One of them was Louise Helton, a member of the Junior League of Las Vegas. Helton organized the league women, who spent time calling every legislator in Clark County about the issue.

The Legislature passed a law enacting fluoridation in large counties, but required voter approval in 2000

SPEAKING UP FOR KIDS

Denise Tanata Ashby and her team at the Nevada Institute for Children’s Research and Policy at UNLV provide the research to back regional advocacy efforts. The institute gathered unbiased information that helped pass smoking bans under the Nevada Clean Indoor Air Act. It also recently audited child welfare facilities, conducted a review of child death cases in Southern Nevada, and developed a Children’s Health Initiative to implement comprehensive, consumer-friendly health strategies across the state. For the past year, Ashby’s team has partnered with the Every Child Matters in Nevada campaign, a grassroots effort to make children’s issues a political priority leading up the presidential election.

ASTHMA AND GOOD GRADES

Sheniz Moonie joined with faculty at UNR to monitor trends for childhood asthma in Nevada — the first time the impact of the chronic disease has been measured here. One novel area Moonie is researching: how asthma affects attendance and academic performance of local elementary students. She also participated in the development of the Las Vegas Asthma Action Coalition, which brings clinicians, drug representatives, nurses, and other health-care providers together to improve the resources available to targeted populations.

via a ballot initiative. While Guinan and her fellow advocates geared up for the election, the Southern Nevada Water Authority began fluoridating Clark County's water supply in the interim. Knowing that voters typically vote no on initiatives, particularly when inundated by a number of them, advocates carefully phrased the question to ask voters if they wanted the county to stop fluoridating the water. "It was during the Gore/Bush election. We didn't know who was president, but we knew we got fluoridation in Clark County," Guinan says. "I could not have done that in Georgia; there would not be this sort of statewide group working together, knowing each other, getting the Junior League out. I love how you can do that here."

When she stepped down from the state office, Guinan became executive director of the Nevada Public Health Foundation, where she began her efforts to rid Nevada of smoking indoors.

UNLV then tapped her to lead the new School of Public Health.

"She is that perfect combination of a person trained to be a clinician on the one hand and on the other hand trained to do research," says Carol Harter, president of UNLV at the time of Guinan's hire. Harter had been impressed by the millions in grant money Guinan attracted for research in the community. "There was surely nothing like the hepatitis C crisis (at the time), which more than anything else points to why we need a School of Public Health. (The school's faculty) just does things that are so incredibly timely for Nevada and Las Vegas."

Guinan focused her staff and students on the Clean Indoor Air Act or Question 5, a voter referendum Nevadans approved in 2006 to ban smoking from businesses except for casinos. Many Las Vegas recall a war between that initiative and a similar one, Question 4, which banned smoking on school grounds, daycare centers, and video arcades, but left designated smoking areas of bars and restaurants.

Denise Tanata Ashby, executive director of the Nevada Institute for Children's Research and Policy within the School of Public Health, analyzed the act and the opposition initiative for the public. She also wrote a policy brief describing the need for Question 5, particularly as it related to children and second-hand smoke.

Now Guinan has set research of the effectiveness of this landmark law as a priority for her school. She expects the ban to come under continual fire. "People always ask, 'Is there intelligent life in Nevada?' and I say 'Yes, they voted for the Clean Air Act; they are a smart population,'" Guinan says. But she's not one to rest on laurels. "Just think of these things that have happened that are going to improve the lives of people for the rest of time — unless they overturn it."

Over the next decade Guinan sees the Public Health School evolving in an educational system rich with research and community outreach programs. She wants to expand research, so lawmakers can make better-informed decisions about Nevada health care.

"We know what our goals are and we know what we have to do and we're making good friends with our community partners," Guinan says. "They can understand the research that we do. It's not a million molecules — not that I'm putting that down — but the research in public health is the kind of research that people can understand. And it's the kind of research that can change lives in Nevada." ■



HAZARDS IN STRANGE PLACES

Research by **Shawn Gerstenberger** ▲ is leading to safer trips to the lake, the park, and even the candy store. Gerstenberger and his team of students in the Environmental and Occupational Health Lab are conducting the first study on the consumption of fish from Lake Mead and the impact of a quagga mussel invasion. They're also expanding their groundbreaking research on lead poisoning, which resulted in the national database for lead-tainted candy being established at UNLV.



1. The James Deacon Endowed Scholarship in Environmental Studies

provides support for undergraduates like seniors Kelly Douglas and Michael Matulis. Douglas, who pursues her hobby of nature photojournalism as she conducts her field research, says she likes working in this field because she knows that her research may have an impact on emerging environmental policy. Matulis, a member of the Air Force Reserve, plans to attend graduate school to continue research in water conservation.



STORIES BY MICHELLE MOUTON
ILLUSTRATIONS BY EVAN GRAHAM
PHOTOS BY AARON MAYES



Rising Star

When Tesla Birnbaum reached for the stars, she was able to keep her feet on well-known ground. A National Merit finalist, Birnbaum was attracted to UNLV's strong astronomy program. And UNLV's offer of additional scholarship monies from private donors helped keep the Las Vegas native from moving out of state.

The President's Scholarship she received covered tuition and provided her with room and board in her first year of school. The scholarship afforded her the opportunity to obtain a well-rounded college experience while being able to live close to her family. "I've really gotten to know a lot of people thanks to living on campus," said Birnbaum. "My first year at UNLV was great. I enjoyed the classes, and the faculty have been really nice to work with."

She credits her parents, and their bedtime story selections, with fostering an interest in astronomy and space. With hard work and dedication to her studies, Birnbaum was the 2007 valedictorian of Arbor View High School.

This summer, she studied gamma-ray bursts alongside physics professor Bing Zhang through a National Science Foundation program that gives undergraduates opportunities to conduct research. Students in a variety of disciplines across the state submitted proposals, and Birnbaum's was one of only 20 selected to receive funding. Such experiences will prepare her to reach her ultimate goal of becoming a professor and researcher in astrophysics, she says.

WAYS UNLV IS INVENTING THE FUTURE

College of Education students Samantha Campbell (this photo) and Anila Hylviu (at right) in the Zeiter Literacy Development Center



A Legacy in Books

While many students try to avoid cracking the books over vacation, about 50 schoolchildren (and their parents) came to the Gayle A. Zeiter Literacy Development Center this summer to improve their reading skills. Senior-level education majors and graduate students provide one-on-one tutoring to help local children improve their reading proficiency.

The center is expanding its programs to include additional training in literacy development for future and current teachers, thanks to the donation in honor of Gayle A. Zeiter, '85 BS Education and '88 Master of Education. She passed away in 2002 but her influence on children lives on. Her husband, real estate developer Jim Zeiter, '87 BS Finance, made the donation as a legacy



2. Endowed professorships

give UNLV extra funds to recruit scholars at the top of their fields. "Private support is important to bring in nationally recognized faculty to a university," notes William Messier, who joined UNLV in 2008 as the Kenneth and Tracy Knauss Endowed Chair in Accounting in the College of Business. Messier recently received the award for distinguished service in accounting, the top honor for his field.



3. The Sanford I. Berman Debate Forum

, reinstated last fall after a 10-year hiatus, was recently ranked by the National Debate Tournament as 34th in the nation, ahead of Arizona State, Michigan, and Stanford universities. An endowment from the forum's namesake provides travel, materials, and scholarship support for the team. The program develops the students' ability to critically interpret and deconstruct complicated issues and enhances their educational experience.



5. Greenspun Hall, funded in part by the largest single donation in UNLV history, is the new home for the **Greenspun College of Urban Affairs**. Technologically and environmentally advanced, the building has state-of-the-art production and media facilities, and serves as an anchor for the Midtown UNLV project that is planned to revitalize the Maryland Parkway area.



4. The **Osher Reentry Scholarship**, funded by a \$1 million endowment from the Bernard Osher Foundation, serves students who are returning to college after a gap of five or more years in their education. This helps students devote more time to their academic work and eases the financial burden of returning to school.



6. **Graduate fellowships** benefit the students who receive them while helping advance graduate education programs and research projects with community impact. The President's Graduate Research Fellowship is funded through the Frank Koch Living Trust and enables these students to focus on completing their doctoral degrees. This year's recipients, Robyn



WAYS UNLV IS INVENTING THE FUTURE

“ Alumni comprise the greatest number of donors in the campaign. No other segment of our constituency has responded with so many donors to the effort to raise private funds than our graduates.”

for the longtime Clark County School District teacher. “This will touch many lives, not just the lives of educators but also the children,” he says.

The center serves children from kindergarten to eighth grade. The donation helped refurbish the center in the Carlson Education Building. Hundreds of colorful books and other literacy-related materials now line its shelves. Part of the gift will allow teachers and doctoral students to attend conferences on literacy. The center has also brought internationally known authors of children’s books to campus for the speakers bureau.

Reflecting on his gift, Jim Zeiter says Gayle would have been happy to know so much good is being done in her name.



Howley of geoscience and Jonathon Foster of history, are now completing their dissertations based on the research they were able to gather as a result of the fellowships.



7. More than 6,800 alumni have made gifts to the **Invent the Future campaign**. “Alumni comprise the greatest number of donors in the campaign,” says Nancy Strouse, executive director of the UNLV Foundation and senior associate vice president for development. “No other segment of our constituency has responded with so many donors to the effort to raise private funds than our graduates.”



8. Cheri Young, an associate professor in the Hotel College, teaches her students about organizational behavior and studies environments that help employees thrive. **Private support from the Harrah’s Foundation**, part of its \$30 million gift to the university in 2007, helps fund her latest project, which brings undergraduate students into the research of employee engagement.



9. A gift from the Bruce Layne Family will support a **supercomputing consortium** aimed at curing neurodegenerative disorders. Layne, ’69 BSBA, is a longtime community leader and UNLV Foundation trustee. He was diagnosed with Parkinson’s disease in 1999. The donation was facilitated by the University of Nevada

Health Sciences System and will foster a partnership among UNLV, the University of Nevada School of Medicine, and the Lou Ruvo Brain Institute.



10. The **Classified Staff Development Fund**, funded entirely by donations from the UNLV Foundation’s Annual Fund, provides stipends to classified staff to be able to complete professional development opportunities that would otherwise be out of reach. The funds are awarded twice each year for such things as noncredit courses, seminars, and dues for work-related professional organizations.





With better equipment, Clark Hochstetler, director of the Disability Resource Center, hopes to expand services to students with specialized learning needs.



11. Graduate students in the nursing program are able to set aside full-time work during their studies with help from fellowships funded by Sierra Health Services. The added financial support allows the nurses to focus on advanced education and research.



12. For the past two years, students and faculty from the College of Fine Arts represented UNLV at the Adelaide Fringe Festival in Australia, thanks to a student opportu-

nity fund established by former Vaudeville actress Mary Healy Hayes. The collaboration of music, dance, and theatre students and faculty to develop these performances makes the experience unique for the participants and allows the college to share its talent with an international audience.



13. The Libraries' Award for Undergraduate Research, endowed by Lance and Elena Calvert, recognizes successful student research projects. Today's college students must master the art of targeted research, and the award recognizes students who use their critical thinking skills to navigate the vast amounts of information available to them. Up to four students are selected each year for their professionalism and originality in completing their research with library resources.



14. Holly Walker, a 2007 National Merit finalist, is the inaugural recipient of the MGM MIRAGE Academic Excellence Scholarship, which covers the full cost of four years at UNLV. The award, the largest corporate scholarship endowment in UNLV's 50-year history, will help Walker pursue a double major in engineering and psychology, and bring her one step closer to her career goal of becoming a U.S. Supreme Court justice.



15. Students in the William F. Harrah College of Hotel Administration are linked with hospitality industry internships and other opportunities through the **Bob Boughner Career Services Center**, named for the alumnus and industry leader who funded the new program.



WAYS UNLV IS INVENTING THE FUTURE

How you can invent the future

The university is nearing the end of the Invent the Future campaign, but there are still many areas that need private support:

+ **Scholarships and fellowships to attract the most qualified students** — Help students focus on their education and enable them to start working on research projects now to solve Southern Nevada issues.

+ **The College of Business' Center for Entrepreneurship** — Links students with industry leaders to develop venture partnerships.

+ **Assistive technology tools such as text-to-speech software and specialized keyboards** — Enable students with disabilities to perform tasks essential to their college careers with greater independence.

+ **Faculty and student travel funds** — Allow UNLV representatives to share the fruits of their research with peers at national and

international conferences. Such interactions help build UNLV's reputation as a leading university.

+ **A student emergency fund** — Eases the burden on students grappling with unforeseen circumstances, such as the death of a parent or the loss of a home.

+ **First-year programs in the new Academic Success Center** — Help students make the critical transition to college life. The center is helping students easily access such services as tutoring, counseling, and life-skills and time-management workshops.

+ **ArtsBridge America** — Sends fine arts students into elementary classrooms to help teachers incorporate performance and visual arts into math, science, and reading instruction. Scholarships and program funds will help expand ArtsBridge to reach to more children in the Clark County School District.

More: Visit campaign.unlv.edu.



16. The **Thomas & Mack Moot Court Facility** at the William S. Boyd School of Law supports trial advocacy, appellate advocacy, and Kids' Court programs. The state-of-the-art facility includes a courtroom and 100-seat auditorium for argument simulations and general teaching. The facility also serves the community by hosting proceedings for the Nevada Supreme Court and the 9th U.S. Circuit Court of Appeals.



17. For sophomore soccer player — and under-20 men's national team member — Danny Cruz, a college education is his key to success. As a first-generation college student, Cruz is completing his undergraduate degree and plans to pursue a career in law. As a recipient of an **athletic scholarship**, Cruz can focus on his university experience to make the most of his academic and athletic abilities.



18. The College of Fine Arts' **Liberace Scholarship Quartet** earned first place at the prestigious 46th annual Reno Jazz Festival this year. Among the quartet are musicians receiving support from the Liberace Foundation, an organization founded by the performance icon in 1976 to support the arts and encourage young artists nationwide. The foundation has awarded UNLV more support for student musicians than it has given to any other university. It is currently providing scholarships to eight students.

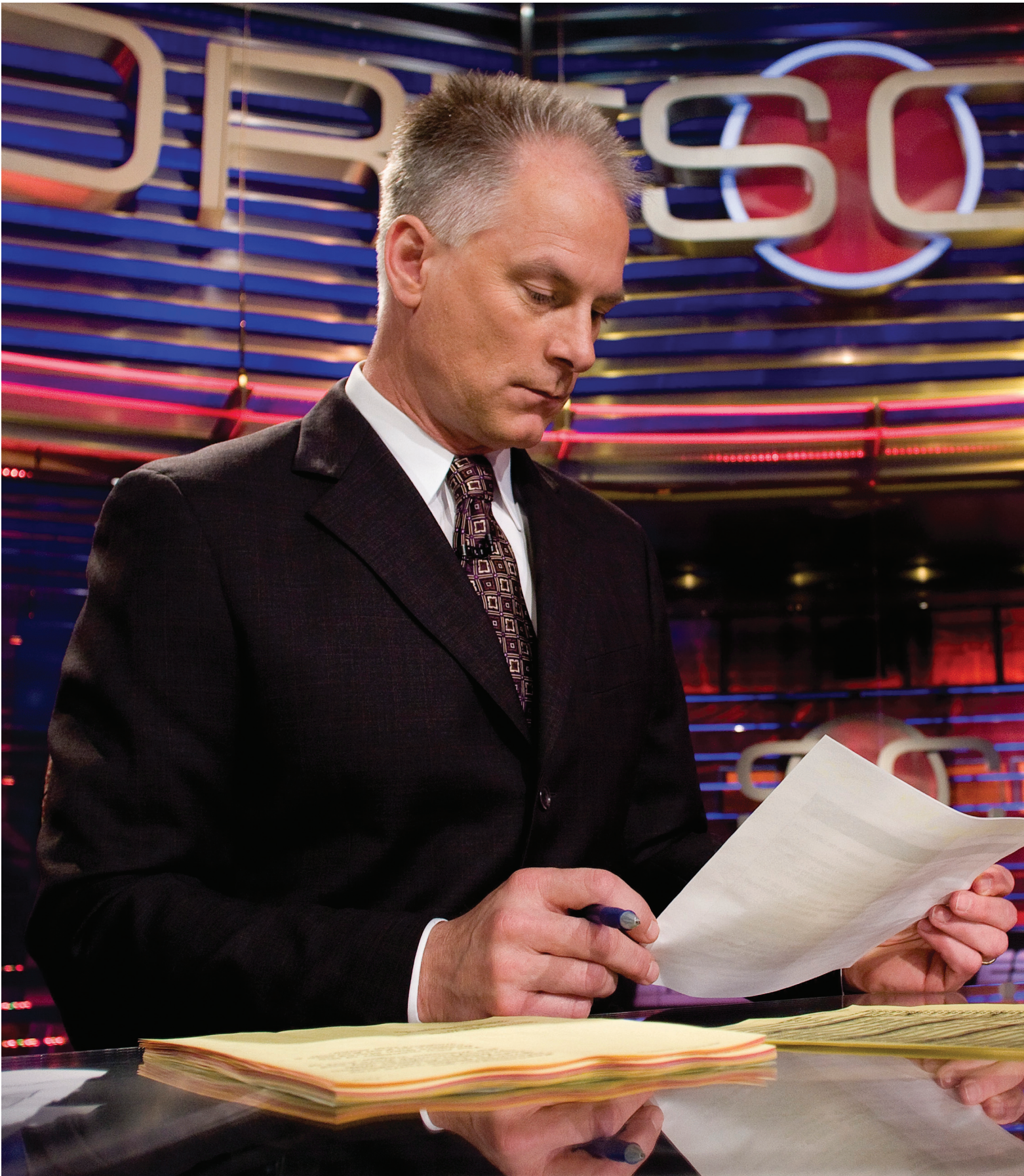


19. The **Mendenhall Innovation Program** pairs the analytic components of engineering with the practical tools of marketing. With a lecture series and technology commercialization minor, the program helps students understand

the early stages of product conception and development and gain necessary business skills from faculty and practitioners. The program was funded by entrepreneur Robert Mendenhall, who hopes that it will give students the tools to bring their working models into the complex world of business.



20. The **addictions treatment program** in the College of Education has received more than \$30,000 for student scholarships from the Las Vegas Recovery Center. Undergraduates enrolled in this program focus their studies in counselor education on gaming and substance abuse prevention and treatment.





Anchor Man

Perseverance, and a perverse sense of humor, led Kenny Mayne to ESPN

BY MATT JACOB

Some 30 years ago, Kenny Mayne was reading defenses as a second-string quarterback at UNLV. Today, on a hot June afternoon, Mayne is back in his college town, and he's reading once again.

Microphone in hand, Mayne addresses a group of about 20 — most of whom have hair a similar shade of silver as Mayne's spiky mane. He's reading from his first book, *An Incomplete & Inaccurate History of Sport*, a tome that's 80 percent autobiography, 20 percent sports commentary, and 100 percent Kenny Mayne. It's full of the dry wit and self-deprecation that made Mayne one of the most popular personalities on ESPN and earned him a memorable stint on the reality show *Dancing With the Stars*.

Mayne gazes toward the stacks of his books for sale. People are walking by and window-shopping. "I'd just like to say, not only is (the book) a great Father's Day gift," he deadpans, "but there's Flag Day, too."

He scores a laugh and another book sale.

Weeks earlier, I'm interviewing Mayne, and he's delivering off-the-wall one-liners as if he were on the air. On his time at UNLV: "I wasn't a great player, but I wasn't terrible. And I got to go to school for free." On his career at ESPN: "I'm just about to sign a new two-year contract, so I'll say nice things about ESPN. I know it's popular to say bad things about 'em, but I like that place. And I love my wife. And I love my country." On his two-week run on *Dancing With the Stars* (he was the first "star" to be kicked off in its second season): "(Former NFL star and *Dancing* champion) Jerry Rice said it was the hardest thing he's ever done. And I'm not Jerry Rice. So you could imagine how difficult it was for me." And, for no reason whatsoever, on his favorite weekly pastime: "I still take my own garbage to the Huckleberry Hill landfill in

Avon, Conn. It just feels good. You don't have to drag the cans down the driveway and hit some deadline. It's fun to throw the Coke bottles into the bin and break them. And I just felt like telling you that."

Finally, he jokes about how his recently released book contains repeated mentions of a school-age crush. "I hope my wife can handle the fact that I seem to still be fixated on Susan Nelson from seventh grade. But she was *on fire*."

An Incomplete & Inaccurate History of Sport is hardly revolutionary. To wit, he concludes the foreword with: "Enjoy your coaster."

Still, it's much more than a coaster. Beyond the funny anecdotes — like the time he cheated on (and yet still failed) a geology test, something he regrets to this day — is a buried (if unintended) message of perseverance.

After an honorable-mention All-American season in 1978 at Wenatchee Valley Community College in his home state of Washington, Mayne received several scholarship offers to play Division I-AA football at places like Weber State in Utah and Eastern Washington. But Mayne believed he was good enough to play at the premier Division I-A level. UNLV recruited him and put him through a workout, but gave the scholarship to eventual starter Sam King.

"I thought [then-head coach] Tony Knap was great and it just felt right," he says. "So I was like, 'You know what? I have offers elsewhere, but I want to walk-on, I want to be there.'"

He quickly proved himself worthy of a scholarship ... unfortunately, it came with a side of bad luck. A cut finger before fall camp in 1979 forced him sit out the season as a red-shirt. Late in the 1980 season, Mayne was on the field for the final play of a blowout loss at Oregon. He got hit after releasing the ball and suffered a broken and dislocated right ankle.

NOTES
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1970s

Norita Espinosa, '79 BS Special Education, '87 MS Counseling, recently completed her 24th year with the Clark County School District. A counselor at Lyon Middle School in Overton for the past five years, she previously taught for 11 years at Cashman Middle School — seven of them in special education — and served as a counselor at Bracken Elementary School for eight years. In 2000 she won the Milken Family Foundation National Educator Award. She lives in Overton.

1980s

John Maksimik, '80 BS Hotel Administration, opened the branch office of Orgill-Singer Insurance and is the lead broker in the Northern Nevada office. He is a certified insurance counselor and certified risk manager. His hobbies include skiing, hiking, carpentry, and cruising the Seven Seas. He lives in Reno.

Russel A. Kost III, '83 BA Communication Studies, joined the Desert Research Institute on June 1 as its vice president for development. He is responsible for directing all fundraising for DRI and is a member of the president's cabinet. Previously, he spent 23 years at UNLV working in a number of fundraising roles.

Mike Masterson, '84 BS Hotel Administration, is the star of the Discovery Channel's new reality show, *Vermintors*, which airs on Monday nights. He also is the CEO of ISOTECH Pest Management and CEO and president of 633 Envisions Inc. He has been married for 21 years and has two children, son Sean and daughter Ashtyn. His hobbies include golf and running. He lives in Covina, Calif.

Gregory M. Smith, '86 BA and '98 MA Criminal Justice, was promoted to chief of investigations for the Nevada attorney general's office in January. Previously, he served as the deputy chief of investigations for approximately seven years.

Jan Gee Volodkevich, '87 BS Hotel Administration, is the area director of human resources for Kimpton Hotels & Restaurants in Seattle. She and her husband, Bob, have two daughters, Maria and Katie. Her hobbies include serving as a USA Swimming stroke and turn official, traveling, and spending time with her family. She lives in Sammamish.

1990s

Doug Nielsen, '93 Master of Social Work, is a professional speaker, corporate trainer, and executive coach. His clients have included Fed Ex/Kinkos, Samsung, the U.S. Air Force, and the 2002 Winter Olympic Games. In June he was designated a certified speaking professional by the National Speakers Association. A married father of four, he also is a private practice psychotherapist, composer/singer, magician, black belt martial arts

He came back to play in several games in 1981 (even starting once), but seven surgeries later, the ankle still isn't 100 percent.

Despite his game injuries — he also broke his left femur at age 10 and his right ankle in high school — and despite a less-than-spectacular college career, he pursued a professional career for more than two years after graduation. He signed a contract with his hometown Seattle Seahawks, but was cut when he failed a physical because of the ankle injury. Attempts to catch on with the Canadian Football League and the now-defunct United States Football League also failed.

“Even though I was not even close to being a star in college, I still thought I had some football left in me,” recalls Mayne. His UNLV career numbers were 83 pass attempts, 43 completions, 637 yards, three touchdowns, three interceptions, and one game started. “I was really hoping more for Canada or the USFL — it wasn't like I thought I was going to be Joe Montana or anything. But I wasn't worth the risk to anybody because I was a marginal player.”

Time to put that UNLV broadcast journalism degree to work. Mayne latched on with a station in Seattle, but it would be three years before he would get on the air. He began pestering ESPN, which brought the unorthodox broadcaster to its Bristol, Conn., headquarters for an interview in 1989. They took a pass. His perseverance gene kicked in.

He periodically badgered the “worldwide leader in sports” over the next several years, even after quitting his Seattle TV gig. He took a job assembling garbage cans for \$10 an hour and sold prepaid legal insurance and then long-distance phone services. But he also did a lot of freelance field reporting. ESPN invited him for a second interview in 1993, but told him “No, thanks” once more.

“I just kept wearing them down to hire me,” Mayne recalls. “In spring of 1994, they brought me back for the third interview, and I told them, ‘I still don't know who the fifth starting pitcher on the Cubs is, but if you tell me to do a story on the son of a bitch, it'll be the best story you got.’”

More than 14 years and thousands of hours of

national exposure later, Mayne is one of the network's most versatile personalities. He also writes a biweekly column for *ESPN The Magazine* and is launching a project for ESPN.com

“There were a whole bunch of [doubters] in Seattle. One guy actually said to my face, ‘What a dreamer, thinking he's going to get to ESPN.’ But it was sort of like with football — no offense to the guys doing it, but I saw what was on the air and I said, ‘OK, I can do that.’”

“There were a whole bunch of (doubters) in Seattle. One guy actually said to my face, ‘What a dreamer, thinking he's going to get on ESPN.’”

Such perseverance was needed in his personal life, too. In early 1996, less than two years after getting hired at ESPN, Mayne looked forward to being a first-time dad. His wife, Laura, was pregnant with twins. While vacationing in Portland, Maine, and just 23 weeks and four days into the pregnancy, Laura went into labor. She delivered two boys: Creighton was stillborn; Connor weighed just 1 pound, 7 ounces.

Over the next six months, Connor would undergo multiple surgeries and rally through each. Laura remained by his side virtually around-the-clock; Kenny trekked back and forth from the Portland hospital to the Bristol studios to work under the most excruciating of circumstances: trying to deliver funny highlights while his son was clinging to life. Connor grew to more than seven pounds, the couple was hopeful he would finally come home. He died after yet another setback.

“When people go through a tragedy, you always hear the cliché about how it gives you perspective,” Mayne says. “There's some truth to that, and it's [still] very regrettable when I get upset about small things, because I almost always try to remind myself that, you know, Connor wasn't in [the hospital] complaining. He had five surgeries. He got a heel stick every day of his life.”

The heartache didn't end there; two subsequent pregnancies ended in miscarriage. Finally, in August 1999, Riley Mayne was born healthy and was joined

instructor, and author. His hobbies include snow and water skiing, coaching soccer, and teaching karate to underprivileged youths. He lives in Ogden, Utah.

Jade Anderson, '94 BS Business Administration, was named Nevada's Small Business Person of the Year for 2008 by the U.S. Small Business Administration. He is the founder and owner

of Capstone Brokerage Inc., which specializes in risk management, property and casualty insurance, and employee benefits. The company, has increased revenue more than 700 percent since 2003. He also owns Healthline Insurance Inc., a web-based company aimed at helping people find affordable insurance. He was one of 60 people selected for the Entrepreneurial Masters Program

hosted by the MIT Enterprise Forum and the Entrepreneurs Organization. He serves on the board of Olive Crest Homes & Services for Abused Children. He is married and has two children.

Holly Novak, '95 MS Geoscience, works for ExxonMobil. She has worked in many oil and gas provinces around the world including South America,

**What's
New with
You?**



History of Sport. In 1998, Mayne was in Minnesota doing an ESPN story on the storybook comeback season Vikings quarterback Randall Cunningham. Cunningham, who was a freshman at UNLV when Mayne was a senior, had rediscovered his Christian faith. So when his college friend told him about the loss of his twins, Cunningham, his team pastor, and Mayne went into an office. A fire-and-brimstone prayer ensued as the pastor and the star quarterback asked for the Maynes to be blessed with a healthy child.

Mayne appreciated the gesture and shared the story with his wife. By Laura's calculations, a baby could not possibly be forthcoming. Two weeks later, a pregnancy test proved her wrong. Perseverance.

The night before his June appearance at Red Rock Station, Mayne was a guest on *Jimmy Kimmel Live*. The host — another former UNLV student — was joking about the budding author's decision to stage a book reading ... at a locals casino ... on a Friday afternoon. Just what kind of crowd, Kimmel wisecracked, was Mayne hoping for?

Sure enough, it appears that Mayne was a bit overly optimistic.

Some 90 minutes after his arrival, the stack of books for sale has barely shrunk. Still, Kenny sits cheerfully signing copies for the two dozen people who did make a purchase. No, he's not going to make the best-seller list today, but that's hardly the end of the world

"The book is quirky and funny," says Sam King, a friend of Mayne since their playing days at UNLV. "But I'm not surprised that the deeper message is about perseverance, about going through the hurt and the pain and being able to come through and still have wit."

18 months later by sister Annie. Now 9 and 7 years old, the girls are featured in their father's new book and sometimes are a part of his ESPN reporting.

"When it first happened," Mayne says of losing Creighton and Connor, "we were about as low as you could be. But it seemed like whoever fell apart, the other person never did. We just kept hanging in there, and then Riley came along, and we really saw that as a miracle — or if not, a very great coincidence."

The miracle/coincidence has a bit of a UNLV connection that is detailed in *An Incomplete & Inaccurate*

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Europe, Norway, the U.S. and Canada. Her job has involved drilling oil wells. She lives in The Woodlands, Texas.

Eric Ortega, '97 BS Business Administration, is a network engineer for Midcontinent Communications in South Dakota. He lives in Sioux Falls.

Atsushi Nozao, '98 BS Hotel Adminis-

tration, is a market manager for Travelocity in Tokyo. He lives in Kawaguchi, Japan.

2000s

Emily L. Flagg, '00 BS Civil Engineering, was recently named an associate of PBS&J, a technical engineering

planning and design firm. Now serving as a project manager in the traffic division, she received her professional engineer's license in 2006. PBS&J is ranked 25th among the nation's top consulting firms by *Engineering News Record*.

Stephanie Liggio, '00 BA Communications Studies, is a business development manager for Judicial Title Insurance

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Agency and is considering enrolling in graduate school. Her hobbies include reading, attending concerts, ice skating, and going to the beach. She lives in Bronx, N.Y.

Mariko Watanabe Shotwell, '00 BS Hotel Administration, has worked at the Mauna Kea Resort on the Kohala Coast of Hawaii for seven and a half years. She married Stephen J. Shotwell at the Mauna Kea Beach Hotel on Sept. 9, 2007. They live in Waikoloa.

Karan Sarang, '00 BS Hotel Administration, is working in the financial services industry in Canada and considering returning to UNLV to pursue a MIS degree. Her hobbies include golf, tennis, and sightseeing in Vancouver. She lives in Nurnaby, British Columbia.

Christopher Dear, '02 BS Hotel Administration, '06 Master of Education, is the director of training at MGM Grand Detroit. He lives in Southfield, Mich.

Jungah Alex Han, '02 BS Hotel Administration, '05 MS Accounting, is a senior auditor for Ernst & Young, LLP in Las Vegas. She lives in Henderson.

Ilsa Schiefelbein Kerscher, '02 MS Geoscience, is a geoscientist at ExxonMobil Corp. and is deployed to the reservoir systems resource area. She works on the reservoir connectivity analysis (RCA) core team developing capabilities in and supporting the RCA technology globally. She lives in Spring, Texas.

Debbie Howarth, '03 Master of Hospitality Administration, recently was promoted to associate professor in the International Hotel School at Johnson & Wales University, Providence (R.I.) campus. She recently completed her first year as a doctoral student in the School of Education at Boston University.

Lindsay Stein, '03 BS Hotel Administration, is an event planner for Great Events in Northbrook, Ill. She lives in Chicago.

Camilla Brunold, '04 BS Hotel Administration, is part of a local television station's sales team. She has three teenage daughters: Cathy, who just graduated from high school; Tiffany; and Kristen. She enjoys spending time with her children and her boyfriend, reading, watching television, and being with friends. She lives in Pahrump.

Renato N. Estacio, '04 Bachelor of Music, '08 Master of Music, recently joined the professional services section of International Game Technology as a business consultant. Previously, he served as director of marketing and public relations for the Las Vegas Philharmonic and as assistant director of the UNLV Writing Center. He has served on the membership and marketing committee of the UNLV Alumni Association. He completed his MBA in marketing from the Keller Graduate School of Management and this fall began pursuing a doctoral degree in public affairs at UNLV.

Rebecca Jaeger-Boehmer, '04 BA Communication Studies, is a public relations account executive at ParkerWhite,

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Lara Carver Anne Diaz

'08 Phd Nursing

BY AFSHA BAWANY

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**New job?
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Lara Carver (left) and Anne Diaz are key to combating the state's nursing shortage.

students being wait-listed or turned away. UNLV has 26 students in its doctoral program this fall. In addition to expanding the pool for faculty, and therefore nursing student enrollments, the Ph.D. students are researching “new and better ways to interact with patients to improve the quality of their lives,” Candela said.

For Carver and Diaz, the degree carries personal significance as well. Carver's 11-year-old son grew

up watching his mom pursue a master's and Ph.D. degree. Her dissertation, she told him, was an “important book” with meaning beyond the words.

Diaz sees herself as a “pebble in a pond” and wants to have a huge ripple effect through the next generation of nurses. “Hopefully they'll take that and impact those they interact with, who will then impact others,” Diaz said. “Every time you're better at your job, other people are affected positively.”

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UNLV Magazine
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after completing an internship with CNN in Washington, D.C. She graduated with a master's degree in library and information science from the University of North Texas in August.

Danielle Hinckley, '06 BS Recreation Management, recently launched an event planning and production company

in Las Vegas. Stargazer Event Productions specializes in weddings, corporate events, and private parties.

Melissa Rothermel, '06 BA Journalism and Media Studies, has been named director of media relations for Imagine Marketing of Henderson. She writes, distributes, and coordinates public rela-

tions and marketing materials. She is a member of the Chamber of Commerce's Vegas Young Professionals and a graduate of the NEW Leadership Nevada, an annual program hosted at UNLV for the state's upcoming female leaders.

Bianca E. Taubert, '06 BA History, is working in the education department

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of the Flight Museum of Scotland. In December she earned a master of arts degree in museum studies from England's University of Newcastle upon Tyne. She lives in Edinburgh.

Deaths

Charles Adams, emeritus professor of English, died in May. A faculty member from 1960-99, he was the leading authority on the works of Southwestern novelist and nonfiction writer Frank Waters. He founded the Frank Waters Society and served as editor of its annual journal. At UNLV, he was in charge of graduate studies from 1964-71.

Donald Baepler, former UNLV president and emeritus executive director of the Marjorie Barrick Museum of Natural History, died in May. He served as acting president from 1968-69, president from 1973-78, and chancellor of the Nevada System of Higher Education from 1978-80. He played a key role in changing the university's name to the University of Nevada, Las Vegas. He also founded the Harry Reid Environmental Research Center. More recently he was acting director of the Nevada Board of Medical Examiners.

Sheilagh Brooks, emeritus distinguished professor of anthropology, died in February. She began teaching at UNLV part-time in 1961. She became the university's first full-time anthropologist in 1966 and its first distinguished professor in 1987. She retired in 1992. Although trained as a physical anthropologist, she was a proponent of the “four-field” approach in anthropology — physical anthropology, archaeology, cultural anthropology, and linguistics. She is survived by her husband, emeritus professor of anthropology Richard Brooks.

Donald Moyer, emeritus president, died in April. He was the university's first president and served in that capacity from 1964-69. He was instrumental in pushing for Nevada Southern University's autonomy from UNR. That vision was realized in a 1968 reorganization that paved the way for Nevada Southern to become UNLV. He played key roles in the construction of the campus' first residence hall and the original student union and in the creation of the hotel administration program.

Willard Rollings, professor of history, died in July. He had been on the faculty since 1989, teaching a wide range of courses, including Native American history and ethnohistory. His numerous UNLV awards included the Spanos Award for Teaching Excellence and the UNLV Alumni Association Outstanding Professor Award.

David Weide, emeritus professor of geoscience, died in June. He joined UNLV in 1973 and chaired the geoscience department from 1989-93. He retired in 2003. In 1998 he received the distinguished teacher award from the College of Sciences. For some years he was the “go-to” guy when local reporters needed an expert on earthquakes. He also created the KUNLV radio show “Mostly Folk” and served as its host for 15 years.

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[THE BACK STORY]

The Right Moves

Five burly football players once strolled into Jade Smith's "Cardio Caberet" class at the Student Recreation and Wellness Center (SRWC). "That week, we were using chairs and boas as the props," the pre-pharmacy student recalls. "It was nice to see our Rebel men enjoying what most think to be an all-women's class." Cardio Caberet is the most highly requested fitness class at the center and uses sensual dance moves to build flexibility and coordination. Smith and the SRWC's aerobics studio are part of a new online feature called "Great People. Great Places." Revisit the campus in pictures at unlv.edu/greatpeople. [Photo by Aaron Mayes]

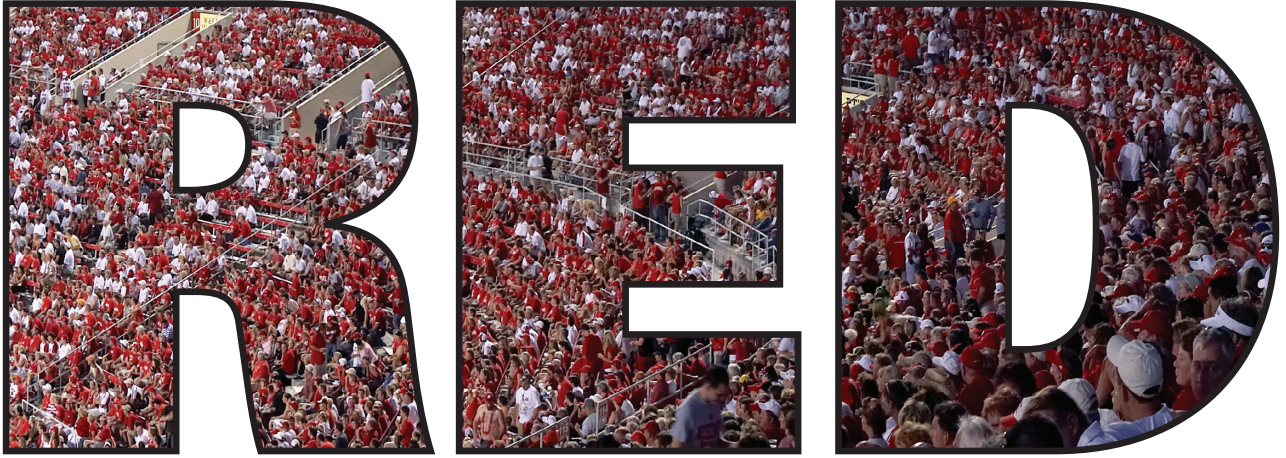


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