Dental Detectives
Dental Students Learning Forensic Techniques to Fight Crime

Nuclear Scientists Hope to Eliminate Controversial Waste Storage Issues

Gambling Addiction Experts Battle Old Stereotypes Through New Research

IN THIS ISSUE: GOLF COACH DWAIN KNIGHT | DOUGLAS SELBY’S WINDING ROAD
Calling for a Great University

UNLV thanks you for your continued support that makes your University one of the greatest in the land! This fall, Rebel Ringers will call on you to further your involvement with UNLV. They will invite you to become even more ingrained in the fabric of this fantastic institution of higher learning. We need your support. Contribute to the UNLV Annual Fund and further promote academic excellence at UNLV. When students dial your number, answer the call with Rebel Spirit.

For more information, contact
Michael Richmond,
UNLV Foundation Development Officer
at (702) 895-3641.
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As many of you may know, UNLV is actively pursuing an agenda to become a major research university. Our agenda is not solely aimed at elevating UNLV's prestige on the national level, although this is a wonderful outcome we also hope to achieve. Rather it is based on UNLV's goal to become a major research university that both transforms and improves its community. To reach this goal, UNLV must produce the finest educated citizens and leaders, help solve many of the community's problems, strengthen the area's economic base and health, and produce exceptional creative, cultural, and athletic activities.

Most universities in the country that do these things best are known as Research I or major research universities. Quite simply, we aspire to that status not simply for reputation, but to help the people and the state of Nevada — to raise our state's fortunes — in every way. Let me give you some examples.

First, major research universities improve student learning in a variety of ways.

UNLV is working to create a student-centered learning environment in which students study with outstanding researchers and teachers. Faculty with active research agendas and programs are usually more knowledgeable and up-to-date about their disciplines — a factor that directly improves teaching. Such faculty stay in close contact with their colleagues around the country, study new developments in their fields, and experiment with new interpretations of older data or methods, leading to new discoveries. One very important byproduct of this faculty activity is that students have access to the most recent information in their disciplines, an outcome that directly improves student learning.

At UNLV, there are many exceptional opportunities for students to work on sophisticated research projects and creative performances in conjunction with faculty members. This experience makes the students' education more meaningful and teaches them skills that make them more marketable when they seek employment or apply for graduate school.

Second, major research institutions help keep the best and brightest students in the state.

Good students often investigate many institutions before deciding which one they will attend. They ultimately make their choices based on many factors, but certainly one important aspect is the student's perception of the opportunities available to them at a particular university. Many of the best students are attracted to a university because of the opportunity to participate in the active intellectual life of the faculty. Outstanding research programs, those that give the most to the community and to students, help attract great students. If UNLV does not have these programs, Nevada's best students will search for them outside the state. When this happens, it is a tragedy for Nevada because these bright people often do not return to live and work here, but instead stay in the state that they studied.

A prime example here at UNLV is the fact that students from all over the world want to attend our William F. Harrah College of Hotel Administration — recently ranked by the Journal of Hospitality and Tourism Education as the top hotel school in the country in overall quality. Nevada students with an interest in the hospitality industry stay here to study; they choose UNLV because of the opportunities that a great faculty and a great city offer. But they also stay because the faculty members are active researchers in their industry and students therefore learn the newest systems, techniques, expectations, and perspectives.

But a great university is not built on only one outstanding program. Like other excellent universities, UNLV has many highly regarded programs, including those in biology, mechanical engineering, business, law, physical therapy, creative writing, history, film, special education, and community counseling, to name a few.

Third, major research universities improve the quality of life in the community.

Universities with active faculty and research agendas are hotbeds of ideas. Many of the most significant discoveries that

Computer Donation to Speed Genome Research Projects

A donation of 11 high-end SUN computers will help UNLV researchers build more competitive research programs in genome analysis.

The Monsanto Co. donated the computers, valued at $1.25 million, to the university through the UNLV Foundation. The high-speed equipment will enable UNLV scientists to speed up their research in the area of "bioinformatics," a relatively new interdisciplinary field that integrates mathematical sciences, computer sciences, and biology. Research on genome analysis — the study of the genes of humans, plants, and animals — is part of the bioinformatics field.

Biology professor Jeff Shen said the new computers will cut the time it takes to analyze data for his genome research from months down to a single day. Shen is working with other UNLV professors to pinpoint the water-saving genes in the creosote bush found in the Mojave Desert. The goal is to produce a water-saving, yet environmentally safe, turf grass and other landscaping plants with the genes from the creosote bush. The availability of drought-tolerant turf, particularly for home and golf course landscapes, could mean substantially less water usage in state.

"Our research has attracted the attention of scientists nationwide and is supported by major federal governmental agencies, including the U.S. Department of Agriculture, the National Science Foundation's EPSCoR (Experimental Program to Stimulate Competitive Research), and the National Institutes of Health Biomedical Research Infrastructure Network," Shen said. "This equipment will enable us to work much more efficiently to produce genome analysis results."

"Any time we receive sophisticated equipment such as this, we improve our academic reputation," said Ray Alden, executive vice president and provost. "It enables us to attract high-quality faculty and students because it facilitates their research. It also promotes collaboration and provides faculty with greater opportunities to train students in this emerging field."

Alden noted that the university is planning to initiate an interdisciplinary bioinformatics research/education program that will further enhance opportunities for study in this area. Carl Reiber, chair of the biological sciences department, said the computers will be used by faculty in a number of departments, including biological sciences, mathematical sciences, and computer sciences. "It will also markedly enhance our competitive edge in obtaining federal funding for such research."

A MESSAGE FROM PRESIDENT CAROL C. HARTER

MG M MIRAGE Promotes Industry Diversity Through Hotel College Partnership

A new partnership between MGM MIRAGE and the William F. Harrah College of Hotel Administration will help both organizations bolster their diversity initiatives. The partnership includes a financial commitment of $500,000 to UNLV during a five-year period.

J. Terrance Lanni, chairman and CEO of M GM MIRAGE, said the partnership is part of the company's strategic plan for diversity initiatives. "To explore our future prospects, we looked into the pipeline of next generation leaders by examining the current student body at the Hotel College," he said. "We found that UNLV, home to the world's finest hotel college, is a source of many of our best and brightest executives, and (the college) has been diligently working on issues related to diversity. Together, we will aggressively not just bright minority candidates."

Activities will focus on student recruitment, scholarships, internships, mentoring, and professor exchanges. MGM MIRAGE executives will spend more time at UNLV interacting with students, Lanni said.

"We are thrilled to receive this support from MGM MIRAGE," said UNLV President Carol C. Harter. "It presents an opportunity to strengthen a partnership between UNLV and Nevada's most important industry in the pursuit of a goal that all of us share: diversity."

Four years ago, Hotel College administrators aggressively sought to increase diversity among the faculty. Now, 19 percent of the college's faculty members are from ethnic minorities. Future efforts will focus on diversity in the student body. Only 2.3 percent of undergraduate students in the college are African American and 6 percent are Hispanic.
UNLV-TV Puts the Arts Front and Center

From Academic Café to the popular Totally Band in Vegas, UNLV-TV has stayed at the forefront of the local academic and entertainment scenes. Now the station, headed by program director Laurie Fruth, has created Front and Center, a showcase for fine arts that melds both arts and academics. The show will air at 9 p.m. Sundays on Channel 70. “UNLV is the cultural center of Las Vegas,” Fruth said. “We do more cultural programming on this campus than anywhere else in Southern Nevada. I saw this as an opportunity to develop a signature show that has a chance of building a strong following.”

The first show, which aired Aug. 17, featured the more than 20 talented students and three faculty members who traveled to Scotland for the Edinburgh Arts Festival. Groups from the departments of dance, film, and theater presented a variety of works at the acclaimed Edinburgh Fringe Festival. Front and Center followed the groups during their on-campus rehearsals and interviewed the participating faculty. “A program focusing on all of the arts has long been needed in Las Vegas and Southern Nevada,” said Jeff Koep, dean of the College of Fine Arts. “This program has the potential to increase the exposure of the offerings of the College of Fine Arts, as well as other entities. It’s my hope that it will include a variety of fine arts entities, as we need to work together to create a strong base.”

As for the future of Front and Center, Fruth said the show will cover more than the traditional arts. “I define arts broadly,” she said. “Anything exciting or visually stimulating would be excellent subject matter. Future shows could include topics ranging from book reviews to karate.”

For information, visit www.unlv.edu/programs/unlvtv/index.html.

Learning from Experience

Business Development Center Expands Counseling Services

Through its Nevada Small Business Development Center (NSBDC), the UNLV College of Business is expanding the counseling services for companies in Las Vegas. Allan Bell, a volunteer with the Service Corps of Retired Executives (SCORE), will provide counseling services at the development center’s offices on campus. Bell, who has expertise in exporting and importing, will focus on international business as well as work with start-up companies. “Contrary to popular perception, 98 percent of the businesses in Nevada are considered small businesses by the SBA,” said Richard Halherty, dean of the College of Business. “Serving this population is a critical part of what the college is doing to support the economic development of Southern Nevada and the state. The development center serves a vital role in our strategic plan as the major outreach effort to businesses.”

The Nevada Small Business Development Center – part of the UNLV and UNR business colleges – is a statewide resource for business assistance, providing a unique array of services, expertise, and training in all areas including starting, growing, and developing a business. For information, call (702) 895-4270 or visit www.nsbdc.org.

Aging Center Opens Satellite Campus

The UNLV Center on Aging has established a “satellite campus” at the Horizon Pines Senior Apartments, a Nevada Housing and Neighborhood Development (HAND) property for low-income, older citizens. The satellite campus, established through a new partnership between the Center on Aging and HAND, will enhance the ability of both organizations to respond to particularly vulnerable older citizens. The focus is on at-risk older residents, including those who are socially isolated or are having difficulty re-entering the labor force. “This effort is also in line with the goal of the Center on Aging to create a community-based learning laboratory,” said Barbara Hirshorn, center director. “We want to make the university’s resources accessible to the larger community. Through this partnership, the Center on Aging can impact the well being of older people in the community. At the same time, it will create important opportunities for learning and research for students and faculty.”

The Center on Aging was created in 2000 to study issues related to aging and to help formulate public policy concerned with an aging society. For information, call (702) 895-2770.

Hall of Fame Inducts Film Director George Sidney

The College of Fine Arts is debuting the Nevada Entertainer Hall of Fame at UNLV during a series of events in September. The first inductee, George Sidney, will receive the award posthumously. Sidney was a three-time Academy Award-winning Hollywood legend who directed such great films as Show Boat, Kiss Me Kate, Viva Las Vegas, and Annie Get Your Gun.

The events begin Sept. 12 with a black tie reception, sponsored by Reneta Schiff, in the home of Corrine George, Sidney’s widow. The awards ceremony will be held Sept. 13 in Ham Concert Hall. Celebrity speakers will share their memories of Sidney.

Community Job Fair Planned Oct. 18

UNLV’s Jean Nidetch Women’s Center will host its 10th annual Community Job Fair from 8:30 a.m. to 12:30 p.m. Oct. 18 in the UNLV Moyer Student Union.

“Community Job Fair is an excellent, cost-effective employee-recruiting opportunity in today’s competitive world of multimedia marketing,” said Conee Spano, director of the center. “Thanks to the Southern Nevada businesses that sponsor and support this exciting event, Community Job Fair has grown to be one of the largest recruiting events in our state.”

Spano expects nearly 2,000 job seekers to visit the 100 recruiters at the fair. The event offers job seekers free access to the employee-recruiting exhibits, parking, and baby-sitting services.

The Jean Nidetch Women’s Center is celebrating its 10th year at UNLV. The center offers a scholarship program, services for adults returning to school, and social service information and referrals. Its programs serve both female and male students.

For information, call (702) 895-4475 or visit http://www.unlvcenter.unlv.edu.

CAMPUS NEWS
Finding Fault
Seismologist sets off explosives to evaluate earthquake hazards

By Gian Galassi

When UNLV seismologist Catherine Snelson wanted to measure the impact of ground motion on the Las Vegas basin for a research project, she knew she couldn’t just wait around for an earthquake to occur. She had to make her own.

Using more than 7,500 pounds of ammonium nitrate-based explosives, Snelson, along with more than 40 students, colleagues, and community volunteers, detonated 11 carefully controlled explosions, or “shot points,” to produce seismic waves similar to what a small earthquake might produce. Professors Wanda Taylor of the National Laboratories measured the recording of an earthquake because they could help scientists develop a more detailed profile of the area’s reactions to worldwide seismic activity via computer programs.

The project began last year when UNLV Geophysics professor Catherine Snelson wanted to measure the impact of ground motion on the Las Vegas basin. Preliminary analysis showed the Las Vegas basin to be much deeper than previously thought, indicating that ground motion created by an earthquake would be both slow and sustained—factors that contribute to extensive earthquake damage. Other studies uncovered at least eight tectonic faults that are capable of producing an earthquake of magnitude 6.5 to 7.0 on the Richter scale.

Should such an earthquake occur, says Snelson, the valley could suffer more than $1 billion in damages and a significant number of deaths and injuries.

Ultimately, the researchers hope to better educate the public and government officials about earthquake preparedness. “The data we’re compiling will provide a geologic and geophysical model of the Las Vegas basin that will not only be used by academics but also by city, county, and state officials who need to evaluate locations on which to build,” Snelson said.

“This research will provide information necessary to change existing building codes as well as plan for mitigation in the event that a large earthquake were to occur,” Snelson said. The data will also be critical in the development of “shake maps,” which identify areas that would be the most adversely affected by such an event. Officials can then plan how to dispatch emergency resources to the areas likely to need them most.

The research is not limited to how the basin will react to an earthquake in the immediate Las Vegas area; it also studies how ground motion from distant seismic events will affect the valley.

“It's a large earthquake occurs within 150 kilometers of Las Vegas, it's going to shake us pretty good and possibly cause some drastic results,” says Snelson. “It's much more likely that we will experience a quake like that in our lifetime than we will one in our valley.”

Snelson is quick to point out, however, that although her research does not suggest a greater likelihood of a large earthquake occurring in the Las Vegas Valley, there really is no way of knowing when one might hit. “Every place has a local hazard, and earthquakes just happen to be one of ours,” she said. “We may have been lucky so far, but we can’t expect that our luck will always hold out.”

Geophysics professor Catherine Snelson is leading research on earthquake activity by detonating controlled explosions across the Las Vegas Valley. She also monitors the area’s reactions to worldwide seismic activity via computer programs.

CAMPUS NEWS

Raymond Alden III, who has served as UNLV provost for nearly three years, has been promoted to the position of executive vice president and provost. Alden will be responsible for overseeing more of the daily internal university operations, allowing UNLV President Carol C. Harter to devote more time to university-community relations. As provost, Alden already is the university’s chief academic officer, overseeing UNLV’s colleges, professional schools, and libraries. Alden joined UNLV in 1997 as dean of the College of Sciences.

Eric Sandgren was selected as dean of the Howard R. Hughes College of Engineering. Sandgren was the founding chair of Virginia Commonwealth University’s mechanical engineering program. Sandgren has been a mechanical engineering professor at VCU since 1997. From 1990 to 1997, he was director of advanced engineering at TRW Steering and Suspension Systems in Sterling Heights, Mich. He previously taught at Purdue University and the University of Missouri, Columbia. He also has been a consultant for numerous companies, including General Motors, General Electric, IBM, and Xerox.

Ronald E. Yabish is the new dean of the College of Sciences. Yabish had been a professor of molecular and cell biology at the University of Texas at Dallas since 1995 and previously taught at the University of Maryland, Baltimore, the University of Rochester’s School of Medicine and Dentistry, and at Penn State University. He earned his bachelor’s degree in zoology from Penn State, a master's degree in biochemistry from Cornell University, and a doctoral degree in microbiology from the University of Rochester.

History professor Joseph "Andy" Fry was named a UNLV distinguished professor, the highest honor awarded to a faculty member. Nominees must demonstrate extraordinary qualities both as teachers and scholars while achieving national and international recognition in their fields. Fry joined UNLV in 1975 and teaches courses on foreign relations, the history of the South after 1850, and the United States' involvement in Vietnam. A prolific writer, he is working on several books. The first is a compilation of Fulbright Senate Foreign Relations Committee hearings opposing the war in Vietnam and the Senate Armed Services Preparedness Subcommittee hearings supporting a more vigorous prosecution of the war. The second is a study of the American South and the Vietnam War (see Books, page 9).

Wole Soyinka, the Elias Ghameh Chair of Creative Writing at UNLV, was the focus of the fall 2002 edition of Modern Drama, the preeminent journal for theater criticism. The special issue, titled “Soyinka and Postcolonialism,” featured papers and reviews of Soyinka’s work by leading scholars in theater theory and criticism.

UNLV's new state-of-the-art preschool facility is expected to open in January with expanded programs.

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Civil engineering professor David James received the 2002 Engineer of the Year Award from the Southern Nevada chapter of the National Society of Professional Engineers. The Southern Nevada branch of the American Society of Civil Engineers also named him Engineer of the Year for the Public Sector. The awards were made in recognition of his service to the engineering societies and to the profession.

UNLV preschool director Catherine Lyons recently received two awards from the Southern Nevada Association for the Education of Young Children. She received the organization’s Super Nova Award as preschool director of the year and its Zenith Award for her contributions to the field of early childhood education. Lyons has worked at the UNLV/CSUN preschool for nine years, serving as director for the last seven. The school serves children with and without disabilities, ages 12 months to 5 years.

UNLV Alumni Association's Outstanding Faculty Award

Dr. W. Leon Coburn, associate professor of English, received the UNLV Alumni Association's Outstanding Faculty Award for his teaching at UNLV in 1969 and taught a range of English courses. His research has focused on composition and rhetoric, particularly imitation and modeling in the teaching of writing. He recently completed research on Restoration writers John Dennis and William Congreve.

"I can think of no other profession in which the work one does aligns so well with the principles of courtesy, friendship, and civil behavior that make life pleasant," Coburn said. To be chosen for this award by the board of directors of the Alumni Association is an honor. It is also a surprise, considering the many outstanding faculty with whom it has been my privilege to work for the last 30 years.

Coburn served on a variety of campuswide committees and community service groups, including the Southern Nevada Writing Project, National Council of Teachers of English, and the Nevada Humanities Council.
Las Vegas Then and Now
by Su Kim Chung
Thunder Bay Press, 2002
At a manuscript librarian in the Lied Library's special collections division, Su Kim Chung sees many interesting things, particularly about Las Vegas, and so was well placed when a London publisher wanted to add Las Vegas to its series about major Americas cities. The book series pairs historical photographs with photographs of the same scene today. Chung had to select only 70 photos from special collection's more than 40,000 images. She then researched what had happened to the buildings photographed.

"I worked with a London-based publishing house whose editor had only been to Las Vegas twice, so his main directive to me was to avoid at all costs a book that consisted of photos of the desert on the 'then' side and photos of giant casinos on the 'now' side," Chung says. "The editors also had problems with the word 'implored,' which I used in conjunction with captions for the Dunes and the Sands. They kept trying to replace it with more deliberate words like 'destroyed' or 'demolished,' but I stuck to my guns and earned my selection by the History Book Club Club, Dixie Looks Abroad established the South as a major player in U.S. foreign relations. Although Fry grew up on the fringes of the South, it is his fascination with foreign relations, honed when he went to graduate school at the University of Virginia, that has inspired his research. His first book grew out of his dissertation on Henry S. Sanford, who was a 'career diplomat' before the U.S. government acknowledged the existence of an animal. Fry says. Sanford, minister to Belgium during the Civil War, was deeply involved in what was once known as Belgian Congo.

"Since Sanford was a Northerner, a Republican, and a diplomat, I think it would be interesting to look at some of the foreign policy issues from the perspective of John Tyler Morgan, a Southerner from Alabama, a Democrat, and a politician." This decision led to a biography of Morgan. "In the course of understanding Morgan's foreign policy connections, it became apparent to me that there had been no overall attempt to study the South and U.S. foreign relations."

Fry did not only to fill that gap, he also explored a UNLV course on Southern history. Reflecting on writing Dixie Looks Abroad, Fry says, "I guess the best evidence of the project's interest for me was that although the book was long — too long, in the writing — the topic was so engaging that I never lost interest. It truly remained fun from beginning to end." Fry's research currently is examining the role of the South in the United States' involvement in Vietnam, another topic that has been the focus of his classroom work.

Dixie Looks Abroad
The South and U.S. Foreign Relations, 1789-1973
by Joseph A. "Andy" Fry
Louisiana State University Press, 2002

In Dixie Looks Abroad, history professor Joseph A. "Andy" Fry shows the quality of work that this year earned him recognition as a Distinguished Professor, the top award given by UNLV. Described as a "graceful and engaging narrative," qualities that, together with solid scholarship, earned its selection by the History Book Club, Dixie Looks Abroad established the South as a major player in U.S. foreign relations. Although Fry grew up on the fringes of the South, it is his fascination with foreign relations, honed when he went to graduate school at the University of Virginia, that has inspired his research. His first book grew out of his dissertation on Henry S. Sanford, who was a 'career diplomat' before the U.S. government acknowledged the existence of an animal. Fry says. Sanford, minister to Belgium during the Civil War, was deeply involved in what was once known as Belgian Congo.

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Six Books of Sonnets
by Vladimir Honsa
1st Book Library, 2000
When an academic retires, he or she does not lose intellectual life behind the office walls. Many remain active in research or creative writing, continuing to write and publish. Vladimir Honsa, retired professor of Spanish and linguistics, for example, recently published Six Books of Sonnets. The book contains a total of 115 sonnets with more than 700 pages. It opens with Book Six, his most recent works, Sonnets of Flowers and Butterflies, written from 1982 to 2000, and concludes with Book One, Sonnets of the Death of Love, 1977-1978. Honsa came to UNLV in 1970 from the University of Southern California, where he had been acting chair of the linguistics department. He held Fulbright professorships in Colombia and Uruguay prior to joining UNLV to teach Spanish and linguistics. He retired in 1988 and still lives in Las Vegas.

At the Margins of Orthodoxy
Mission, Governance, and Confessional Politics in Russia's Volga Kama Region, 1872-1905
by Paul W. Werth
Cornell University Press, 2002

History professor Paul Werth's first book delves into the history of Russia beyond its capitals to St. Petersburg and Moscow. "I was drawn into the curious multi-regional network of Russian society," Werth says. "It didn't take long to realize that there was more than enough material to sustain a dissertation on confessional politics in the region.

The Volga and Kama rivers come together in the Republic of Tatarstan, in the center of the Russian Federation. Kazan, on the Volga, is its principal city, and Werth traveled there, as well as to the central Russian historical archives in St. Petersburg. "Probably the most interesting story about this is that I met my wife in doing this research," Werth said. His wife, Elizaveta Zueva, worked in the St. Petersburg archives, and they were thus thrown together frequently as she assisted in finding materials for his research. They have been in Las Vegas since 1999 and have a son.

Werth also spent seven months in 2001 researching a large study of religious tolerance in Russia; it's tentatively titled and the history professor and UNLV's Distinguished Professor says he is reading two books that are not directly tied to his scholarship — William Iblair's The English and His Realm: The Life and Times of Huey A. Long, and George Carlin's Napalm and Silly Putty. Next on his list is Jared Diamond's Guns, Germs and Steel: The Fates of Human Societies.

Jeff Koop: "Look, no play!" quips Koep, dean of the College of Fine Arts and professor of theater. He recently reread Joyce Carol Oates' Foxfire and is ready to tackle Army at Dawn, Vol. 1 by Rick Atkinson and The Greatest Rounds of Boxing by Ferdie Pacheco, M.D. He also plans to read The Trials of Lenny Bruce by R. Collins and D. Skover before he directs the play Lenny for the Nevada Conservatory Theatre at UNLV Feb. 6-15.

What's on Your Bedside Table?

It seems that people always have a stack of books beside their beds. Here, people from across campus share their late-night reading materials.


Joseph "Andy" Fry: The history professor and UNLV's Distinguished Professor says he is reading two books that are not directly tied to his scholarship — William Iblair's The English and His Realm: The Life and Times of Huey A. Long, and George Carlin's Napalm and Silly Putty. Next on his list is Jared Diamond's Guns, Germs and Steel: The Fates of Human Societies.

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You're certainly in elite company in the GCAA Hall of Fame. To what do you attribute your success?

You can put a lot of pieces in place, but unless you have community support and great players, you can't win tournaments.

The golf community has opened up its world-class courses to us, which allowed us to attract top players. And we're now at almost $4 million in endowments— that takes care of scholarships, travel, academic support, and recruiting. What they've given to the program gave us a chance to be competitive at the highest level, to be able to produce contenders year in and year out.

What has the community gotten in return for its support?

One of the promises the program held when I first came was that if we could become a major player in golf, we'd open up a window to who we are as a community and as a university. I get a chance to tell the story of not just the gaming side of Las Vegas, but the community itself and what it stands for as a place to live and get an education. Once you become competitive at a national level, people seek out that story— they want to know how you did it. They want to know how your university is helping the community solve its problems. When I first came was that we could actually see him or his ball. As he addressed the ball, it moved. He replaced it and then hit it out and finished with a six. When he saw the score posted at a five, he realized that the scorer hadn't seen the ball move and he immediately corrected the score. We were head-to-head with Cameron and nobody saw what happened. That one stroke could have cost us the championship, but he still called it on himself. I think that speaks to playing with integrity and honesty— that's something I hope all my players do.

And when they don't?

I had a player early in my career here who would have been eligible to play his whole senior year even if he made all Fs. He decided he wanted to just work on his golf game and not go to class. He was our best player— one of my first All-Americans. He thought I'd enjoy playing with integrity and honesty— that's something I hope all my players do.

You have a reputation for emphasizing the "student" part of "student-athlete." Why is that?

When I was a player at the University of New Mexico, my coach, Dick McGuire, encouraged me to finish my degree even though it meant putting off my stage to play on the PGA Tour. Years later, he called me when he was getting ready to retire. I was struggling to make cuts as a professional and he thought I'd enjoy coaching. First thing they asked me when I put in my application was, "Do you have a college degree?" That hit me like a ton of bricks. My degree opened the door to a wonderful career. I tell that story every time I sit down with parents and prospects.

I'm pretty proud of the fact that, of the students who have completed their four years of eligibility here, only three have not graduated. I think when these athletes do play professionally, it takes some pressure off them knowing that they can do other things if that doesn't work out.

What's your advice for alumni who want to encourage their kids to play?

You hear it a lot, but to be successful and to make the commitment it takes for excellence in any sport, you really have to have a passion for it. That passion gives you the energy and discipline to reach your dreams. So, you have to give kids a chance to find their own passion.

And, I think you have to give them support through the ups and downs. You know, through the recruitment process I was close to Tiger (Woods), and I always admired his parents because, truly, the score didn't matter. All they asked of him was to do his best every time he walked out there. That gave him a chance to fail, fail safely, and rebound. It allowed his confidence to grow. He's the greatest athlete right now in the world and I think it goes back to that unconditional support. Greatness comes from that.

Rebels To Watch

PGA Tour
Chad Campbell, 1994-96
Chris Riley, 1992-96
Skip Kendall, 1982-86
Adam Scott, 1998-99

European Tour
Michael Kirk, 1998-00

Gateway Tour
Bill Lunde, 1993-98
Chris Berry, 1995-99
Warren Schutte, 1989-93
Scott Lunde, 1996-01

Canadian Tour
Warren Schutte, 1989-93

Nationwide Tour
Charley Hoffman, 1995-99

Asian Tour
Gilberto Morales, 1993-97
Ted Oh, 1995-97
James Ch, 2000-01

Work on your short game. Recreational golfers have limited time, and they always want to hit the ball a long way. That feels great, but they need to ration their time. They should spend 45 minutes on pitching, putting, and sandplay, and just 15 minutes on the long game. Most people do it the other way around.
UNLV's top forensic experts are training the next generation of dentists to use their skills to battle both crime and terrorism.

By Barbara Cloud  |  Photos by Geri Kodey

A trench-coated bloodhound named McGruff urges citizens to "Take a Bite out of Crime," but few realize how much biting is a part of crime.

Using bite marks to track criminals is the challenge for forensic dentists associated with the UNLV School of Dental Medicine: Dr. Steven Smith, associate dean for clinical services; Dr. Marden Alder, an expert in dental diagnostics; and Dr. David Ord, director of dental informatics.

They believe that, whether it is identifying victims of a hotel fire, working domestic violence cases, or tracking teeth marks left at the scene of a murder, dentists with training in forensics have become a valuable asset to law enforcement and have a growing role in the war against terrorism. At UNLV, the group is infusing the dental school curriculum with comprehensive instruction in forensic techniques.

Smith developed an interest in forensic dentistry in the late 1970s, when little training on the subject was available. "In 1978 I was a member of the oral diagnosis/oral medicine faculty at Northwestern. Patient folders containing treatment..."
records, dental X-rays, and dental charting would frequently be requested by the medical examiner or police agencies for forensic purposes. I started to wonder about who was receiving the records and where they received training in dental forensics.

A survey at the time indicated that dental school curriculums barely covered the topic. Unfortunately, not much has changed, with."

A recent American Dental Association conference addressed the concern that not enough medical doctors are available to handle a major terrorism attack. "We have 165,000 dentists who could assist," Smith says. He also predicts dentistry will play an increasing role in responding to bioterrorism and other catastrophic events. As part of that training, future dentists are exchanging dental records and making plaster models of the crusts to use as evidence in court after the original X-rays of a 6-year-old. Fortuitously, the child's mother had already taken the boy to another dentist who had pronounced his mouth free of cavities based on another set of X-rays. Suspicious of the sudden deterioration of the boy's teeth, the mother complained to authorities, and the fraud was discovered. Smith ties this example into his instruction.

We want our students to be good dental diagnosticians," he says, "able to recognize abnormalities as indicated by reading dog tags, Smith says. "Our emphasis is on using technology in the field will improve our ability to transmit electronic data and maintain a database of dental records for forensic purposes. I started to wonder about who was receiving the records and where they received training in dental forensics.

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n a speech to the United Nations in 1953, Dwight D. Eisenhower outlined his vision for nuclear energy, stating that the most important responsibility for the new science was to “devise methods whereby this fissionable material would be allocated to serve the needs of mankind … of agriculture, medicine, and other peaceful purposes.”

Despite numerous advances toward this end, nuclear power still evokes for many the catastrophic images of Hiroshima and Nagasaki, the accidents at Three Mile Island and Chernobyl, and, here in Nevada, the possibility of becoming a dumping ground for the rest of the country’s nuclear waste.

But scientists and students at UNLV are developing technologies that could improve nuclear energy’s tainted reputation — research that could lead to real solutions for the nuclear industry’s most contentious problems while producing the benefits Eisenhower once imagined.

While the word ‘nuclear’ makes many shudder, ambitious UNLV scientists are seeking ways to eliminate the harmful byproducts of spent nuclear fuel.

Alternatives to Deep Storage Facilities

Established in 2001 with a $3 million grant from the U.S. Department of Energy, UNLV’s Transmutation Research Program (TRP) is a multidisciplinary effort to address the ecological and economical management of the country’s used nuclear fuel. Spanning six departments in three colleges and involving more than 30 faculty members and 37 graduate students, the TRP is one of the most ambitious research efforts in the university’s history.

The program, which is administered by the Harry Reid Center for Environmental Studies (HRC), is a component of the Advanced Fuel Cycle Initiative, a national program born out of the Los Alamos National Laboratory in New Mexico. The TRP currently supports 16 separate graduate research projects, called tasks, that examine the technological requirements of a process called nuclear transmutation.

Simply defined, nuclear transmutation converts volatile, radioactive isotopes into more stable isotopes by changing their nuclear structure. This is done through neutron-induced fission or neutron-capture processes conducted in nuclear reactors or particle accelerators. The result of both fission and neutron capture in problematic isotopes is the same: the transformation of the most dangerous materials in used nuclear fuel (plutonium and other fissile materials) into safer, more stable, low-level waste, which could then be more easily managed, recycled, eliminated, or harnessed for other applications.

“Ultimately, the end result of the transmutation process is to recycle the used nuclear fuel and, at the same time, almost totally eliminate its most hazardous materials,” says Denis Beller, intercollegiate program coordinator for the TRP and a former research scientist at Los Alamos.

“In doing so, we’ll be able to decrease the overall volume of waste, lower the remaining waste’s radioactivity, and make the storage of the material much more secure and economical.”

Through transmutation, the life span of the most problematic materials (long-lived actinides) in nuclear waste could be reduced by as much as 95 percent — from roughly 10,000 years to fewer than 500 — thereby eliminating many of the current long-term environmental and safety concerns.

“Transmutation has the potential for completely doing away with the need for a deep geologic repository like Yucca Mountain,” says Anthony Hechanova, a nuclear engineer and director of the TRP. “It just depends how far you want to go with the process. There are some concepts that look at having all waste streams classified as low-level, which would allow for their disposal at any of the many low-level waste sites around the country.”

But some significant technological obstacles must be overcome before transmutation can become reality. The research tasks the TRP has taken on are addressing some of the technical hurdles of transmutation:

• Two tasks focus on the separation of uranium and other stable elements from used nuclear fuel rods.
• Four tasks examine the fuel fabrication process that prepares some of the fusion products for transmutation.
• 10 tasks are concerned with the design of specific technologies required to transmute high-level radioactive waste. Students and faculty from the mechanical engineering, computer and electrical engineering, physics, health physics, chemistry, and geoscience departments are conducting the research. National laboratory collaborators supervise the projects during
Like alcoholism, pathological gambling is a devastating addiction that quickly and quietly sends the afflicted toward rock bottom. UNLV professors and alumni are leading the nation in research of the widely misunderstood problem.

By Cate Weeks | Photos by Geri Kodey

GOING FOR BROKE

Picture your average gambling addict. It’s not necessarily the flashy guy at the craps table, hooked on the rush of shooting the dice and looking to get rich quick. It’s the woman in front of the video poker machine – the successful Realtor next door, your child’s teacher, or the bank vice president who approved your home loan. She’s robotically hitting the “Bet All” key as she squeezes in an hour of gambling before she picks up her son at soccer.

As she spirals deeper into her addiction, no one the wiser, she’ll steal from her son’s college fund. She’ll get credit cards in her husband’s name and then hide the bills from him. She may even embezzle from her longtime employer, thinking she’ll repay the money the next time she wins. When she hits rock bottom, in just a couple of years, she’ll be thousands upon thousands of dollars in debt and will have few places to go for help.

“By and large, the thrill-seeking problem gambler is an endangered species,” says Bo Bernhard, a UNLV sociology and hotel administration professor. “Most gambling addicts now are escapists. They don’t engage in these behaviors to feel great; they do it to feel numb. They often want to escape from family issues or workplace stresses. All of us need moments of escape in our lives, but for pathological gamblers, this desire turns destructive.”

Old Stereotypes, New Research

As director of gambling research at the William F. Harrah College of Hotel Administration, Bernhard studies gambling behavior, including the relatively new field of gambling addiction. He points to two statistics that are pushing problem gambling research to the forefront:

• More money is wagered on gambling than is spent on sports tickets, movies, music events, and video games combined.
• 48 states have approved some form of gambling in their jurisdictions.

“Nevada is no longer the lone wolf it was when I was growing up here,” says Bernhard (’02 Ph.D. Sociology). “Not only do we have more access to gambling than perhaps ever before, we also have more access to money that technically is not ours – through credit in its various configurations. It only makes sense that we invest some energy in increasing our understanding of the impact of gambling, both positive and negative.”

Nature or Nurture?

In the young field of problem gambling, researchers can’t yet offer solid statistics on the social and economic toll that problem gambling takes on society. Nor do they know why, for certain people, gambling becomes a destructive obsession rather than a simple pastime. Because the field is so new, widely accepted data is not available on the prevalence rates, that is, the number of gamblers who have a pathological problem. Various studies estimate that to be between 1 and 6 percent of all people who gamble. By comparison, the prevalence rate for alcoholism is 6 percent.

“There’s an old stereotype that gambling addicts are born losers or masochistic accidents waiting to happen – nothing could be further from the truth,” says psychologist Rob Hunter (’76 BA Psychology). “Some of the brightest, most energetic, competent people I’ve ever met I had in
that room," he said, referring to the group meeting room at the Center for Problem Gambling.

Along with Bernhard and sociology professor Fred Preston, Hunter launched the center in 1998. It is the only full-service non-profit treatment center in Las Vegas for gambling addicts.

The six-week program employs a combination of educational therapy, peer counseling, and individual therapy. Its participants are required to attend the support group Gamblers Anonymous, and they receive a year of aftercare therapy sessions.

Bernhard and Preston serve as research associates. Their knowledge helps clients understand and cope with their addictions. The center's Thursday night information session offers clients and their families a chance to learn more about the affliction from the UNLV professors. At one recent session, a female recovery executive posed this question:

"I was around drugs in the '60s. I've been a social drinker without a problem. I've lived in Las Vegas all my life and didn't gamble until recently. Why didn't I become addicted to something else?"

Part of the answer, Bernhard says, appears to lie in brain chemistry. "A lot of academics posit that there are a number of individuals in the population who just can't gamble, just as there are some who just can't drink. Though my training and sympathies are on the 'nurture' side, I've come to believe that some of that probably has to do with programming at the factory.

In problem gamblers, the brain experiences gambling as a reward in much the same way that cocaine addicts experience cocaine ingestion as a reward."

The casino lab in the Stan Fulton Building at UNLV will be an exceptionally useful tool in this kind of research, he adds. Generalist studies on gambling behavior have used computer card games to simulate the activity. "In contrast to previous studies, many of which have been conducted with desktop computers, we can approximate the real-life gambling experience in a far more sophisticated way.

Moving up from the molecular/brain chemistry level, Bernhard believes that there are psychological and small-group issues affecting pathological gambling. Studies have focused on the distorted cognitive process of pathological gamblers, comparing their urge to bet with the desire felt by the general population. And the affects of problem gambling on interpersonal relationships have been studied.

The sociological factors, however, are the least studied, Bernhard says. Only in recent decades has problem gambling been considered a medical problem. For centuries, the issue was left to society's moral experts.

"Special collections at the Lied Library is filled with an amazing collection of old sermons—angry voices from the pulpit who for years have been telling us how to define, diagnose, and treat problem gamblers. Their treatment, quite often, was to ostracize and vilify the afflicted."

"Now medical and psychological experts provide this knowledge, but their 20 years or so of work hasn't somehow erased the centuries of moral stigmatization. In this instance, an individual's suffering is profoundly affected by societal forces far larger than those we tend to consider." He added that, until this year, therapists in Nevada were not required to attend the workshops or show any expertise in the field of treating problem gamblers. This spring the Nevada Legislature established a licensing program for problem gambling counselors.

"I feel very strongly that academic training is a must before anyone treats problem gamblers," Ashley said. "Just because you've worked in the human service field, or even specifically in the addictions field, doesn't mean you're competent to treat this population of clients."

Problem gamblers have much unique characteristics that their treatment must be specialized, he says. Diagnosing the pathological gambler can be particularly difficult without proper training.

"Pathological gamblers become pros at hiding their addiction," Ashley says. "A couple might come in for counseling because of marital discord or an addict may be depressed and appear bipolar, but that might all be related to significant gambling issues.

Bernhard added, "Alcoholics have physical signs. They show up at the school play drunk, or their coworkers will notice the smell of alcohol. For gambling addicts, invisibility is a luxury that turns out to be a curse. This can mean that 'rock bottom' hits after tremendous personal and financial damage has occurred because the people in their lives don't intervene as soon. As this field develops, we hope to reach people when this is at the 'just-had-a-fight-with-my-wife stage, rather than I've-lost-my-family stage."

Reaching addicts sooner will take both awareness campaigns and an investment in treatment programs, the experts say, and Nevada is sadly lacking in both.

Facing severe budget and tax issues, and most recent session, the state Legislature did not pass a bill that would have set aside $250,000 for problem gambling treatment. By contrast, Louisiana spent more than $2 million last year.

"I understand, of course, the number of economic challenges this state faces, but I'm still embarrassed as a Nevadan that we have never spent a dollar to help treat this issue," says Bernhard, a fifth-generation Las Vegan. "Nevada sets the bar for every aspect of the gaming world, except the gambling."

The lack of funding for treatment only compounds the gambling addict's problems, Hunter says. His treatment center, which typically has a lengthy waiting list, doesn't charge for its services.

"This is a population that by definition cannot have money to pay for treatment," he says. "By the time they get here, they're not only broke, but frequently heavily in debt— even the doctors and the lawyers."

"I can walk in doors open through an array of corporate donations, most notably from Station Casinos and IGT, a manufacturer of gaming equipment. IGT employees also attend the information sessions at the center."

"Many in the gaming industry are taking a proactive approach and trying to avoid the model set by other industries that have denied that there are any social costs associated with their product," Bernhard says. "Of course, there has never been a product in all of history that doesn't hurt a part of its clientele in some way."

### The Best Place for Treatment

In a sense, Nevada is the best place to get treatment, the experts believe.

"The state has experienced providers who pioneered problem gambling treatment as well as a growing group of UNLV scholars tackling the issue. There's also an active Gamblers Anonymous support community. There are more than 100 weekly GA meetings for Clark County's 1.5 million residents, compared to Atlantic City, which has eight meetings to serve its population of 4.2 million."

"When it comes down to it," Hunter says, "being a problem gambler in Las Vegas with its convenience store slot machines is no different than being an alcoholic and having to walk by the liquor department every time you need a loaf of bread."

And Hunter, Bernhard, and Ashley all agree that, although problem gambling has real social and economic costs that must be addressed through enhanced treatment programs, gambling in itself isn't a bad thing.

"As gambling moves into the mainstream, into the heartland of the country, problem gambling will follow," Hunter says. "But that doesn't condemn the industry. I don't think slot-machine makers invented problem gambling."

"I feel the native Las Vegas in me come out every time I address this," says Bernhard. "I believe we should have the right to choose our recreational activities. For the vast majority, gambling is a fun and harmless activity. As a community, though, we have to address the downside just as we do with drug and alcohol problems."

"If you spend any time with this population, you can see that this has an impact that affects all of us. They deserve our attention and support."

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Counseling professor Larry Ashley is leading UNLV's academic programs in gambling additions. Some of the area's gambling experts are finding help through resource brochures available in casinos.

### Educating the Experts: UNLV Offers Cutting-edge Academic Program

Twenty years of research also has not given communities enough time to develop the resources necessary to treat problem gamblers, says Larry Ashley, a counseling professor and coordinator of UNLV's programs in additions therapy. This fall, UNLV will offer the first formal academic program for problem gambling therapists in the country.

The counseling department is designing a certification program for graduate students as well as a six-semester undergraduate minor for students across campus.

"The minor will offer a foundation for people who want to practice in this area, as well as offer a broad range of students—including those planning careers in the hotel industry, human resources, and any of the human service disciplines—in insight into these issues," Ashley said.

He patterned the minor in problem gambling after the National Council on Problem Gambling's certification requirements.

Eventually, completion of the minor will satisfy the education requirements of the council's certification. "Previously, there's been no formal academic training for gambling addictions therapists—it's like we were supposed to get it by osmosis," he says.

### Alumnus Rob Hunter launched Southern Nevada's only non-profit treatment center for gambling addicts with the help of UNLV faculty and financial support from casino companies.
November 2003

1-2 Nevada Conservatory Theatre-University Company: Fiddler on the Roof. 8pm Nov. 2; 2pm Nov. 3. Ham Concert Hall. 895-2787 or 739-3267.

Women’s Volleyball: vs. BYU. 7:30pm. Jean Field. 895-3627.

1. Women’s Volleyball: vs. SDSU. 7:30pm. Jean Field. 895-3627.

21 Nevada Conservatory Theatre-University Company: One Act-One Play Festival. 2pm and 7pm. Noon. 2 pm. Ham Fine Arts Building. 895-2787 or 739-3267.

22-23 Nevada Conservatory Theatre-University Company: The Fantasticks. 7:30pm. Ham Fine Arts Building. 895-2787 or 739-3267.

24 Nevada Conservatory Theatre-University Company: Company. 8pm. Ham. 895-2787 or 739-3267.

25. Black Box Theatre. 7:30pm. Ham Concert Hall. 895-2787 or 739-3267.

25. Black Box Theatre. 7:30pm. Ham Concert Hall. 895-2787 or 739-3267.

Best of the New York Stage: Maureen McGovern December 20

String Quartet. 8pm. Ham Concert Hall. 895-2787 or 739-3267.

25 Football: vs. BYU. 6pm. Ham Concert Hall. 895-2787 or 739-3267.

25 Women’s Volleyball: vs. BYU. 7:30pm. Jean Field. 895-3627.

2 Women’s Soccer: vs. Utah. 7:30pm. Ham Concert Hall. 895-3627.

12 National Conservation Theatre-University Company: Fiddler on the Roof. Festival. 6pm Nov. 1; 2pm Nov. 2. Ham Fine Arts Building. 895-2787.


11 Women’s Soccer: vs. BYU. 7:30pm. Jean Field. 895-3627.


10 Music: UNLV Symphony Orchestra Annual Holiday Pop Concert. 7pm. Ham Concert Hall. 895-2787, 895-3267.

7 Music: UNLV Master Singers. 8pm. Ham Concert Hall. 895-3332.

7 Desert Choral Society: Annual Holiday Concert. 7:30pm. Ham Fine Arts Building. 531-3560.

1-21 Nevada Conservation Theatre-University Company: Paddy Mears. 8pm Nov. 21-22; 2pm Nov. 21 (also playing Dec. 3-7). Ham Fine Arts Building. 895-2787 or 739-3267.

1-21 Charles Vanda Master Series: Rising Stars of Classical Music, Judith Ingolfsson and the Miami String Quartet. 8pm. Ham Concert Hall. 895-2787 or 739-3267.

1-21 Music: UNLV Jazz Ensemble. 7:30pm. Ham Concert Hall. 895-2787 or 739-3267.

1-21 Music: UNLV Symphony Orchestra & Jazz Ensemble. 7:30pm. Ham Concert Hall. 895-2787 or 739-3267.


1-21 Best of the New York Stage: Marvin Hamlisch featuring the UNLV Classics and Jazz Orchestra. 4pm. Ham Concert Hall. 895-2787.

1-21 Music: UNLV Wind Orchestra. 4pm. Ham Concert Hall. 895-2787 or 739-3267.

1-21 Baner Spring Concert. 8pm. Feb. 27-28; 2pm Feb. 29 (also playing March 3-7). Black Box Theatre.ハ, Ham Fine Arts Building. 895-3387 or 739-3267.

1-21 Nevada Conservatory Theatre-University Company: Company. 8pm and 2pm Feb. 27-28; 2pm Feb. 29. Judy Bayley Theatre. 895-3387.


1-21 Nevada Conservatory Theatre-University Company: The Fantasticks. 7:30pm. Ham Concert Hall. 895-2787 or 739-3267.

1-21 Faculty Recital: Janis McKay, bassoon. 7:30pm. Bean Music Center. 895-3332.

1-21 Music: UNLV Symphony Orchestra. 7:30pm. Ham Concert Hall. 895-2787 or 739-3267.


1-21 Desert Book Company: Forgotten Carols with Michael Tilson Thomas and the CSO. 8pm. Ham Concert Hall. 895-2787.

1-21 Music: UNLV Wind Orchestra. 4pm. Ham Concert Hall. 895-2787 or 739-3267.

1-21 Operetta Preview. 8pm. Judy Bayley Theatre. 895-3387.


1-21 Nevada Conservatory Theatre-University Company: Company. 8pm and 2pm Feb. 16-20; 2pm Feb. 17. Judy Bayley Theatre. 895-3387.
A Winding Road: Douglas Selby, Las Vegas city manager

Like the rugged trails he enjoys hiking when he can squeeze in some time off, the career path to Douglas Selby’s job as Las Vegas city manager has been a circuitous one.

As a UNLV student, Selby (‘75 BS and ‘77 MS Biology) anticipated spending his entire career doing some kind of environmental biology work. While he did work in that field for years — and enjoyed it — his career route took a variety of turns that eventually led to his assuming the job as CEO of one of the largest cities in America.

Of course, Selby didn’t move straight from a job as field biologist to the helm of a city with an annual budget of $877 million. Along the way were a number of jobs that each, in its own way, helped prepare him for the challenges of guiding one of the fastest growing cities in the nation.

During his senior year at UNLV, Selby met biology professor Jim Deacon, who specialized in desert fish. Exposure to Deacon’s research, which involved a great deal of fieldwork, spurred Selby’s interest. After receiving his master’s degree, Selby worked for the U.S. Fish and Wildlife Service and the California Department of Fish and Game before joining an environmental consulting firm.

“I did a lot of field work with endangered fish — some in Nevada and some in the western rivers of the Colorado River system,” Selby recalls.

Eventually he enrolled in the doctoral engineering program at Utah State University so that he could enter the then-new field of environmental engineering. Ph.D. in hand, the Clark High School graduate returned to Las Vegas to take a job with the Clark County Sanitation District.

Selby subsequently moved to California, but eventually felt pulled to return to Southern Nevada — a desire he admits was strengthened by the major San Francisco earthquake of 1989.

“I always gravitate back to Las Vegas. Other places I lived and worked just didn’t have the energy and the open-mindedness about opportunities,” he says.

His work as engineering director — first for the Las Vegas Water District and then for the Southern Nevada Water Authority — eventually paved the way for his being selected as deputy city manager. Then, in September 2002, the City Council promoted him to the city’s top managerial post.

Selby says the job suits him. “I like being city manager. It’s nothing my academic background would seem to lead to, but I have honed out to be a good fit,” he says, adding that his studies at UNLV helped prepare him for the perhaps unlikely turn of events in his career. “My academic background did give me a basis for being flexible and adaptable, which is important for a city manager. You have to be analytical, too, and UNLV contributed a great deal to that,” he says.

Selby says he is pleased to be serving as city manager at a time when Las Vegas is contending with the challenges and changes of growth. “While challenges certainly exist, they bring with them tremendous opportunities for growth,” he says. “I want to work with the mayor and the City Council to help make the city of Las Vegas one of the best-run cities in the country.”

—Diane Russell

Mark G. Tratou, ‘74 BA Political Science, is a partner designation from Certified Risk Manager International.

Brian M. Allen, ‘81 BS Hotel Administration, is the general manager for the Holiday Inn Resort Safaga City in Egypt. Previously, Allen was the general manager of Hyatt International and other hotel chains in Dubai, United Arab Emirates.

Mary E. Wells, ‘82 BS Geology, has been appointed to a five-year term on the New Mexico Board of Licenses for Professional Engineers and Surveyors. She is the office manager of Tratou & Quick, a geotechnical and environmental engineering firm in Las Cruces, and is also a licensed professional engineer in New Mexico and Nevada. She also holds a master’s degree in geological engineering from UNM.

right of publicity. He is the author of numerous law review articles and has served as an adjunct professor at the William S. Boyd School of Law and the William F. Harrah College of Hotel Administration. He is chairman of the board for the Entertainment Development Corp. and president of the Nevada Intellectual Property Law Society.

Kenneth W. Fong, ‘78 BS Business Administration, received the 2002 Certified Property Manager of the Year award from the Las Vegas chapter of the Institute of Real Estate Management. He is a partner/manager of Fong & Associates, which owns and manages shopping centers and offices in Las Vegas.

Johl Makimik, ‘80 BS Hotel Administration, works for Orgill/ Singer & Associates in Las Vegas and recently earned the certified risk manager designation from Certified Risk Manager International.

Edward Chaaya, ‘81 BS Hotel Administration, is the general manager for the Holiday Inn Resort Safaga City in Egypt. Previously, Chaaya was the general manager of Hyatt International and other hotel chains in Dubai, United Arab Emirates.

While the general public, Ballard says, has only limited information on what types of activities could be considered terrorism with respect to some of these materials. In early 2004, Carolina Academic Press will publish Ballard’s Nuclear and Radiological Terrorism: Weapons of Mass Destruction and Mass Victimization, which is aimed at first responders such as police and fire personnel. His book Terrorism, Media, and Public Policy is due out at the same time from Hampton Press. It deals with how federal agencies like the Department of Justice used the media to advance their own agendas in the wake of the Oklahoma City bombing.

He’s also published more than 30 professional papers and about 20 dozen poems, which he says he writes “to get away from the violence inherent in this research.” His poems cover a wide range of topics, including his marriage to fellow UNLV graduate Donna Patte-Ballard, ‘98 MFA.

—Cate Weeks

Explosive Research
James David Ballard, sociology professor

For 20 years, James David Ballard worked in the aerospace and weapons manufacturing industry, making everything from fighter jets to missiles. Now a sociology professor at California State University, Northridge, Ballard says, “I study the people who use weapons like these for violent political gain. I study terrorists.”

Ballard, ’00 Ph.D. Sociology, began researching violent political behavior while pursuing his doctorate at UNLV and traveled to Northern Ireland on a Graduate Student Association grant to do research. He has since become an expert on terrorism and, in particular, nuclear and radiological attacks.

"As I was planning the Ireland trip, the Oklahoma City bombing happened," he says. "That changed things. At that time, we were not worried about Al-Qaeda or international groups; we were worried about domestic terrorists like Timothy McVeigh. I looked at Yucca Mountain and reasoned that shipments to this project could be considered sabotage, to terrorism from such individuals."

Ballard is a team leader for a two-year NATO project assessing the worldwide vulnerability of nuclear power plants and radiological waste shipments to such attacks. He’s also testified before both houses of Congress and has served for seven years as a consultant for the state of Nevada on the potential for terrorist attacks against Yucca Mountain shipments.

Though he believes that with proper planning the risk of shipping these radioactive materials can be reduced, he questions, among other things, the logic of moving the waste along predictable routes from locations primarily in the Mississippi River to Nevada. "Nuclear waste can be thought of like money in a bank. We know how to store it securely in a vault, but when you take it out of that environment and transport it across the country, you make it vulnerable to thieves or saboteurs," he says. "Why expose it to any number of problems on the roadways and railways of America when it could be interned at its production site until such time as it is less toxic and less of a symbolic target?"

A shipment of nuclear waste will be a tantalizing target for terrorists, he says. "It’s radioactive, which we’re all frightened of. It would also be part of a large-scale federal program. It’s also being forced upon a community, in this case, Nevada, which creates an antagonistic environment. Now put those things together — this train would make a highly symbolic target for those who seek to make a statement against the radioactive cargo, or those who oppose the actions of the federal government, or even as a protest statement about how the repository is being sited."
In the Pink: Kathleen Hammons, brand manager for Mattel Toys

Kathleen "Kit" Hammons is living life in the pink. The UNL alumna (’96 BS Business Administration) spends her working days at Barbie's home office in Las Vegas, where she is responsible for marketing about 30 of the Barbie dolls made each year for display rather than play.

In her current job as brand manager, she negotiates deals and maintains relationships with companies that produce an amazing variety of products bearing Barbie's likeness. Barbie's smiling countenance can be found on linens, clothing, lunchboxes, and — coming soon — ceramic dinnerware. Mattel takes great care to make sure that its star appears only on high-quality products that are nurtured in plants that meet stringent criteria, Hammons says.

This year, Hammons' duties were expanded to include licensing responsibility for other Mattel toys, including Polly Pocket dolls, Hot Wheels and Matchbox cars, the Magic 8 Ball, and He-Man figures.

One thing she enjoys learning about the boy-oriented toys such as Hot Wheels and He-Man, but confesses to having a particular fondness for that perky doll with the striking figure. You see, Hammons' affinity for Barbie didn't begin with her employment at Mattel. As a child growing up in Las Vegas, she had more than 20 of the stylish dolls — not to mention a full complement of Barbie's friends and relatives, including Skipper, Ken, Midge, Alan, and Steven. She remembers an Afghan hound and a black cat named Soup, for whom and sometimes her nights — in the bright pink world of that most famous of fashion dolls, Barbie.

For most of her career, Hammons has worked for the toy company giant Mattel.

Her professional introduction to Barbie came after she earned her MBA from Loyola Marymount University. She was hired at Mattel as a senior financial analyst in the fashion doll division and was placed on a Barbie cross-function team. Among the team members devoted to Barbie were a marketing representative, a planner, and three designers — each one for the doll's face, hair, and clothing. When a job in collectibles marketing opened up, Hammons was selected. There she was responsible for marketing about 30 of the Barbie dolls made each year for display rather than play.

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recruiting, training and development, and communications. He received the company’s Chairman’s Award for outstanding team performance in 2002.

Antoinette M. Thomas, ’88 BA Sociology, is a real estate broker, property manager, notary public, and loan officer in Las Vegas.

Brad Mark, ’99 BS Hotel Administration, was elected to the board of directors for the Las Vegas Speedwagon Children’s Charities.

2000s
Amy Byro, ’00 BS Culinary Arts Management, is a pastry chef at the Rincon Casino & Resort in San Diego. She helped open the resort last year. Previously, she worked for the Rio in Las Vegas.

Hamako Nagano, ’00 BS Hotel Administration, is housekeeping manager at the St. Regis Monarch Beach Resort in Dana Point, Calif. She lives in Aliso Viejo and hopes to move back to Las Vegas in the future.

Geraldine P. Nagazawa Howard, ’02 BA Psychology and Sociology and ’02 MSW, is the senior social worker for Family Healthcare Services, a subsidiary of Sierra Health Services specializing in services for senior citizens in Las Vegas. She is working on a doctorate in social work from LaCrosse University.

Antonio Zavala Blanco, ’90 BS Hotel Administration, recently completed basic training at the Marine Corps Recruit Depot in San Diego.

Iris Jamin, ’01 BS Hotel Administration, was named Employee of the Year by the Le Meridien Chicago. She will represent the hotel at a company conference overseas.

Laura McEwan, ’01 MFA, is a 2003 graduate of the master of fine arts program at the University of Connecticut at Storrs. The Benton, Connecticut’s state art museum, exhibited her solo-portraits and narrative paintings in May.

David Gibson, ’02 JD, opened Gibson Law Offices LLC, a full-service litigation firm practicing family, business formation, personal injury, criminal, and landlord/tenant law in Henderson. Previously, he was an associate with another local law firm. He is married and has two children.

In Memoriam
Robert Applebyard, ’75 BS Hotel Administration, died Feb. 7.

Shannon L. Buckner, ’93 MS Hotel Administration, died on Feb. 16.

President’s Message continued from page 2

improve the lives of individuals have occurred on university campuses. These discoveries are sometimes global in that they affect people throughout the world; they are sometimes local, aimed at helping people in the immediate community.

We offer some examples of UNLV research projects with very practical and beneficial goals: Researchers in the science and engineering colleges are conducting fascinating studies on the effects of increased carbon dioxide levels on plant ecology in a desert environment, on pollution estimation and detection, and on medical imaging to improve diagnostic techniques. They are also examining alternative modes of transportation for the city, developing systems to improve pedestrian safety, and exploring alternative sources of energy.

UNLV researchers are also pursuing answers to some of the most challenging questions in health care, an area that can have a powerful impact on all our lives. At UNLV, faculty members and students in the Cancer Institute and the School of Dental Medicine are doing sophisticated cancer research. Additionally, faculty members in health sciences are conducting research on stress reduction to help us more successfully deal with the pressures of everyday life. Also, a forensics laboratory is being designed that will assist our entire community in dealing with crime and terrorism.

Let me offer some examples of the research we conduct at UNLV, our academic resource, offering careful examination of the many problems we all face. Life for our entire community will be improved because of the programs we create, the services we perform, and the research we conduct at UNLV.

Fourth, major research universities have a direct and positive effect on a community’s economic development and diversification.

University research creates knowledge that can lead to new technologies, commercial products, and jobs that have a significant impact on the economy. Some of the most important discoveries in recent decades have come from university research, including many agricultural advances, developments in fiber optics and lasers, and advancements in DNA research.

It should note that the planned Science, Engineering and Technology Building will contribute significantly to the university’s ability to continue producing sophisticated research and promoting the unencumbered exchange of thoughts, ideas, and opinions among faculty and students of diverse disciplines. The facility represents a major step in increasing momentum for Nevada’s economic diversification efforts as well. The building will showcase a breadth of compelling programs and will attract students into high-demand fields, such as computer science, environmental science, and electrical engineering. More importantly, UNLV faculty and student researchers will be able to increase their levels of collaboration with local industry and create the academic environment sought by technology-based companies.

But universities affect the local economy in other ways. Research parks have created knowledge clusters that lead to new industries and new jobs. UNLV’s recently approved research and technology park will be such an innovation. We hope to attract businesses that will help diversify the Nevada economy; I predict you will hear more about the successes of this research and technology park in the years to come.

And finally, major research universities are in fact recognized as more prestigious. As the quality of education improves at UNLV, our academic reputation continues to grow; we witness this in a number of ways, but it is perhaps most evident in the rise in our ranking among major universities in recent years. I would like to illustrate the dramatic increase in UNLV’s reputation by talking about where UNLV was, where it is, and where it aspires to be.

When I came to UNLV in 1995, the Carnegie Foundation for Advancement of Teaching ranked the institution in the Master’s College and University category, which included more than 600 institutions. In 2000, UNLV was elevated to the Doctoral/Research Universities category that includes 261 institutions. This category is broken into two groups: Doctoral/Research Universities-Intensive and Doctoral/Research Universities-Extensive.

UNLV is currently ranked in the Intensive category, which includes 110 institutions. These institutions typically offer a wide range of baccalaureate programs, and they are committed to graduate education through the doctorate. There are only 23 excellent institutions in this group: Northern Arizona University, University of Northern Colorado, Idaho State University, Montana State University, University of Montana, and the University of Central Florida.

But the category of Doctoral/Research Universities-Extensive, which includes 151 institutions, is the most transformational in terms of its effect on the community. It is also the most prestigious of the categories, and UNLV hopes to achieve this ranking by 2010. Many excellent institutions in this region are in this category, and you know them well: the University of Arizona, Arizona State University, Brigham Young University, University of New Mexico, University of Colorado, University of Idaho, University of Nevada, Reno, and University of Utah.

On a national scale, institutions in this category include Columbia University, Indiana University, Texas A&M University, University of California, Washington, USC, and the University of California-Berkeley.

We aspire to join these great institutions because providing high-quality academic programs and research activities that directly benefit Nevadans is our paramount concern. We aspire to be a great university because of the rewards that will be reaped by our community and region; we believe we have the capacity to transform our community and, quite possibly, even our nation. And as we work toward that high ideal, we must ensure that our alumni, donors, and friends fully understand our goals and, perhaps more importantly, share in the sense of pride we feel as we achieve them. After all, our accomplishments will certainly be shared by all who support us—and the noble endeavor we pursue.

Drop Us A Line
Or fill out our Class Notes form online at: www.unlv.edu/News_Bureau/UNLV_Magazine/

Your classmates want to hear about you! Please fill out the form below completely, type or print clearly, and avoid abbreviations. Information also can be submitted via e-mail. Please supply home and office telephone numbers so we can reach you if there is a question about your entry. We encourage you to submit a head-and-shoulders photograph of yourself to accompany your Class Notes entry.

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Send entries to: Cate Weeks, UNLV News & Public Information, 4505 Maryland Parkway, Box 451012, Las Vegas, NV 89154-1012; fax 702-895-4057; or e-mail Cate.Weeks@ccmail.nevada.edu. Deadline for the spring issue of UNLV Magazine is Oct. 30, 2003.
Homecoming

Fall Homecoming events offer alumni a trip down memory lane. Above: 1972 Homecoming Queen Efi Papageorge (center), Joyce Mitchell (left), and Donna Crabbe, are escorted off the field at halftime festivities. Below: Students enjoy the pep rally in 1989. Left: The UNLV mascot salutes the audience at last year’s pep rally.

Homecoming 2003 will kick off with a dinner featuring football Coach John Robinson on Oct. 17. The Alumni Association’s tailgate party will begin at Sam Boyd Stadium three hours before the game kickoff against Utah on Oct. 18. For more information, contact the Alumni Association at 895-3621 or visit www.unlvalumni.com.

The Lied Library’s special collections department houses a vast collection of UNLV and Southern Nevada historical photos and documents. The collections are open to the public. For more information, visit www.library.unlv.edu/speccol/index.html.
Friday, October 17
5:30 pm  Cocktail Mixer / Martini Bar
7:00 pm  Guest Speaker: Coach Robinson
        Inside the Marietta Tiberti Grand Hall
        of the Richard Tam Alumni Center

Hosted by the Harrah Hotel College
Dues Paying Members $30 • Non-members $40
VIP Reserved Table of 8 - $300 (Table sponsorship includes recognition in program)

Saturday, October 18
Tailgate FREE for Active Alumni Members • Guests $10
UNLV vs. Utah — GO REBELS! Tickets available call 739-FANS.

Monday, October 20
12:00 pm  Homecoming Golf Tournament at Canyon Gate CC
Entry Fee: $125 per person. Tee prizes and dinner included.
Please RSVP by Monday, Oct. 13 — (702) 895-3621.

For more information on this event or to join the UNLV Alumni Association, call (702) 895-3621 or visit our website at: www.unlvalumni.com
STAND OUT IN A CROWD.

Show your Rebel Pride and support UNLV by purchasing a UNLV REBEL License Plate. Funds from the sale of UNLV REBEL plates go back to the school, supporting UNLV's Alumni and Athletic Scholarships. Pick up your UNLV REBEL license plates at any Nevada DMV office or call the UNLV Alumni Office at (702) 895-3621 for more information. www.unlvalumni.com