Inside UNLV

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Repro Shows Its True Color: Green

Environmental Friendly Printing Process Put in Place

By Donna McAleer | Reprographics/Design Services

Recycling, retooling, and rethinking are some of the ways the office of reprographics/design services is becoming more environmentally responsible.

Most of reprographics’ paper supply contains recycled content, with several paper stocks offering a significant percentage of post-consumer waste.

“All the department’s paper cuttings are collected — we’re one of Rebel Recycling’s biggest customers. We recycle other materials like aluminum printing plates and toner cartridges, too,” said Paul Kurzynowski, reprographics manager.

Reprographics generally purchases paper goods from suppliers who have earned forestry certification. Being part of the university’s copier program.

Sustainable Practices to Become UNLV Way of Life

By Shane Bevell | Marketing & PR

Sweat the small stuff. The small decisions you make every day can have a positive impact on UNLV’s efforts to become a more sustainable campus, said David Hassenzahl, environmental studies chair.

Saving energy and reducing garbage production can come down to such simple actions as turning lights off, carpooling, opening the door instead of using an automatic door opener, and climbing the stairs instead of using an elevator.

“Sustainability is not just the traditional environmental issues,” said Hassenzahl. “It involves social decisions and individual health decisions. Don’t think of being sustainable as a sacrifice you are making for the environment, but as a way to improve your quality of life and the quality of life for those around you.”

Campus Initiatives

Hassenzahl is chairing the president’s task force on sustainability, which has faculty, staff, and student representatives. The group will recommend specific activities that UNLV can implement to promote environmental management and sustainable development. The task force will complete its recommendations by June 30.

The task force is looking specifically at:

- facilities, including grounds and energy-utility management
- food service
- waste management
- the teaching of sustainability
- researching sustainability
- opportunities for faculty, staff, and students to adopt sustainable practices.

Retooling Successes

Investing in technology, or retooling, has helped the office become more sustainable. The department’s in-house technical experts, Jason Peraza and Josh Rankin, created an online ordering system several years ago to make getting standard stationery items, business cards, and copies easier and faster.

The biggest retooling advancements occurred during the last year. First, the department converted from the traditional negative-to-plate workflow to computer-to-plate technology, streamlining offset preparation and completely eliminating the need for harsh developer and fixer chemicals once used to produce printing negatives.

The second improvement was to acquire a digital press, the iGen, which creates high quality color images and offers personalized color printing with variable data and customized text and images.

The solar array on Greenspun Hall will power nearly 20 percent of the building’s energy needs and provide shade to the area below.

Just What is Sustainability, Anyway?

The term encompasses:

Environmental sustainability — water, traffic, and air pollution issues

Economic sustainability — labor training, affordable housing, and business diversification

Social-cultural sustainability — attitudes, values, and actual practices of people who live in the community.

Source: Ron Smith, vice president of research and graduate studies and founding director of the office of urban sustainability initiatives.

Speak Up

The University Forum committee is looking for speakers and performers for its fall schedule. If you would like to apply or recommend someone, send an e-mail to pam.weiss@unlv.edu by April 11.

More Than Just Recycling
Athletics Adds to Quality College Experience

With March Madness gearing up, Inside UNLV asked President David Ashley about his views on college athletics programs.

What benefits do athletics programs bring to the university?

Athletics programs, done well, add to the quality of experiences that a university offers. For the general student body as well as the community, athletics can offer a powerful link to campus life and provide an avenue for building pride.

For the student-athlete, whether they have dreams of playing professionally or not, participation is a way to become well-rounded individuals. That is something I experienced personally in my undergraduate days — being on the gymnastics team helped me find balance with the rigors of academics.

How do you ensure UNLV’s athletics programs are “done well”?

Universities get in trouble when they lose sight of the student-athlete. UNLV is finishing its 10-year NCAA re-certification, which required more than a year of self-study. We did not trip any alarms, but we can always improve. I am confident that our leadership team, starting with (athletics director) Mike Hamrick, has built a strong plan to keep our programs on track in terms of gender equity, compliance, and student support.

Unlike their colleagues at other universities, UNLV’s athletics leaders must contend with the unique environment of Las Vegas. Our teams must be especially aware of even the appearance of impropriety. Before taking this position, for example, I would not have thought twice about checking scores as I walked by the television screens in a sports book; now I would not even enter the area because it could easily be misconstrued.

What misconceptions about athletics do you hear?

That they are a drain on UNLV’s budget. Our programs generate much of their own revenue through participation in competitions and television deals. They attract the enthusiasm of the campus community and of donors, which builds lasting support for the university. The teams also raise our national exposure, which in turn enhances our efforts to attract a diverse student body.

What has been your favorite moment in Rebel sports?

Having been at Ohio State and Texas, I do love college football. But the Runnin’ Rebels have converted me. Seeing the students swarm the floor when the men’s basketball team locked up the Mountain West championship last year was an incredible experience. I have also found women’s volleyball to be absolutely wonderful to watch. I encourage faculty and staff to try a sport out of the main-stream. Although spectator participation in the Olympic sports is too often low, our teams compete exceptionally well and have brought home a number of championships — and they represent us so well.

How do you ensure UNLV’s athletics programs are “done well”?

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Connect to a networked multifunctional copy-fax-scan device when possible instead of a desktop printer, which is more costly to use.

Choose lighter papers (heavier weights use more fiber and cost more per sheet).

 solicitations to save paper and money:

- Request two-sided copies on course packs, exams, etc.
- Set your office copier default to copy on both sides of a sheet of paper. The default can be changed in the “tools” feature of most copiers.
- Connect to a networked multifunctional copy-fax-scan device when possible instead of a desktop printer, which is more costly to use.
- Choose lighter papers (heavier weights use more fiber and cost more per sheet).
- Print-on-demand. When information changes frequently, make copies as needed rather than in large batches.
- Enforce access codes for copier machines, printers, and fax machines.
- Eliminate fax cover sheets since most machines automatically print identifying information at the top of sent pages. You can also insert identifying information into your document or use mini fax post-it notes when sending.
- Use e-mail for interoffice memos, announcements, and targeted communications.
- Keep your mailing list up to date to eliminate copies that cannot be delivered.

Keep your mailing list up to date to eliminate copies that cannot be delivered.

Call ext. 5-3213 to find out how to reach more people by printing less.

More info: Call ext. 5-3213 to find out how to reach more people by printing less.

> REPROGRAPHICS

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> REPROGRAPHICS

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However, it’s not just the equipment or paper that can make a big improvement in sustainability. Sometimes it’s important to rethink the project.

Taking Another Look

People come to us to get something printed, but we also try to help them take a step back to see if the printed piece they envision is the best vehicle to get their message across,” said Rankin, the office’s creative director. “We might advise some to beef up their website instead of the printed piece they envision if the printed piece they envision is needed rather than in large batches.

Historic Perspective

Today’s efforts began more than 15 years ago under the leadership of the office’s former director, Les Raschko, who retired in December. “Les encouraged us to order and print-on-demand. When information changes frequently, make copies as needed rather than in large batches.

By e-mail — Send your answers to inside@unlv.edu by March 13. To be eligible for the prize you must:

- Include the word “trivia” in the subject line of your e-mail.
- Include your name, title, department, and telephone extension.

By Campus Mail — Cut out this box, circle the answers, and fill out the information below. Then send your entry to Inside UNLV at mailstop 1024.

Name: ___________________________
Title: ___________________________
Department: ___________________ 
Phone: __________________________
E-mail: _________________________
Employee Benefits

Drilling Down Your Dental Expenses

By Grace Russell | Marketing & PR

If you have some extra time to spare and want to save money, make your next dental appointment with the UNLV School of Dental Medicine, advises Michele Ramsey, director of the school’s clinical business services.

“We need patients so that our dental students can gain real-world experience,” she said. “In exchange, we offer low rates.”

By going to the dental school, instead of a private practice, you’ll save approximately 50 percent on services such as root canals and crowns.

At the school, however, you are required to pay for fees up front. Staff will help you fill out claims paperwork for you to submit to your insurance provider. Reimbursement generally takes about three weeks, Ramsey said.

But, saving money is not the only incentive for choosing the dental school. Staff and students also noted the school’s high-quality patient care.

To ensure quality, licensed faculty members check every step of each student’s work. Ramsey said that because students are closely supervised, treatments can take longer than going to a private practice. Most appointments take three hours, she said.

Similar to a private clinic, students provide comprehensive dental care to patients, including oral examinations, cleanings, crowns, fillings, and gum treatment.

“As a student, the experience benefits me, as well. It’s a great opportunity to work on a wide range of dental procedures,” said Ashton Prince, a fourth-year dental student.

Prince’s patient seemed equally impressed with the cost and the care he has received at the school. “The price, of course, is the reason why I came to the dental school,” said Robert Day. “But, I also come here because of Ashton. This is my second year here, and I like his work. He is a good dentist.”

To schedule an appointment at the dental school, call ext. 4-2400. Don’t forget to mention that you are a UNLV employee.

UNLV School of Dental Medicine

Address: 1700 W. Charleston Blvd, Building A
Phone: ext. 4-2400

Clinic Hours of Operation: 9 a.m.-noon and 1-5 p.m. weekdays
Emergency Clinic Hours of Operation: 9 a.m.-5 p.m. weekdays

Dental School Provides Cost-Effective Procedures

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<th>School of Dental Medicine</th>
<th>Fee</th>
<th>Insurance Pays 50%</th>
<th>You Pay</th>
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<tr>
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Dental School Savings

If you have a medical insurance plan through the university, you are automatically enrolled in the dental plan. The dental plan covers 80 percent for basic restorative treatment and 50 percent for major restorative treatment for in-network dental providers and 50 percent for those out-of-network. Because students are not licensed dentists, the dental school is considered an out-of-network provider. But, in most cases, the dental school is still the better value.

Invent the Future

Endowment Aids Re-entry Students

By Michelle Mouton | UNLV Foundation

If it weren’t for the Osher Reentry Scholarship, UNLV students like Jennifer Henderson might not be completing their college educations.

Available to qualified students who have a gap of five or more years in their college careers, the scholarship was endowed in December thanks to $1 million from the Bernard Osher Foundation.

Nationally, the number of students returning to college after a break of several years is increasing. At UNLV, more than 10,000 students are over the age of 24. Many of those have experienced a break in their college studies.

For Henderson, the scholarship seems tailor-made. She began her college education after graduating from high school in 1992. She married shortly thereafter and then needed to begin working to support her family. College studies had to be put on hold. But, in 2005, Henderson’s daughter entered kindergarten. “This was the perfect opportunity for me to go back to school,” she said.

Since receiving the Osher Reentry Scholarship last year, Henderson has only needed to work one job. She credits the scholarship with helping her to stay on track in her college education. “None of what I’m doing would be possible without this scholarship. Receiving the Osher scholarship immediately reduced the need to work.”

A student administrative assistant and research assistant at the Boyd School of Law, she said that working on campus allows her the flexibility to complete her necessary coursework and still make time for her daughter.

She hopes her double major in clinical lab sciences and anthropology will prepare her for a promising career. Clinical lab sciences has a 100 percent job placement rate for graduates. “With this degree, I’ll be able to choose a position in a location that really fits my needs,” Henderson said. “This will be more than a job. It will be a career.”

“As I was growing up, it was instilled in me that education is essential to be successful in life,” she said. “Now I think it’s important to show my daughter that education is important, especially for women.”

The Jean Nidetch Women’s Center manages the scholarship process and works with the students who are selected. Liz Balsdian, the center’s director, said the scholarship is an asset to UNLV.

“It helps so many of our adult learners by paying the way for enjoying, and therefore engaging in, their educational experiences,” Balsdian said.

Recommend Your Non-Traditional Students

Know a student who is returning to college after a gap of five or more years? Encourage them to pursue the Osher Reentry Scholarship. The application deadline for fall 2008 is April 11.

More info: Call ext. 5-4475 or go to womenscenter.unlv.edu.

The Osher scholarship is making it easier for Jennifer Henderson to complete her degree. The scholarship helps students who are returning to college.
Business

Collegiate Entrepreneur Tour Comes to Campus April 9

The first collegiate entrepreneur tour, featuring many of America’s top young entrepreneurs, will come to campus 3-7 p.m. April 9.

The entrepreneurs on the tour have made, earned, or sold a company for millions of dollars — or have made a significant impact in the business world — before the age of 30.

The event will provide both inspiration and practical advice. Its goal is to encourage students to graduate with an entrepreneurial mindset.

Emerging entrepreneurs and students from all disciplines are invited to learn how they can apply the entrepreneurial mindset to their lives, regardless of their career choices.

More info: Go toextremetour.org.

Education

Award to Aid Preschool Research

UNLV researchers will be better able to study classroom interactions of preschoolers thanks to a $99,000 grant received by the special education department and Lynn Bennett Early Childhood Education Center.

Money from a president’s research infrastructure award will be used for digital recording equipment in the research classroom. Researchers from various disciplines will be able to reliably record the complex interactions among preschool-age children with and without disabilities in a natural classroom setting.

The recordings capture both verbal and non-verbal forms of the behavior of adults and young children. This will allow researchers to isolate variables that may ultimately account for reoccurring patterns and lead to the identification of functional relationships among behaviors.

Reliable remote control of recording equipment will now be possible, and researchers will benefit from the ability to precisely record interactions with minimal interference.

Six recent studies conducted at the center’s research facility have highlighted the need and acceptance, and rapid prototyping, resulting in the continued improvement of the capstone senior design projects.

Engineering

College Strengthens Ties to Technology Business Group

Dean Eric Sandgren spoke to the Technology Business Alliance of Nevada (TBAN) last month on “Innovation, Informatics, and Interdisciplinary Programs.”

Several TBAN members have collaborated with the dean over the years to develop programs in the college.

Sandgren has expanded and developed various programs within the college during his tenure. He revitalized the construction management program and launched new programs that meet the demands of industry, such as the School of Informatics, the entertainment engineering and design programs, and the Mendenhall innovation program.

The Mendenhall program includes a minor in technology innovation and commercialization. That minor introduces students to the elements of concept development and productization, including intellectual property concerns, market need and acceptance, and rapid prototyping, resulting in the continued improvement of the capstone senior design projects.

Fine Arts

Mexican Symphony to Perform

The State Symphony Orchestra of Mexico, directed by maestro Enrique Bátiz, performs as part of the PAC Charles Vanda Master Series on March 12. The internationally recognized, technically brilliant orchestra comes to Las Vegas with a program including Brahms’ “Academic Festival Overture” and Schumann’s “Symphony No. 5 in E-Flat Major.”

More info: Call ext. 5-2787.

Graduate

New Guidelines Implemented for Graduate Scholarships

As part of efforts to improve recruitment and retention, the college has implemented new guidelines for distributing graduate access scholarships for the 2008-09 academic year. To be eligible to compete for this scholarship, a student must complete a free application for federal student aid (FASFA), have documented financial need as assessed by the office of student financial services, and have a minimum 3.0 grade point average.

Some of these competitive scholarships are available to:

- McNair Scholars
- state-funded graduate assistants
- all-time student teachers during their mandatory unpaid internship semester
- graduate students who require child care for dependent children.

International students may be eligible on the basis of highest grade point average. Other graduate access scholarships are distributed to students with the highest grade point average and the greatest documented financial need. Detailed information is available at graduatecollege.unlv.edu and from department graduate coordinators.

For the current academic year, the college awarded these scholarships to 248 domestic students and 87 international students. The awards will make it easier for students to progress in their programs and also will help retention and graduation rates.

Hotel

Raising a Glass for a Good Cause

It’s almost time once again to taste some of the country’s latest wine releases and best vintages and “take a sip for scholarship” as the college and Southern Wine & Spirits of Nevada present the 34th annual UNLVino.

This unique fundraising event will take place 2-5 p.m. April 5 at the Paris Resort and Casino. Wine lovers and wine makers will have the opportunity to meet and sample hundreds of wines from prestigious wineries around the country, all while supporting the advancement of higher education.

The event was co-created in 1974 by Jerry Vallen, founding dean of the college, and Larry Ruvo, senior managing director of Southern Wine & Spirits of Nevada. It since has become one of the largest single-day wine-tasting events in the country, and has raised millions of dollars for higher education.

In 2003, “Auss-Some and Then-Some,” now known as “Down Under,” a tasting of Southern Hemisphere wines, and “Bubble-licious,” a champagne and sparkling wine tasting were added to the UNLVino experience. This year, the proceeds from Bubble-licious will benefit a visiting professorship in Jerry Vallen’s name. Bubble-licious will be held poolside at the Hard Rock Hotel and Casino on April 3. Down Under will take place April 4 at the District in Henderson.

Law

“Law Talks” Open to the Public

The school is hosting “Friday Law Talks,” an ongoing series presented by law faculty.

The talks will take place at 2 p.m. in the Thomas & Mack Moot Court facility at the law school. They are free and open to the public.

Upcoming talks include:

- March 28: “Immigration Law and Family Integrity,” an examination of the role of family in immigration law and consequences of unresolved tensions between immigration law and family law, David Thronson, associate dean for clinical studies.
- April 18: “War Powers,” a discussion of two questions: Does the president have power to initiate
More Research Projects

A new archaeologist, Levent Atici, joined the department. Atici, who completed his Ph.D. at Harvard University, is a "zoarchaeologist," a specialist in which animal remains are examined for cultural meaning. He will conduct significant works this year, obtained national awards, and received highly competitive national funding from agencies such as the National Science Foundation (NSF) and the Wenner- Gren Foundation for Anthropological Research. In addition, the department submitted an invited proposal to the NSF’s IGERT program, which emphasizes transdisciplinary gradu- ate student funding. If awarded, this innovative program, which focuses on humans and water in arid lands, will represent a collaboration among several departments as well as UNR and the Desert Research Institute. All of these activities are leading to increased applications for both the master’s and doctoral programs.

Libraries

Lied Gaming Resources Attract Research Fellows

In full swing is a gaming fellowship program designed to bring scholars into Lied Library to do research at the Center for Gaming Research in special collections. The fellowships support the largest gambling library in the world, which spans the 17th to 21st centuries and includes manuscript collections, casino corporate archives, promotional and public- ity files, and government publications. The five fellows for the 2007-08 academic year each receive a $4,000 stipend, desk space in special collections, and wireless access. In return, they agree to a one-month residency in Las Vegas and to give a public lecture relating to their research. Ultimately, each scholar will produce a publication incorporating the Lied Library research. The program is intended to raise the profile of the University Libraries’ unique holdings in gambling and related areas.

CARRYING ON KING'S DREAM

The Rev. Dr. Michael Eric Dyson spoke at UNLV’s annual Martin Luther King Jr. Day celebration in January. More than 400 faculty, students, and community members gathered to commemorate King’s legacy. Dyson reflected on King’s life and also shared his thoughts on racism, sexism, and the 2008 presidential election. The event was sponsored by UNLV’s office of diversity and inclusion and MGM Mirage.
Annette “Nettie” Mann
Faculty Support Supervisor, Boyd School of Law

Rebel since: 2005

Typical day: I supervise the five faculty assistants in the department and work closely with the faculty. Each assistant and I work with about eight to 12 faculty members. To assist them, we order their books for the upcoming semester, coordinate travel, make copies, and prepare class rosters and scheduling charts. This allows the faculty to focus on writing and teaching. Right now, I am typing the manuscript for a book that a professor is writing.

Perfect day: When I can get everything done on my task list, that’s a perfect day. I rank the importance of everything on my list with a one, two, or three. I feel really good when I can get all of my ones completed.

Keys to success: My work history. I have been working in this field since I was 21 years old. I never attended college, but I had the privilege of working with great people who gave me their life-skills advice. I have always been in a job where the most educated and talented shared their knowledge with me and I learned from them.

What keeps you coming in every day?: The feeling that I am accomplishing something. Here, I feel that whatever I do, the students and faculty will benefit. Plus, the faculty are great. I never go home and say, “Oh my god, I can’t stand it here.”

Can’t work without: My computer. But I could do without the phone — e-mail is much more convenient.

Afternoon pick-me-up: I am a morning person, so I experience that “afternoon slump.” For a quick pick-me up, I go outside. During the summer, I love to get a little sun on my skin and read.

What are you reading now?: I love murder mysteries. I have read almost every John Padthron book. They are page-turners; I can’t put them down.

Nettie after 5: Ten minutes after I’m home, you can find me in my sweatsuits with a glass of wine.

Bill Bernatis
Associate Professor and Assistant Chair, Music Department

Rebel since: 1998

Typical day: I mainly teach French horn students. Additionally, I serve as the assistant chair of the department where I perform a variety of administrative tasks, including awarding scholarships. In the absence of the chair, I am also known as “that guy who signs stuff.”

Perfect day: A perfect day is when all of my students come in prepared so we can have a productive lesson.

Biggest challenge: The biggest challenge is attracting students to our department. There aren’t many students going into music, so we have to go to high schools and actively recruit. We have to make students see what a great vocation music can be and entice them to come to UNLV.

Why music?: We all tend to gravitate toward what we are good at. I was always good at music and enjoyed performing. I suppose at some level though, my mother inspired me. She was an art teacher and played the French horn as a kid. So that had something to do with my decision.

What makes you successful at your job?: When you are in a job like music, you do a lot of one-on-one teaching. I think I relate well to my students in the private setting, and I love my students. I see these kids from the beginning to the end. I invest a lot of emotion in them. It’s a good feeling to see them grow from green freshmen to adults who have completely matured in their musicianship. I like to think that I am a big part of that happening.

Can’t work without: My colleagues, students, sunshine, and, of course, music.

French horn factoid: When stretched out, the French horn measures 25 feet long.

David Dineen
Assistant Director for Tutoring Services, CAEO

Rebel since: 2005

Typical day: We just transitioned into our new tutoring labs on campus in the Student Services Building. I have been focusing on ways to attract students to these labs. I also tutor students in the labs. Additionally, we work with the Clark County School District to hire tutors for placement in area schools.

Biggest challenge: It’s a challenge to recruit qualified people who can do the job and commit to helping students reach their academic goals. Some people are just looking for a job. We are looking for people who want to make a commitment to the kids rather than people just looking for a paycheck.

What makes you successful at your job?: I try to put the interests of the students first and make sure their needs are met. Last semester, we helped 47 out of 53 student support services participants pass their classes. Most students in the student support services program were first-generation college students who also qualified for tutoring. So I am happy that we were able to help them.

Can’t work without: Organization and communication. The transition from our old tutoring labs to our new labs would never have happened without communication.

If you weren’t working here, what would you be doing?: Still coaching basketball. I played basketball in college and coached at the junior college level before moving to UNLV. But I wanted to start using my degrees, which were in speech communications and counselor education.

Favorite basketball team: I don’t have a favorite team. I just love watching the sport no matter who plays. But, obviously, I am now a fan of the Runnin’ Rebels.

> SUSTAINABILITY

Continued from Page 1

Hassenzahl also noted that addressing sustainability issues through coursework is gaining prominence nationwide. And top corporations, including DuPont and MGM Mirage, as well as government entities, are ramping up their efforts.

“Universities need to be at the forefront of whatever is going on in society if we want to do it right,” he said. “We need to push the limits, and we need to educate and prepare students for sustainability.”

Although many of the campus’ future sustainability efforts will come from the recommendations provided by the president’s advisory task force, some of UNLV’s sustainability efforts currently under way include:

• Buildings — Greenspun Hall is targeting a Leadership in Energy and Environmental Design (LEED) gold certified rating, while the Science and Engineering Building is targeting a LEED silver rating.
• Turf reduction — UNLV currently is replacing 110,500 square feet of turf with desert landscaping. Since 1995, the university has saved more than 9 million gallons of water annually.
• Energy-efficient fixtures — UNLV is eliminating incandescent lighting in favor of compact fluorescent and retrofitting lighting in existing campus buildings. Chillers in certain facilities are being replaced with high-efficiency units.
• Managing heating/cooling — Programmable thermostats allow for set-point management of temperatures based on conditions and occupancy. The summertime set-point temperature will also be changed from 74º to 76º.
• Recycling — The Rebel Recycling program processed approximately 600 tons of material in 2007. It also oversees a move-in/move-out program for residence halls and holds a semi-annual sale of reusable items.

More info: Learn more about UNLV’s energy- and water-saving efforts by going to urban21.unlv.edu.

> Check out next month’s issue of Inside UNLV to learn more about UNLV’s sustainability research efforts.

> SUSTAINABILITY

Continued from Page 1

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• Managing heating/cooling — Programmable thermostats allow for set-point management of temperatures based on conditions and occupancy. The summertime set-point temperature will also be changed from 74º to 76º.
• Recycling — The Rebel Recycling program processed approximately 600 tons of material in 2007. It also oversees a move-in/move-out program for residence halls and holds a semi-annual sale of reusable items.

More info: Learn more about UNLV’s energy- and water-saving efforts by going to urban21.unlv.edu.

> Check out next month’s issue of Inside UNLV to learn more about UNLV’s sustainability research efforts.
Beyond the Hardwood

By Shane Bevell | Marketing & PR

The national anthem is sung, fireworks explode, and the game begins. That is what the average fan experiences at a Runnin’ Rebel basketball game, but there is a lot of action behind the scenes, too.

Every Tuesday there is a facility production meeting with employees from game operations, sound, lighting, food & beverage, parking, ticket office and takers, ushers, luxury seating, and campus police, athletics marketing & promotions, and athletics media relations, according to Perk Weisenburger, associate athletics director.

A series of game operations meetings at the beginning of the season hashes out particulars of each game and establishes the line up of promotions, national anthem singers, media, special presentations, and halftime entertainment.

Andy Grossman, director of game operations, and his crew prepare the scorer’s table and ensure sports reporters get their interviews with coaches and players and have instant access to statistics.

There are many others who help the games go off without a hitch. The Thomas & Mack Center in-house operations staff operates two floor cameras and one high camera, including one that controls the Redd Vision cam on the scoreboard. Brian Sternberg, assistant director of athletics marketing and advertising, can be found sitting at half court near the timekeeper and announcer. He helps Tony LaBounty, pep band director, time the band’s tunes around scoreboard announcements and sponsor messages.

There is also coordination between the operations staff and athletics marketing staff with cheerleader coach Nakia Jackson-Hale and dance team coach Marca DeCastroverde, who danced as a Rebel Girl as an undergraduate.

(Below) Mary Wilmore sits at the end of the tunnel leading to the various locker rooms. Her job is to make sure that the visiting team and the referees get to and from their respective locker rooms. In her downtime, she crochets afghans for all senior players. Wilmore has worked at basketball games for 11 years. She also works all baseball, soccer, and softball games.

(Above) Nakia Jackson-Hale, seated at left, director of programs for the International Gaming Institute, has been the UNLV cheer coach for nearly seven years. She wears a headset during the game to communicate with Thomas & Mack Center operations staff and sports marketing to make sure the cheerleaders get on and off the court for time outs and promotions. Rocky Rutledge places warm-ups at each player’s locker prior to halftime. Rutledge, who has been equipment manager for football and men’s basketball for nine years, makes sure the athletes are ready for action.

(Left) Head coach Lon Kruger, left, tapes a pre-game radio interview in his office with play-by-play announcer Jon Sandler. (Above) Individuals sitting at the scorer’s table during each game include athletics media relations and marketing representatives, statisticians, the public address announcer, the official scorer and clock operator, video and radio coordinators, and print and broadcast journalists.