AT UNLV THE FUTURE IS OUR TRADITION ENERGY IS OUR HALLMARK

We're building momentum, and we're dedicated to the success of our students. Dick Baldizan, facilities supervisor, and his children, who are students at UNLV, are a part of the energy, a part of the family.

More than 19,000 students are finding out for themselves why U.S. News & World Report has placed UNLV on its list of "up and coming" universities four straight years. UNLV has also been included in 101 Best Values in America's Colleges and Universities.

People like the Baldizans are investing in their future at UNLV. You can build your future — and be part of our tradition — at UNLV. Call 1-800-334-UNLV or 702-895-3443 for information on your opportunities at UNLV.
on the cover:
UNLV student-adventurer Gabrielle Renshaw in the atrium of White Hall, back at home on the UNLV campus. Photo by James Romano.

Editor: Suzan DiBella
Assistant Editor: Diane Russell
Art Director: John Hobbes
Editorial/Design Assistant & Calendar Editor: Susie Greene
Contributing Editor: Tom Flagg
Contributing Writers: Barbara Cloud, Lisa Story
Contributing Illustrators: Tina Smith, John Hobbes, James Romano
Photographers: Tom Flagg, John Hobbes, James Romano
Publications Manager: Donna McAleer
Director, University News and Publications: Les Raschko
Vice President for Development and University Relations: Lyle Rivera

UNLV Alumni Association Officers
President: Pamela Hicks ('70)
1st Vice Pres.: Randy Campanale ('77)
2nd Vice Pres.: Russ Petersen ('76)
Treasurer: Kevin Page ('87)
Secretary: Rafael Villanueva ('84)
Member-at-Large: Art Jimenez ('85)
Past President: Greg McKinley ('80)

Alumni Association Board Members
Tom Brooker ('69) Pamela Moore ('77)
Bruce Ford ('86) Ralph Piercy ('74)
Joe King ('72 & '85) Jim Ratigan ('78)
Marcia Koo (68) Lynn Shoen ('74)
Russ Koot ('83) Ray Tuntland ('89)
Barry Shainhouse ('69 & '70)

UNLV Magazine is published two times each academic year in September and March by the University of Nevada, Las Vegas, 4505 Maryland Parkway, Box 451012, Las Vegas, NV 89154-1012. UNLV is an AA/EEO institution.

features

5 Making the Best of the Worst: Managing the Aftermath of Disaster
Crisis management expert Laurence Barton analyzes the actions and communication of organizations facing disastrous situations.
BY DIANE RUSSELL

8 Adventures in Research
UNLV senior Gabrielle Renshaw lived and studied in the rain forests of Belize for nearly a semester—all in the name of environmental research.
BY LISA STORY

10 The Assassination, the Site, and the Scholar
Communication researcher Anthony Ferri examines the JFK assassination site, people's reactions to it, and the way TV may have shaped those reactions.
BY SUZAN DIBELLA

17 Beth's Passion for Prose
UNLV alumna Beth Daniels Henderson is the author of tantalizing tales of history, romance, and suspense.
BY BARBARA CLOUD

20 Back to the Beginning
Research on frog and alligator embryos may lead to a greater understanding of the earliest stages of human development, according to UNLV biologist Warren Burggren.
BY TOM FLagg

departments

2-4 News
14-16 Calendar
22-24 Class Notes
University Logo Redesigned to Reflect New Image

A new look is here for UNLV.

The familiar sunburst logo that appeared on UNLV publications, stationery, and business cards for more than 20 years has been replaced by a new logo bearing both the university’s full name and its initials.

The new logo, which was developed by university artists, features the initials “UNLV” underscored by the full name of the university enclosed in a solid black bar. The change was made for several reasons, according to university officials.

“Clarity is a concern,” said Les Rachko, director of the University News and Publications Office. “The new logo is easier to read than the sunburst logo. Additionally, the new logo uses both UNLV and the University of Nevada, Las Vegas, which communicates the university’s name clearly to a wide variety of audiences.”

“The need to establish some uniformity in the appearance of our official publications and stationery items was another reason for the change,” Rachko said. “Also, the sunburst logo declined in popularity, some offices began using other logos, including the state and university seals. The use of these variations meant UNLV’s image in print was fragmented. The new logo provides us with a single graphic image and a more cost-effective program.”

The change in logos, which occurred in January, coincided with the inauguration of a new campus-wide telephone prefix for UNLV. The new 895 prefix replaced the five prefixes previously used for UNLV phone numbers, making it less confusing for those trying to phone the campus.

Alumni Association Donates 300-Seat Outdoor Amphitheater

To commemorate the 25th anniversary of its founding, the UNLV Alumni Association is donating funds, materials, and labor to the university for the construction of a 300-seat amphitheater. The amphitheater, which will be located just west of the Dungan Humanities Building and just north of Pica Plaza, will provide a pleasant outdoor setting for a number of activities, according to Fred Albrecht, executive director of alumni relations.

“We envision it as a place for concerts, plays, dance exhibitions, and perhaps, on occasion, for classes,” Albrecht said. “And when no programs are scheduled for the amphitheater, it will be a comfortable place for students to sit in the sun to study or just visit.”

Alumni Association president Pam Hicken has agreed to consider several possible gifts to the university before settling on the amphitheater.

“When we finally decided on the idea of an amphitheater, we knew we at last had found a fitting gift,” Hicken said. “It will help promote both educational and cultural programs on campus and, because it will be used year after year, it is a gift that will serve as an ongoing reminder of the Alumni Association’s support of UNLV.”

The Alumni Association will contribute up to $50,500 for construction of the amphitheater, which will be a combination of grass and cement and will include a 20-foot-by-20-foot stage. A portion of the donation will be made in materials and labor. Construction is expected in spring 1993.

UNLV Hires New Dean of Libraries

UNLV has hired Matthew J. Simon, director of libraries at Queens College of the City University of New York, as its new dean of libraries. Simon, who assumed the post in January, replaced longtime dean Mary Dale Deacon, who retired in June.

“We are extremely pleased that Mr. Simon went to our dean search committee’s door,” said John Unroe, senior vice president and provost. “In addition to his experience as a library administrator, he has participated in the design and development of new library buildings like the one UNLV is seeking.”

Simon, who had been at Queens College since 1980, also served as professor and assistant college administrator.

At Columbia University from 1976 to 1980, Simon was director of Lehman Library and was head of the Chemistry Library for a year. He also held library positions at the City College of the City University of New York, Kean College of New Jersey, and Indiana University in the 1970s.

“Academic libraries are aggressively redefining themselves as they extend information delivery beyond their traditional constituencies to larger communities of scholars and citizens,” Simon said.

Simon holds a bachelor’s degree, as well as two master’s degrees, one in library science and one in political science, from Indiana University.

UNLV Professor Receives Grant to Study Tortoises

UNLV biology professor Charles Douglas has received a grant of more than $30,000 to begin a long-term study of the endangered desert tortoise.

The grant, which took its name from the U.S. Department of the Interior through the National Park Service, Douglas, who is also employed by the National Park Service as director of the National Park Service Cooperative Unit at UNLV, said the current grant will fund the first year of what is intended to be a three-year study.

The project will be a broad-based ecological study of desert tortoises in a tortoise management area in the Lake Mead National Recreation Area, Douglas said.

Those conducting the study will monitor the tortoises’ seasonal movements, where they build their burrows, what they eat, and the density of tortoises in a given area, he said. The tortoises will be marked to make it possible for the scientists to track their movement patterns.

“We want to establish a long-term monitoring program for the U.S. Park Service so that park personnel can better understand the animals,” Douglas said.

The National Park Service Cooperative Unit at UNLV is the second oldest of about 15 such units in the United States. Typically, a cooperative unit is established to provide research support to a group of small national parks or national monuments that cannot individually afford to hire a research scientist on staff.

Douglas said he is housed at UNLV serves the Lake Mead National Recreation Area, Great Basin National Park, Death Valley National Monument, and Joshua Tree National Monument.

In addition to his duties as director of the cooperative unit, Douglas supervises UNLV graduate students and teaches classes.

UNLV Receives Largest Gift Ever

Since the last issue of UNLV Magazine, the university has received more than $11 million in gifts, pledges, and endowments, bringing the total for calendar year 1992 to a record of more than $21 million, according to the UNLV Foundation.

Last fall, the estate of the late Hazel Mae Wilson gave the university its largest gift ever, some $6.5 million. Of that, $.5 million came through the foundation, and another $2 million was said to have gone to the Marjorie Barrick Museum of Natural History. The donation will support student scholarships, the Division of Student Services, and the Barrick Museum and Harry Reid Center for Environmental Studies. It will also build a baseball stadium to be named for Mrs. Wilson’s husband, the late Earl E. Wilson.

Also last fall, the Ace Denken Co., Ltd., a Japanese gaming technology firm, provided $2 million to endow the planned Ph.D. program in hospitality administration in the William F. Harrah College of Hotel Administration. The endowment will support Ph.D. students’ fund publication of a journal, and fund a distinguished professorship. The program will be one of only four such Ph.D. programs in the country.

Recently, Convex Computer Corp. of Texas gave the university a Convex C220 parallel/vector supercomputer valued at some $1.4 million. It joined the existing supercomputing equipment in UNLV’s National Supercomputing Center for Energy and the Environment.”

In December, Marilyn and Si Redd donated $1.7 million to the UNLV Athletic Department to support construction of a sports medicine center to be named for them.

Jazz Ensemble Gets Five Stars

UNLV’s Jazz Ensemble, which won Down Beat magazine’s national championship in 1990, has received a five-star rating from the national jazz magazine for the band’s big band recording, “Caliene, May Caliente.” The CD has been very well received nationally since it was released more than a year ago, according to ensemble director Frank Gagliardi.

“I knew it was going to be a big hit in New York,” Gagliardi said. “That is to have Down Beat give it a five-star rating is recognition at its finest level.”

Down Beat noted the 17-member UNLV band in many awards, international tours and recordings.

“Not its most recent entry has to be its best to date,” the magazine said.

The recording by UNLV’s band was the only one to receive five stars in a review that evaluated recordings by the powerful North Texas State One O’Clock Lab Band, as well as the Northern Illinois University Jazz Ensemble and bands from the New England Conservatory, the University of Massachusetts, the California Institute of the Arts, and the University of Kentucky.

E: u· l

SPRING 1993 • 3

NEWS

NEWS

UNLV NEWS

UNLV NEWS

UNLV NEWS

UNLV NEWS
Energy Conservation Research Underway at UNLV

Two mechanical engineers at UNLV have used a grant from the Nevada Power Co. and donated materials to build what looks like a matching pair of tool sheds on the roof of the Thomas T. Beam Engineering Complex.

The 9-by-12-foot structures, each with one door, one window, and an attic, are not tool sheds, of course; they are identical, free-standing rooms that will be used to test new energy-conservation technologies, such as very thin, reflective insulation, new controls for air conditioners, advanced window systems, and ceramic roof paint.

Nevada Power provided $21,000 for the project. Banta's Building Products of Yucca Valley, Calif., donated wall panels made of styrofoam sandwiched between particle board, and the university supplied data acquisition and other equipment.

Samir Moujies, associate professor of engineering, and Robert Boehm, chairman of the mechanical engineering department, have equipped the two small buildings with heat pumps, sensors, digital watt meters, and other equipment. A computer will collect data on the amount of electricity used, temperature, wind direction and velocity, exposure to the sun, and other factors.

The researchers will test a variety of passive and active energy-saving strategies with the facilities.

Noting that energy-conservation concepts are attracting increasing interest, Boehm said the new facility will allow faculty and students to evaluate a variety of building products and construction techniques for the rapidly growing Southern Nevada area.

"We are very interested in measuring the effectiveness of the various energy conservation technologies that are now available, as well as those that will be available in the near future," Moujies said. "As time goes on, we hope to get into some innovative research that will improve on existing technologies."

The structures were built on the roof of the engineering building, a sufficient distance apart so that no shadows would fall on either one.

"We wanted to simulate the harshest conditions possible," Moujies said, adding that it is critical that conditions are absolutely the same for both rooms. One room will be the "reference" site, and the other will be identical, except that it will employ whatever piece of technology is being tested. If the tested device or material is effective, less electricity will be needed to keep the test room at the same temperature as the reference room.

"The approach of using two buildings like we have here is critical in our effort to find out how certain construction details change energy consumption," Boehm said. "The effectiveness of housing elements cannot be analyzed well in houses that actually are inhabited because people in the house affect so many energy-related variables."

One example of the materials to be tested is the highly reflective ceramic paint that has come out of NASA's space research. The paint is relatively expensive, but it may be cost-effective for residential or commercial construction if it significantly reduces energy costs for heating and cooling, Moujies said.

UNLV Lauded for Quality and Value

UNLV has been named "up and coming" for the fourth straight year by U.S. News and World Report and has been included in the book 101 Best Values in America's Colleges and Universities. U.S. News and World Report's annual Best Colleges issue listed UNLV as up and coming regional university in the West, along with Cal Poly-San Luis Obispo. The Best Colleges issue provides an advance look at the information on colleges and universities nationwide that is presented in the magazine's 1993 College Guide.

"U.S. News has run the up-and-coming listing for four years in its College Guide. UNLV is the only school in the Regional Colleges and Universities category to be listed all four years. To arrive at its ratings, U.S. News used survey data gathered from 2,527 college and university presidents, deans, and admissions officers nationwide. Schools selected for the 101 Best Values in America's Colleges and Universities list must have been recognized by another publication. In UNLV's case, it was U.S. News and World Report, said David Wilson, the book's editor. The book is published by the Center for Studies in College Enrollment and Tuition Rates, of Bridgewater, Mass. Each fall, the center publishes the book profiling what Wilson calls "the colleges and universities in America that offer students a high-quality academic program and significant student-life experiences.""

"UNLV is emerging as one of the nation's premier public universities," said Wilson. "A combination of superb leadership, breadth and quality of academic programs, location, and institutional commitment to the intellectual and personal growth of students is responsible."

Making the Best of the Worst: Managing the Aftermath of Disaster

UNLV management professor Laurence Barton studies real-life corporate crises to analyze how to manage and communicate in the heat of chaos.

BY DIANE RUSSELL

THE FIRST PHONE CALL BROUGHT only sketchy details — a gunman opening fire in a crowded restaurant at lunchtime, two people dead, others wounded.

For Ralph Erben, chief executive officer of Luby's Cafeterias Inc., that rough account, relayed to him in a board of directors meeting in San Antonio, was the first word he received concerning what would turn out to be the worst mass murder in U.S. history.

By the end of the day, 23 people were to die as a result of gunman George Hennard's noontime assault on the Luby's restaurant in Killeen, Texas. Additionally, Hennard himself died after being shot by a policeman.

But shortly after noon on Oct. 15, 1991, Erben had only the sketchiest of details on which to begin charting a course that could prove crucial to the future of his successful cafeteria chain.

Through a combination of good common sense, good business sense, and good will, Erben maneuvered that obstacle-laden course almost perfectly, according to UNLV's Laurence Barton, an associate professor of management in the College of Business and Economics.
who specializes in crisis management.

Barton, who studied the handling of several hundred corporate crises for his recently published book, Crisis in Organizations: Managing and Communicating in the Heat of Chaos (Southwestern Publishing, 1993), said Erben's actions in the aftermath of the shooting constitute a rare, almost perfect example of exactly how to handle a crisis. Too often, companies botch the managing of crises — the handling of the Exxon Valdez oil spill being a case in point, said Barton, who serves as director of UNLV's new Center for Continuing Education in Crisis Management.

But at Luby's that October afternoon in 1991, Erben made one right decision after another, according to Barton. Following is a synopsis of the key decisions, as Barton sees them:

1. As soon as the first word of the shooting came in, Erben dispatched two of his vice presidents to Killeen by car. When a short time later it became clear that many people had been shot and that at least several people had been killed, Erben borrowed a private jet from one of the board members in the meeting so that he and his public relations director could fly immediately to Killeen.

2. Upon arrival, Erben's officials began cooperating with law enforcement officers who were trying to determine who the dead gunman was and what had provoked his attack. Had Hennard been turned down for or fired from a job at Luby's? Was he an angry husband or boyfriend of one of the employees? (The reasons for Hennard's shooting spree remain a mystery even today, according to Barton.)

3. Shortly after the shooting, Erben had the company's stock pulled from the New York Stock Exchange for one day in keeping with special provisions allowed by the exchange in cases of emergency.

4. Within hours of the shooting, Erben told the Killeen City Council that Luby's was giving the town $5,000 to help with burial costs, medical expenses, or whatever other costs city officials deemed appropriate. Before the end of the day, Erben raised that donation to $100,000.

5. The evening of the shooting, Erben and other top employees contacted each employee of the Killeen restaurant to ask them to come to a meeting the next morning so that they all could discuss what had happened and what steps they thought should be taken to help with the healing process.

6. At that meeting the next day, people grieved, cried, and talked about helping each other through the rough times ahead. Erben announced that every employee would be kept on full salary and benefits until the restaurant could reopen.

7. Barton says that Erben's actions in the face of adversity were remarkable. Perhaps the single wisest decision Erben made was to go immediately to the scene of the disaster, Barton says.

8. "Here was a CEO who said, 'My people are in danger. I may have lost some of my people today. I'm going to be with them. I want to talk to them. I want to do whatever I can.'"

9. "I find that kind of take-charge approach for a CEO to be very exemplary, and in an era in which executives are often chastised, here is a role model," Barton says.

10. "His first concern was for his employees. He's an old country boy. He's homespun in his priorities." Barton also gives Erben high marks for his candor with the news media. "Think about this," Barton urges. "In the matter of an hour, he went from relative obscurity to having to speak to the world. CNN was there — CBS, NBC, all the major news organizations rushed there. That's the number-one story that night — the largest mass murder in American history. As a manager, what do you do? What do you say?"

11. As a result of Erben's quick thinking and generous impulses, Barton says, Luby's not only survived what could have been a mortal blow to the company, but today remains a thriving business. In fact, the crisis was handled so well that the day after the shooting, Luby's stock price actually edged upwards.

12. When Barton teaches crisis management to his students at UNLV, he always uses Erben as an example of a model CEO. He says he tells the students, "Watch what this person did. Here's a dynamic model for you to emulate. Get involved. Go to the scene. Be human. Don't be afraid to show your emotions. Be pro-active. Be generous. Be a philanthropist. Be candid."

13. By way of contrast, Barton also tells his students about Exxon CEO Lawrence Rawl and his handling of the Exxon Valdez oil spill. This, Barton tells them, is an example of exactly what not to do if faced with a crisis.

14. When the Exxon Valdez tanker ran aground in Alaska in March 1989, spilling 250,000 barrels of crude oil, Rawl sent others in his company to the scene, but did not go himself.

15. Barton says that "Lawrence Rawl has suggested that Lawrence Rawl is immoral. But he gave the impression that Exxon didn't care. The response of the company was perceived as too little, too late."

16. Teaching UNLV's management students that traits such as social responsibility should rank right up there with more often discussed business concerns — such as profit and the bottom line — is something Barton strives to do.

17. "In the study of real-life cases such as the crises at Luby's and Exxon provides the perfect vehicle. Examining incidents chronicled in print and television stories offers students an interesting complement to textbook cases, he explains. Exploring those crises also provides a vehicle for teaching students about ethics — a subject that has taken on increased importance as business colleges in recent years."

18. Barton says too many business schools get by with teaching a single course devoted to ethics. What should be done — and what UNLV's business college is trying to do — is to integrate the teaching of ethics into many business courses on a variety of subjects. "Every course should somehow be addressing that issue," he says.

19. Crisis management as a field of its own is just beginning to catch on at universities, according to Barton.

H e personally became interested in crisis management while serving as a lecturer at Harvard Business School and at Boston College in the 1980s. He was teaching a course in management communication when he decided to use as part of the course work a then-current controversy in Boston involving research on an antitoxin for the nerve gas, Sarin. The controversy stemmed from whether a well-known research firm should be allowed to conduct the research at its location in a residential area of Cambridge.

Not only did using a real-life incident prove exciting for the students, but Barton also became hooked on the field of crisis management as a result of teaching that class.

Today, Barton heads the UNLV Crisis Management Center — one of only four such centers in North America. The others are located at the University of Southern California, Bucknell University, and at Ecole Des Hautes Etudes Commerciales in Montreal.

Funded by the U.S. Department of Energy as part of its exploration of the Nevada Test Site's Yucca Mountain as a possible repository for high-level nuclear waste, UNLV's center is staffed off-campus.

Currently, it consists of an office housing 14 computer work stations. The first of what Barton hopes will be many computer-simulated disaster exercises is on line. It focuses on a bomb threat at a manufacturing plant; the source of the threat is an anonymous phone call.

Participants begin by choosing one of a number of roles, such as plant manager or head of security. Then they are given a series of options as the potential disaster escalates. While the participants ponder their choices, a clock counts down to the time the bomb is supposed to go off.

Such exercises force people to think, Barton says, "What would I do if this happened to me?"

As for the nuclear repository itself, Barton says, "I'm neutral on the project. It's incumbent on DOE as an agency to currently examine any and all potential hazards that could come up if the repository is selected in Nevada.

"And, as a university we have an opportunity to protect the people of Southern Nevada by working with the agency and ensuring that questions about the safety of people and resources are addressed," Barton says. "I'm an open mind seeking answers. Idealistically, that is the goal of any professor. I'm not an advocate of the project. What I am is a researcher who will raise questions."

While some of the work at the center will be geared toward helping DOE answer questions about potential problems at the repository (should Congress decide to locate it in Nevada), Barton stresses that other government agencies and businesses will also be able to benefit from the center.

continued on page 24
Miller and other respected biologists.

Kinkajous - cat-sized, honey-colored, she could not

Miller witnessed an act of

A rare research opportunity took UNLV student Gabrielle

from WCI, the New York Zoological Society's 100-year-old conservation

organization. She helped the WCI biologists conduct an environmental analysis

for the Belizean government's Electricity Board, which is planning a hydroelectric

project along the Macal River. She also

gathered information for a proposed biosphere reserve in the Maya Moun-

tains of Belize.

The WCI biologists are advising the Belizean government on the creation of

a biosphere reserve, which is a designated area that helps protect entire

ecosystems while still allowing for technological and economic advancements.
The biosphere reserve calls for a central, core area that remains completely un-
touched by civilization. That area would be surrounded by a buffer zone where

agricultural activities that do not severely disrupt the environment take place.

Industry most damaging to the ecosystem would be located farthest from the central,

protected area.

"Eventually, we could build our society's future on this idea of having

core areas that are essentially wilder-

ness," says Renshaw, who believes society

can protect both ecological and eco-

nomic interests with the right solutions.

"People have created this win-lose situation of either save the earth or save

the economy,' he says. 'Which is an unrealistic assess-
m ent of the problems facing our world.

There really are ways to make both work, and committed to that cause." 

Renshaw's experience in Belize strengthened her commitment to bring-

ing environmental groups together with those who put economic interests first.

The resource management major also gained valuable insight that will help her

accomplish her mission.

"I realized that one of the biggest impediments to developing comprehen-

sive environmental policies is the conflict between the different views of the vari-

ous environmental agencies," Renshaw says. "The environmental groups cannot

agree on the methods to improve the environment or who should have over-

sight responsibility. The conflict created

by their disagreement is one of the things

keeping one agency from effectively es-

tablishing workable policy." But Renshaw gained insight into

more environmental issues during her trip to Belize. On a personal level,

she left the rain forests with a much greater tolerance for physical discomfort

and a broader perspective of the world. "When I first returned to America,

life seemed surreal," says Renshaw, who had to readjust to cellular phones and

the commotion of civilization. "After you live in a nature for even that short amount of

time, your priorities tend to change. It makes you question what life is all about.

A self-proclaimed crusader by nature, Renshaw once believed journalism was

her calling. Several years ago, she studied in the community college level, but

soon gave up pursuing her degree because her husband's career required them to

move every two years. When the couple finally settled in Southern Nevada, Renshaw
decided to enroll at UNLV.

By the time she returned to college in

1991, she had become aware of the world's environmental problems. She

recalls visiting the small, rural town

where she grew up to find the hills
covered with shopping malls and housing

subdivisions. In the woods near her childhood home, the pond where she

once fished and swam had been ruined by overdevelopment of the area.

"Barren trickle of water came from the falls. It hurt me to see those changes, and

it made me question direction I wanted to go in," Renshaw says. "It was

made her aware of the environment, but it wasn't until the last few years that she

began to consider dedicating her career to saving the Earth. "If we can make an

individual difference in our world, then this is the way I want to do it. I think it's

important."

When UNLV established the envi-

r onmental studies program in the fall of

1991, Renshaw was the first person to

officially transfer into it. She predicts the

program will grow into an important and

respected school. "Environmental studies will become one of the really big pro-

grams on campus. It will be as well-known as our hotel administration college," she

says.

James Deacon, environmental studies

program director and a professor of bio-

logical sciences at UNLV since 1966, shares Renshaw's vision.

"We have the potential to be one of the best programs in the country, and we

are already gaining national respect," Dea-

con says. "We are building a distinctly dif-

ferent kind of education -- one that is

focused not only on classroom education, but also on an unusual range of services

that help the students outside the class-

room." Deacon says environmental studies students "live their education," which

gives the program strength and distinc-

tion.

Juniors and seniors are encouraged to

serve as interns with organizations that specialize in their fields of study. Under-

graduate students are required to write a thesis, which is usually demanded of only

master's and doctoral degree students.

Good planning and organization have

gotten the program off to an excellent

start, Deacon says, but private donations,

continued on page 24
Anthony Ferri was sitting in his eighth-grade homeroom class at St. Gabriel Catholic School when the voice of Brother Dennis, the principal, came over the intercom. He spoke seriously and clearly, Ferri recalls.

"He simply said, 'Please pray for the repose of the soul of John Kennedy, who died in Dallas today.'" Ferri says. "We all looked at each other, not knowing what to expect."

About 10 minutes later at recess, young Anthony and his classmates stood around speculating about the fate of the free world.

"We all started talking, saying 'Well, if he's dead, then maybe Johnson's dead, and maybe the Russians are going to take over. By the end of recess, we were sure the world was coming to an end.'"

Like most people old enough to remember hearing the tragic news of Kennedy's assassination, Ferri, now a UNLV communication studies professor, can describe what he was doing and how he felt that day nearly 30 years ago.

One common thread among people's recollections, he notes, seems to be watching television coverage of the event. He, himself, remembers watching the black and white television footage, fuzzy and ambiguous by today's standards, and observing his parents' vigilant and solemn reaction.

Today, Ferri is carefully recalling what he saw on television that day, Nov. 22, 1963. His perceptions of the Texas School Book Depository and Dealey Plaza — which came largely from his family TV set — have played prominently in his current research on the Kennedy assassination site, people's reactions to it, and the way television news may have shaped those reactions.

The idea for the research project grew out of his first visit to Dealey Plaza in 1989.

"I was sort of underwhelmed and overwhelmed at the same time," says Ferri, who visited the assassination site with some colleagues during a trip to Dallas for a conference. "Dealey Plaza seemed so small, as did the depository, that we weren't even sure we were in the right place.

"I found myself feeling kind of ticked off and disappointed when I saw the building and the plaza, which seems like a strange reaction to me, even now. But I felt that way because the reality of the site is so small compared to my memory of it from television that I felt sort of cheated."

But as he went through the museum inside the depository — located on the infamous sixth floor, where Lee Harvey Oswald allegedly positioned himself for the shooting — Ferri began to see things differently.

"There is something unique there, something I'm now referring to as an emotional catalyst, that was quite moving. You obviously expect a museum to be thought provoking, but it was more than that. It's like you're awash with emotions and conflict about the reality of the event and what you thought was the reality."

Weeks later when he finally sorted out his feelings about the experience, Ferri sensed a research project in the making. He wanted to find out if others experienced the same feelings he did at the assassination site.

After enlisting the help of former colleague Lin Allen and UNLV graduate students Tony Carrison and Tom Robinson, he designed a survey research project, contacted the museum, and planned a trip to Dallas.

On Nov. 20-22, 1991, the research team conducted an intercept survey of visitors who entered the book depository, asking them to fill out questionnaires before and after touring the museum. The visitors were asked a variety of questions about their emotions, their perception of the size of the plaza, their primary source of knowledge of the assassination, and the importance of the assassination to them personally.

The research team encountered hundreds of people at the museum, many on the assassination anniversary date. "It was very draining," Ferri says. "I've done intercept surveys before, some in unusual places, but this was particularly tiring for some reason." After three exhausting days, the researchers had surveyed 166 visitors.

The study has yielded some interesting results, according to Ferri. "As I suspected, the museum was truly an emotional catalyst to visitors," he says. Most respondents to the survey experienced deepening emotions as they proceeded through the museum, including sadness, thoughtfulness, and resentment.
"As I see it, touring the museum is a complex catalytic process," he explains. "Emotions are stirred, memories are examined, and impressions are focused and refocused. Understanding is clarified by the information presented in the form of photos, artifacts, and the structure itself. By the end of their experience there, visitors have a sense of clarity and closure that transforms their view of the assassination forever."

To Ferri, the perception of building size is of much greater importance than one might think. From watching 1963 television footage, he, himself, had perceived the building to be much larger than it actually is; he attributes his perception to the use of low camera angles and broad-perspective shots in the 1963 television coverage of the assassination site.

His point? Ferri speculates that perception of building size may be linked to one’s inclination to believe Oswald acted alone or, conversely, to believe in the conspiracy theory.

"It is much easier to imagine Oswald hitting his target from a small building rather than from a large, imposing one. If television coverage from 1963 exaggerated the size of the depository, it is possible that those who viewed that footage have been analyzing the situation with slightly skewed visual information."

Though his current study stops short of making such a conclusive connection, Ferri asserts that such a scenario is certainly plausible. Distortion from media reports has long been the source of criticism and debate, dating back to the days before television was even invented.

"It is exactly what American journalist and author Walter Lippmann described in his book, Public Opinion, in the 1920s. The media create a type of pseudo-environment for us; they put pictures in our heads of the outside world. When the pseudo-environment clashes with the real environment, the public receives misleading information and that can have any number of serious effects."

If television indeed distorted the appearance of the book depository, Ferri believes it was not intentional, but more a function of the technology of the day. He attributes the problem in part to the practical matter of working with film vs. video.

"For television reporters in 1963, the process of getting footage on the air was much more complicated and time-consuming than it is today, largely because they had to get their film footage developed. If they had a shot of a scene and not much time, they lived with the shot they had. Today, television photographers can review their footage at the scene. If they don’t like a shot, they just throw another tape in the recorder, and it’s done. Who knows? If those reporters in ’63 had the chance and the time, they might have shot some of that footage.

And, what if the assassination had occurred in the 1990s? Ferri speculates that television reporters would take an almost “microscopic approach,” as opposed to the more “teleoscopic approach” taken in 1963.

"I can just see Geraldo [Rivera] up on the sixth floor covering the site in such detail that we’d have footage of the wood grain of the frame around the window," Ferri says, adding that there is distortion in focusing on something too closely as well.

But Ferri is more concerned with the lasting influences of the 1963 footage, which, he asserts, may still be affecting our perceptions today. Public fascination with the conspiracy theory, fueled by Other Stone’s movie, JFK, (coincidentally released just one month after Ferri conducted his survey) has reached an all-time high in recent years. And, the media, as always, continue to search for that elusive, singular truth that, apparently, no one is able to give.

To Ferri, the situation is best summarized by Temple University communication scholar Barbie Zelizer, who is also studying the media and the Kennedy assassination.

"Zelizer asserts that there is an ongoing crisis of authority that has left the assassination story without a recognized speaker," Ferri says. The result, he adds, is a nation fixated on a mystery that may never be solved.

Until it is, Ferri is content to investigate his own small portion of the assassination enigma: the unique experience of visiting the assassination site. He hopes to conduct a follow-up study there, possibly next year on the 30th anniversary of the assassination. He still believes at least some answers can be found there among the old black and white photographs, artifacts of the day, and the visitors, who, through their reactions to the museum, may help us understand the legacy of the Kennedy assassination.
March ♦ 1993


2 Concert: University Wind Ensemble. 8pm. Artemus Ham Concert Hall, 895-3801.

5 Chamber Music Southwest: "The Classics and More." Nevada Fine Arts Trio. 7:30pm, Black Box Theatre, 895-3801.


11 Alumni Event: Dinner/theatre event. 6pm. Tam Alumni Center, 895-3821.

Master Series: James Galway and guitarist Kazuhiro Yamashita. 8pm. Artemus Ham Concert Hall, 895-3801.

11-21 University Theatre: "Three Sisters." March 11-13 & 17-20, 8pm; March 14 & 21, 2pm. Judy Bayley Theatre, 895-3801.

13 Benefit Concert: "A Concert For Cal," a Cal McKinley Scholarship Benefit. 7:30pm. Artemus Ham Concert Hall, 895-3801.


19 Spring Semester 1993: Spring recess.

18 Community Concert: Toccatas & Flourishes. 8pm. Artemus Ham Concert Hall, 895-3801.


25 Nevada Symphony Orchestra: Andre Luis Rangel, pianist. 8pm. Artemus Ham Concert Hall, 895-3801.


28 Concert: Jazz Ensemble I & II, Artemus Ham Concert Hall, 895-3801.

April ♦ 1993

1-11 University Theatre: "What Wondrous Things." April 1 & 5-7, 8pm; April 4 & 11, 2pm. Black Box Theatre, 895-3801.

2-4 Dance Concert: UNLV Dance Arts Faculty Gala with Rudy Perez. April 2 & 3, 8pm; April 4, 2pm. Judy Bayley Theatre, 895-3801.

4 Concert: Musical Arts Orchestra. 3pm. Artemus Ham Concert Hall, 895-3801.

Chamber Music Southwest: "Musicians From Matbaro." 7:30pm. Artemus Ham Concert Hall, 895-3801.


8-10 Baseball: UNLV v. Cal State Fullerton. April 8 & 9, 7pm; April 10, 1pm. Barnson Field, 895-3900.


19 Concert: Sierra Wind Quintet. 2pm. Black Box Theatre, 895-3801.

22 Alumni Event: Senior Toast. 11am. Mandi Courtyard, 895-3201.

23 Art Exhibit: "Juried Student Show." Weekdays, 8am-5pm. Donna Beam Fine Art Gallery, 895-3803. (Thu May 7)


24 Community Concert: Gustavo Romero. 8pm. Artemus Ham Concert Hall, 895-3801.

25 Concert: University Musical Society Orchestra. 2pm. Artemus Ham Concert Hall, 895-3801.


29 Alumni Event: Dinner/theatre event. 6pm. Tam Alumni Center, 895-3821.

May ♦ 1993


4 Concert: University Wind Ensemble. 8pm. Artemus Ham Concert Hall, 895-3801.

7 Spring Semester 1993: Instruction ends.
May 1993

7-9 Baseball: UNLV vs. New Mexico State. May 7, 7pm; May 8 & 9, 1pm. Ramon Field. 895-3900.

10-15 Spring Semester 1993: Final exams.


24-25 Meeting: Board of Regents. 9am-5pm. Tam Alumni Center Grand Hall.

June 1993

4 Summer Session I: Session ends.

5-6 Concert: Musical Arts Orchestra. June 5, 8pm; June 6, 3pm. Artemus Ham Concert Hall. 895-3801.

7 Summer Session 2: Instruction begins.

8-13 Summer Session 2: Late registration.


24-25 Meeting: Board of Regents. 9am-5pm. Tam Alumni Center Grand Hall.

July 1993


9 Summer Session 2: Session ends.

12 Summer Session 3: Instruction begins.

12-13 Summer Session 3: Late registration.

30 Play: "Friday Night at the Fights." 8pm. Judy Bayley Theatre. 895-3801.

August 1993

13 Summer Session 3: Session ends.

30 Fall Semester 1993: Instruction and late registration begins.

When Beth Daniels Henderson read her first romance novel years ago, she could easily envision writing one herself. Nine published novels later, the UNLV alumna seems to have found a way to combine her passions for history, writing, and romance.

Her crimson-tipped finger idly traced the four sides of the black square. Whoever thought up this silly-looking hat? Beth wondered, contemplating the damage it would do to her freshly styled hair.

As the line of students started to move, she shook her long strawberry-blond tresses and, with resignation, plucked the traditional mortarboard on her head, making sure the golden tassel dangled from the left rim. Slowly shuffling forward, she noticed that the black-gowned students ahead of her were standing taller, walking prouder. Then she heard the music, the triumphant chords of Elgar’s "Pomp and Circumstance," and, too, stood taller and with measured pace stepped proudly onto the red carpet leading into the Thomas and Mack Center.

Commencement. A new beginning. An important day in anyone’s life. But Beth’s attention wandered from the music, the barely restrained excitement of her fellow students, and the clowns from the audience. Her thoughts were already on the future, particularly tomorrow. Monday, May 14, 1990, which would be, for her, a commencement of a whole different sort. . .

Someday, UNLV alumna Beth Daniels Henderson may begin her autobiography with such flowery words as those above. In the meantime, however, it’s more likely they’ll first appear in a novel that bears her name.

Henderson is a writer of romances, and like many writers, she draws upon personal experience for her stories. She did indeed have two commencements in May 1990. On May 13, she graduated with distinction from UNLV with a bachelor of arts degree in history. The next day, she began a new career as a published author when her first novel, Nevada’s Passion, was issued.

Both commencements were a long time coming. Henderson, now a library assistant in the circulation department of UNLV’s James R. Dickinson Library, entered college 20 years ago in Ohio, but interrupted her studies for marriage and a move west. She resumed them in 1986 when an employer told her that advancement in the retail business depended on her having a degree.

Beth Daniels Henderson

OMEDAY, UNLV ALUMNA BETH DANIELS HENDERSON MAY BEGIN HER AUTOBIOGRAPHY WITH SUCH FLOWERY WORDS AS THOSE ABOVE. IN THE MEANTIME, HOWEVER, IT’S MORE LIKELY THEY’LL FIRST APPEAR IN A NOVEL THAT BARES HER NAME.

Henderson is a writer of romances, and like many writers, she draws upon personal experience for her stories. She did indeed have two commencements in May 1990. On May 13, she graduated with distinction from UNLV with a bachelor of arts degree in history. The next day, she began a new career as a published author when her first novel, Nevada’s Passion, was issued.

Both commencements were a long time coming. Henderson, now a library assistant in the circulation department of UNLV’s James R. Dickinson Library, entered college 20 years ago in Ohio, but interrupted her studies for marriage and a move west. She resumed them in 1986 when an employer told her that advancement in the retail business depended on her having a degree.

Beth’s Passion for Prose

"Once I started back to school I didn’t want to be in retailing any more," Henderson recalls. In the course of completing her degree, she became fascinated with the history of the American West and, encouraged by history professors like Robert Davenport, who told her fine writing, she enrolled in the master’s degree program.

Meanwhile, the publication of Nevada’s Passion marked the culmination of more than a decade of a different kind of writing. Years ago, Henderson read a historical romance given to her by her sister-in-law. "I can do this," she told herself, and she sat down and wrote Bird of Paradise, then "rewrote it and rewrote it and rewrote it for 15 years." That much-managed volume, the saga of a family in the Western gold
Henderson's characters take on a life of their own. "In a lot of cases, it's my subconscious that works out the story line because I can see the characters. They'll often tell me what their names are, what their own backgrounds are. Sometimes the publisher wants me to change something—like hair color. I had a proposal for a red-headed hero, but the publisher said he couldn't be red-headed because they have trouble finding good cover models. But after I changed his hair color, he wasn't the same man anymore. He didn't want to be without red hair." Henderson, who attends conferences of such groups as the Romance Writers of America and Sisters in Crime, agrees that the romance novel is "not light literature," but she argues that it nonetheless fills a void in readers' lives. She notes that best-seller lists regularly include books with strong romantic themes and that readers enjoy the escapism they provide.

The romance novel, she says, is in the same category as the mystery or western, but it adds a facilitating factor of romance writers do. She looks forward to the publication of an anthology of scholarly studies of the romance this fall, hoping it will bring greater credibility to the genre. Henderson says she would like to be able to support herself with her writing, but doesn't "see that happening for quite a long time down the road." Her initial efforts were published in hardback, so not very many people saw them unless her agent "stuck the book under their noses." But hardbacks carry a certain cachet and earn a foot in the door with the publishing industry, she says. And, her more recent books have been issued in paperback, guaranteeing a wider audience.

Although Henderson has not yet reached the best-seller list, publication of Paradise in His Arms last year was accompanied by promotion of the original Bird of Paradise as well, the sign of a growing audience for her work. She also gets fan mail, another indication that readers recognize her pen names and look for her books. One Iowa woman wrote that she likes Henderson's books so much that she keeps them instead of taking them to used bookstores with the other novels she reads. Henderson seems to fit neither of the most commonly held stereotypes of the romance writer—the frumpy, frustrated housewife or the sexy siren. She exhibits a cheerful, friendly manner on the job at the Dickinson Library that is reflected in the light-hearted touch she gives her novels. And, the romantic streak that has produced books like Paradise in His Arms, Diamonds and Dennim, and Ribbons and Rambler is hardly evident as she checks out books and answers questions quietly and efficiently. But after work, on weekends and holidays, she encounters herself at her disrobed state: the words and phrases flow from her imagination through her fingertips to the computer screen as she escapes to another world. "She remembered the feel of his bare, damp chest under her cheek earlier that morning when he'd rushed to her rescue. Remembered the fire that had flashed in his sky-blue eyes, and the answering quickness in the pit of her stomach." (Queen's Cache)
Back to the Beginning

Research on vertebrate embryos may lead to a greater understanding of the earliest stages of human development, according to UNLV biologist Warren Burggren.

By Tom Flagg

When Dr. Warren Burggren came to UNLV in 1992 as the new chairman of biological sciences, he brought with him substantial grant funding for his research, several talented post-doctoral researchers, and the journal Physiological Zoology, of which he is editor-in-chief. He also brought international contacts with research collaborators in Denmark, Taiwan, Japan, Brazil, and elsewhere.

Burggren had been at the University of Massachusetts since 1978. There, he developed a strong research interest in the origin of terrestriality — that is, when life moved out of the primordial seas and onto land.

In his research he took him to South America and Australia, where he studied the lung fish, which breathes both air and water. Burggren also studied amphibians, such as frogs, which are a useful model for animals that undergo the evolutionary transition from water to land. (Frogs are water-breathing tadpoles and air-breathing adults.) That led him to his current research interest at UNLV — the development of vertebrate embryos.

Burggren and the researchers in his lab have found that, because vertebrate embryos are strikingly similar, they can study the fertilized eggs of frogs and alligators to learn about all vertebrates, including humans.

One of the distinguishing characteristics of vertebrates is their amazing diversity, Burggren explains. Mice and elephants, marsupials and whales, salmon and eagles, and humans are all vertebrates. But the physical differences among the many species of mammals, fish, birds, reptiles, and amphibians are most obvious in the adults. In the early stages of life, they all look surprisingly alike.

"Unless you were really a hot-shot embryologist, if I showed you a fish embryo, a reptile embryo, and a human embryo, you probably couldn’t tell the difference," he says. "In those early stages, they are all very similar."

The embryos of lower vertebrates act as plentiful models. They allow biologists to perform studies and experiments that could not, for moral and ethical reasons, be performed on human embryos, and for practical reasons, on the embryos of other mammals.

Because Burggren and his colleagues are not doing clinical research directly with humans, investigations of this type are often called "pure" research, or as it has been suggested lately, "curiosity-driven" research.

It must be scientific curiosity that prompts a researcher to spend months of careful work trying to determine what effect various environmental stresses, such as low oxygen levels, might have on developing amphibian and reptile embryos. But the results of that research could lead to a better understanding of, for example, how pregnant women who smoke risk the health of their unborn babies.

Not a lot is known about the earliest stages of development in vertebrate embryos, Burggren says. Most studies in the area have been done on sheep fetuses, partly because of their availability and because of the obvious anatomical and physiological characteristics of sheep that make them a good model for studying human development.

However, because the uterus is a very protective environment, biologists cannot study the initial formative processes.

"The problem with sheep is, it’s about 100 days from conception until you can actually go into the uterus with instruments and check the fetus to find out how it is functioning," Burggren said. "By then, it’s all due to chance. Everything is in place; even the breathing movements of the fetuses have started by that time.

"But many of the lower vertebrates, like frogs, produce eggs, which are free-living, functional units," Burggren explains. "You can look at an egg under a microscope, manipulate it, examine it, change the environment around it — all the things you can’t do with a fetus in a uterus or a bird’s egg in its hard shell."

Burggren and his team of three post-doctoral fellows and two graduate students are working with amphibians such as paradoxical frogs, which can get their name from the fact that they have the world’s largest tadpoles, but metamorphose into very small adults and young alligators.

By studying the circulatory systems as they develop in the eggs and young animals of these species, the researchers expect to learn valuable information about the earliest stages in an animal’s life.

"We are looking at the first beating of the heart, the development of the first blood cells, the time at which blood cells begin to be distributed — all the things that have to do with circulation. This is the first system in any embryo, frog or human, to become functional because it is the circulation that supplies nutrients for all the other systems," Burggren says.

The researchers hope to learn more about pivotal periods of time, or "critical windows," in the development of each of the animal's systems: cardiovascular, nervous, and respiratory.

"Before a window opens, in terms of time, a particular system is relatively insensitive to its environment," Burggren explains. "And after the window closes, the system is insensitive. But during the critical time when the window is open, environmental pollutants, toxins, or conditions such as low oxygen have their biggest effect.

"We are trying to establish critical windows by studying the influence of low oxygen levels on the physiological processes of embryos," Burggren says, explaining that reduced oxygen is one of the primary stresses caused by smoking, which is why smoking by mothers is particularly dangerous for the human fetus.

"I’m not going to see there is a direct link between amphibian embryos and human birth defects, but I think that, much more so than in the past, new insights into human development will be starting us in the face if we want to exploit them,” he says.

Burggren is studying the cardiovascular system of embryos because it is so critical to the development and function of the other systems.

"No birth defect is desirable, but some embryos can get by with some defects," he says. "But if the cardiovascular system has been affected, it becomes a limiting factor for all the other systems. The cardiovascular system delivers nutrients and removes wastes. If it isn’t healthy, it is one of the more unfortunate birth defects."

Their emphasis on the earliest stages of life has required Burggren and his fellow researchers to approach what he calls the "lunatic fringe" in developing microtechniques that work on small animals.

It’s a bit amusing to hear a neonatologist talk about the challenges of gathering data from a human infant that weighs, say, 600 or 1,000 grams," he says. "We are measuring cardiac output and blood pressure in animals that weigh one or two thousandths of a gram."

The effort of adapting existing equipment to their purposes is very labor-intensive.

"We are not electrical engineers," Burggren says, "but we are willing to buy

and measure blood flow."

Though he acknowledges the esoteric side to his work, he is convinced that this continued on page 24
Michael West, '70 BS Geography and Marcln, '74 MS Education, is principal at Career Middle School in Boulder City. His wife, Connie Forster West, '70 BS Physical Edu­
cation and Social Studies, '74 MS Education, is a counselor at Chaparral High School. Their daughter, Allison West, is attending UNLV and was the recipient of an alumni scholarship.

Stephanie C. Graven, '71 Master of Business Administration, is a certi­fied public accountant and a partner in Millers Associates Business Con­sultants in San Francisco.

Quincy Moore, '75 MS Education, is the director of the office of ac­ademic support at Virginia Commonwealth University in Richmond. He also serves as president of the Associ­ation for Multicultural Counseling and Development. He recently served as chairman of the national Taskforce on the Counseling and Developmental Needs of African-American Males, which was estab­lished by the American Association for Counseling and Development. During the 1970s, he served as director of the Upward Bound pro­gram at UNLV.

Katherine A. Kosler, '78 AA Nursing, is a pediatric night charge nurse at Hums Hospital System. A 14-year employee of the hospital, she recently passed the national pediatric nurse examination and is now a certified pediatric nurse.

James R. Milhak, '74 BS Hotel Administration, is the director of sales and marketing at The Regent Bangkok in Bangkok, Thailand. He has also been involved with provid­ing business seminars in Moscow. He returns to UNLV each year as a guest lecturer to talk to hotel ad­ministration students about job opportunities outside the continen­tal United States.

James R. Milhak, '78

La Freeman, '79 BA Psychology, owns and manages several rental properties in Las Vegas. She is active in the state Democratic Party, the National Association for Women, and the Southern Nevada Women’s Political Caucus.

Steve Gordon, '79 BS Hotel Ad­ministration, is senior vice president of creative affairs for Vucas Productions in Las Angeles. He supervises the production of several television programs, including Medical and the Perry Mason movies.

Marshall S. Willick, '79 BA En­glish, is an attorney specialising in family law. Previously, he served as legal staff attorney to the Nevada Supreme Court. He edits the Nevada Family Law Report and chairs the federal legislative com­mittee for the family law section of the American Bar Association. He is also an alternate municipal judge in North Las Vegas.

Marshall S. Willick, '79

Jeffrey Wong, '85 BS Hotel Admin­istration, is director of sales and mar­ke ting at the Elizabeth Hotel in Singapore. Previously, he has worked for Hyatt, the Omni Marco Polo, and the Oriental Beaufort hotels.

Jeffrey Wong, '85

Mark Hutchison, '87 BS Manage­ment, recently returned to Las Vegas and began practising law with the firm of Abramson, Taylor, Montgomery & Nelson. He previously served a federal judicial clerkship in South Bend, Ind., and practised law in Los Angeles. His wife is Gary Boeker Hutchison, '86 BS Management.

Mark A. LoBello, '85 BS Business Administration, has just opened his own law firm, Foreman, Rocker, Kirche & LoBello in Las Vegas.

Steven D. McDonald, '87 BA Criminal Justice, is a financial analyst for the city of Las Vegas finance department.

Gregory Schall, '86 BS Hotel Ad­ministration, recently became the national advertising director for three national trade magazines. The two food service publications are Chef Institutions and Pizz & Pasta. He also works with Funny Food, the leading industry gourmet food and confections magazine. He lives in Chicago.

Susan Foregard, '88

Bryan Scott, '88 BS Business Administration, graduated from the Northwestern School of Law at Lewis and Clark College in Oregon in 1991. He currently is an associ­ate attorney with the law firm of Donald J. Campbell and Associates.

continued on next page
management associate program. She helped open the Mirage in 1989 as retail division training manager.

David Chairez, '90 BS Economics, is a constituent services representative in the Las Vegas office of U.S. Sen. Richard Bryan.

Randy J. Mitchell, '90 BS Hotel Administration and Business Administration, is station manager and director of airport operations for Czechoslovak Airlines at O'Hare International Airport in Chicago.

Crisis Management
continued from page 7

“Our goal is to become a catalyst for training for companies, federal agencies, and those who suspect they may have an area of vulnerability or just want to know more about crisis management,” he says.

Every company, no matter its size, should have a crisis management plan because no company, regardless of its function or its product, is immune to disaster, according to Barton.

“Everybody’s vulnerable,” Barton says, “but the positive side is that everybody has an opportunity to avoid a crisis or to minimize damage from a crisis by thinking ahead. Advance planning is the key.”

Adventures
continued from page 9

like Saxton’s, will help it to grow and succeed.

“We’re helping our students take advantage of unusual learning opportunities with private gifts like Frances Saxton’s,” Deacon says. “This kind of support permits us to help students enjoy the type of once-in-a-lifetime experiences that Gabrielle Renshaw had.”

Saxton says she is pleased that her gift went to the support of both the environment and UNLV’s environmental studies program.

“I support UNLV every year with a small gift,” Saxton says, “and I’m glad that my gift this year helped a student study the rain forests because I am very concerned about our environment. I think environmental studies is a wonderful new program at UNLV and one that will become increasingly more popular as awareness is raised about the importance of our environment.”

Beginning
continued from page 21

pure research could have some very valuable applications to human beings in the future.

“There is no doubt that the more we know about what happens in the early, formative stages of a fetus’ development, the more we are going to be in a position to intervene in human congenital defects,” Burggren says.

“I can see a time, not even a decade away, when people are not waiting for infants to be born with serious heart defects before they go in and repair them. But they are not going to be able to do that until they know what ‘normal’ should be. So I think it is important to know what is normal for an embryo.”

Despite his enthusiasm for his particular research project, Burggren is quick to point out that his lab is but one of several in UNLV’s biological sciences department — not just in physiology, but also in cellular and molecular biology and ecology — that already have earned or are earning international reputations.

With all that the department has going for it, Burggren is expecting great things. “In our five-year plan, we actually address the next 10 years,” he says. “We feel the department has the people, the resources, and the potential such that if we are not the preeminent biology department in the Southwest in 10 years, we messed up.”
ANNOUNCING

the

CHARLES VANDA
MASTER SERIES
1993-1994 SEASON
A True Season
of Masters

For subscription information, call 895-3801
Construction on the new Classroom/Office Complex, to be located in the northeast parking lot of the Thomas & Mack Center, is scheduled for completion in Fall Semester 1994. The 165,000-square-foot building will house classrooms, offices, and auditoriums.