

Spring 2013

e-Premier

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e-PREMIER

Spring/Summer 2013



On December 18, Guy Fieri, '90, was awarded an honorary doctorate by UNLV President Neal Smatresk at the fall commencement ceremony. Fieri was recognized for his public service, for maintaining a strong connection with UNLV students, and for supporting hotel college fundraising efforts.

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From the Dean's Desk



Premier

The official magazine of the
William F. Harrah College
of Hotel Administration

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Richard Linstrom, Associate Dean, UNLV
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As many of you know, I have been working with President Smatresk on university-community partnerships that strengthen our region. These efforts are both exciting and demanding, especially as we head into a legislative session. It's become clear that I need to devote myself to these endeavors full-time if they are to succeed. With that in mind, I've decided to step into an expanded role of service so that I can focus my energies in helping the hotel college and the university with several major, complicated initiatives:

- Fundraising and design of a new academic building for the Hotel College
- The rapidly evolving UNLVNow project for the campus
- Strategic repositioning of UNLV's presence in Singapore and Asia
- Governor's economic development initiative related to the concept of Las Vegas and UNLV as the global intellectual hub for gaming and hospitality

While I enjoy the challenge of managing the multiple commitments on my plate, I believe that the college, its faculty, and students would be best served through the recruitment of a new dean. I will remain in the role until a new dean has been identified, and will be available to the search committee during the recruitment and to the college throughout this transition.

Rest assured, I am not going anywhere. I have had a long history of involvement with this university and this college, and I look forward to continuing in a new role. I care a great deal about this college and the contributions that it makes to the industry in our region and state. In my new role, I fully intend to remain involved in community and external initiatives related to our primary industry in Southern Nevada. This transition presents an exciting opportunity to recruit the next generation hospitality leader who can lead the college into its future and with whom I can work to ensure that future becomes a reality.

I want to thank the faculty, staff, and students of the college for their support and, as I assured them, I will continue to be working on their behalf. I want to extend special and heartfelt thanks to you - our alumni, donors, and friends - for your counsel and support. I also want to thank President Smatresk for the opportunity to serve the university in this way. I am very proud of what we have accomplished together, leading the college through a difficult time. With your continuing support, I look forward to working with you, with the new dean, and with the university to build our future together on exciting projects that flow from our hotel college strategic plan finalized in 2011. I fully expect that our best days are yet to come.

-Donald D. Snyder

A Winning Combination

UNLV to co-host international gaming conference in May

In the often volatile world of gaming, one sure bet you can make is that the industry will keep changing and evolving. New markets open up around the globe, technological progress accelerates, and demographics change — all constantly bringing new challenges to the table.

You have a unique opportunity to not only keep up with these developments but to also be a part of the latest debates and to help shape the future knowledge of gaming. The 15th International Conference on Gambling & Risk Taking is the world's biggest and best gaming conference, taking place May 27-31, 2013, at the iconic Caesars Palace in Las Vegas.

There's more to this event than academics discussing problem gambling. The latest issues affecting the gaming industry will be debated and discussed by gambling buffs, professors and industry leaders alike, with subjects ranging from online gaming and social media, to sports betting, regulatory changes and the possibility of gaming in China.

This winning combination of academia and industry dates back to the first conference in 1974. The local media had highlighted that some industry leaders in Reno were commenting on this new conference and were asking what a group of academics could possibly know about their industry or add any value. The conference leader, Dr. Bill Eadington, invited the then-controller of Harrah's, George Drews, to bring his management team along to present at the event. This initial meeting of academic and industrial minds broke down barriers between these two groups, with both developing an understanding and appreciation of the value they each brought to the dialogue.

This rich melting pot of different viewpoints and contributors to the gaming debate continues to this day. Don't miss out on this chance to hear and discuss the future challenges of global gaming. Register for the conference online at www.igi.unlv.edu/conference.



The IGI:

The Intellectual Capital of the Global Gaming Industry

The UNLV International Gaming Institute (IGI) was founded in 1993 to serve as an educational hub for the global gaming industry – and indeed, twenty years later, the IGI boasts program graduates who lead gaming businesses and organizations in more than 50 different jurisdictions. What is more, the IGI's global reach is growing in scope, as this coming May, the IGI will co-host the most prestigious research gathering in the field: the 15th International Conference on Gambling & Risk Taking (see p. 3).

The year 2012 was an eventful one for the IGI, as it played an important state leadership role with Nevada Governor Brian Sandoval's Gaming Policy Committee. These efforts led to newly-proposed legislation that would create a special gaming education subcommittee in Nevada with three important goals: 1) to align the state's gaming-related education with the needs of the gaming industry, 2) to study and analyze the evolving workforce and technology needs of the gaming industry to determine how to best satisfy those needs, and 3) to study the potential for leveraging gaming-related competencies and technologies into other related industries. The new committee would consist of key stakeholders and visionaries in government, industry, and academe, and would lead the educational charge as the state's key industry confronts a rapidly changing business landscape in the 21st century.

In addition to these local efforts, the IGI regularly offers major educational programs to industry and governmental leaders in Asia, Australia, Africa, Europe, North America, and Latin America. These "around-the-world tours" have included some highly interesting stops, all of which demonstrate the reach and quality of the institute's educational mission.

To cite just one example, in a unique collaboration among UNLV, UNR, and the Nevada Gaming Control Board, the IGI recently co-hosted The Pan-African Regulator Summit, a symposium for gaming regulators from all over the African continent. The weeklong program, presented in Johannesburg, South Africa, included extended presentations by the executive directors of both gaming programs in the Nevada university system (the IGI and UNR's Center for the Study of Gambling and Commercial Gaming) as well as the current Chairman of the Nevada Gaming Commission, A.G. Burnett. These kinds of partnerships reveal the degree to which UNLV and the state's expertise is in demand all over the world, even as the gaming world evolves into new online and international spaces.

Of course, many who seek to learn and improve in the gaming industry want to do so in Las Vegas, where the IGI can provide a unique teaching structure: classroom learning on campus in the morning, and then site visits that apply the morning's lectures in the afternoon. Over the past several months, program attendees from Panama to Australia to Macao to Sweden have all visited the Stan Fulton Building, all eager to learn from – and in – the intellectual capital of the global gaming industry. In sum, the International Gaming Institute is likely among the "most international" of programs at UNLV, as the gaming world seeks to come to our campus to learn and improve. For those interested in learning more (from near and from afar!), the IGI encourages a visit to its program website at <http://igi.unlv.edu>.

-Bo Bernhard



Harrah Hotel College students joined hospitality legend Eric Hilton for lunch to thank him and the Conrad Hilton Foundation for the support that allowed them to travel to industry conferences. From left: Jon Caine, Shawna Richardson, Eric Hilton (seated), Don Snyder, Seth Jones, and Rick Glenn.

News Briefs

GPSA Brown Bag Series

During the fall semester, the Graduate & Professional Student Association premiered a brown bag event series. Each occasion featured two graduate and/or professional students from designated colleges who share their research, and it was the Harrah Hotel College's turn Nov. 7.

Lan Jiang is a second-year Ph.D. student who teaches hospitality finance. His research mainly focuses on hotel revenue management and distribution channels management. He plans on pursuing an academic career upon graduation. Jiang presented research focusing on hotel distribution channels and rate parity issues.

Yun-Ying (Susan) Zhong is a Ph.D. student specifically interested in consumer behaviors and technology applications in the hospitality and tourism sector. Her research includes developing a mobile application for tourism destinations, identifying profitable customer segments for guest-room technology, and benchmarking the lodging technology investment. Her presentation focused on these previous studies and discussed the role of hotel technology amenities as a value cue for hotel customers.

In the Media

The IGI's study on the possibility of a casino-resort in Toronto, Canada was featured in the Nov. 11 edition of the *Las Vegas Review-Journal*: <http://www.lvrj.com/business/observers-see-toronto-as-next-battleground-for-gambling-companies-178578491.html>.

The International Gaming Institute's Konami Gaming Lab and Gary Waters' class were featured in the Nov. 12 edition of the *Las Vegas Sun*. To read more, visit <http://www.lasvegassun.com/news/2012/nov/12/casino-u-look-inside-unlvs-gaming-lab/>.

On January 31, Harrah Hotel College Executive Chef **John Gremo** and Sous Chef **Daniel Lee** appeared on KVVU-TV's *More Show* with Super Bowl party recipe ideas.

Wining and Dining

Vintner Grill and Southern Wine & Spirits hosted an intimate wine dinner Nov. 19 that benefited the scholarship fund for the hotel college. The event was unique in that it featured several of Las Vegas' top local winemakers, who are also some of the city's leading sommeliers and wine experts. Paired with the cuisine of Vintner Grill Executive Chef Matthew Silverman, the four-course dinner featured the wines of Julie Lin, certified sommelier; Paolo Barbieri, master sommelier, Scarpetta at The Cosmopolitan; and Kevin Vogt, master sommelier, Delmonico at The Venetian. Francesco Lafranconi, master mixologist for Southern Wine & Spirits, was also in attendance, creating superb cocktails for guests.

"Vintner Grill is honored to be able to celebrate local vintners who continue to raise the culinary standards in our city and exemplify the mission of the UNLV William F. Harrah College of Hotel Administration," states Michael Corrigan, co-owner and founder of Vintner Grill. To take part in future wine dinners at Vintner Grill with local vintners, visit vglasvegas.com.

Foodie Information

Be sure to check out Patti Shock's new blog, Food for Thought: <http://blog.cvent.com/blog/food-for-thought/>.

Dean's Cup — The Battle for Beam Hall

On Nov. 15, Harrah Hotel College and Lee Business School alumni and students competed against each other at The Orleans Bowling Center for the coveted Dean's Cup. Once again, the hotel college claimed victory! The Dean's Cup trophy will be displayed in Dean Don Snyder's office until next year's competition. This event was sponsored by the Harrah Hotel College and Lee Business School alumni chapters.



PGA News Briefs

Welcome to new staff members, **Kyle Helms**, '07, '10 MS, and **Kendall Murphy**, '08. Both men are excited to be back on campus working for the premier golf management education program in the country. Helms is serving as the PGA Golf Management Program's assistant director and internship coordinator and Murphy is the program's coordinator.



Etiquette IS a big deal Students learn importance of manners and conduct at annual event

Imagine you're at an important business meeting that happens to involve sharing a meal with a potential client. You might not realize it, but the etiquette you demonstrate during that meal could make or break the business deal. The Harrah Hotel College understands the importance of such social rules and, to that end, hosts an etiquette dinner each year to show students just how imperative these rules are.

This year's etiquette dinner took place in mid-October in the Stan Fulton Building on campus. Before enjoying the gourmet menu, complete with wine pairings, students were welcomed by Professor Pat Moreo. During the meal, they listened to Professor Don Wood address the customary rules while networking with local business executives who volunteered as "table mentors."

While a number of hotel college students have attended the annual function multiple times, it was junior Ashlee Baird's first time. "I want to work in the wedding industry, and having the right social skills is so important," she says. "I'm also here to learn more about networking, as I know that's critical in every job."

Companies represented by table mentors at the event included Boyd Gaming, Caesars Entertainment, MGM Mirage, Cosmopolitan, Westin Hotels, W Hotels, and the Las Vegas Convention and Visitors Authority.

Table mentor Franz Kallao of The Mirage was just one of the industry executives in attendance. "In the Las Vegas market, where competition is so keen, the manner in which we present ourselves and interact with people professionally is critical — it's a direct reflection on the company you work for.

"I work for a great company, where every day we strive to 'win' the best guests and best employees in order to stand above all others in the marketplace. I am very interested in our up-and-coming young professionals in the hotel industry, and the etiquette event, which I had not attended in the past, gave me a good overview in this regard as well as afforded me the opportunity of expressing how important networking is. As someone who has had the good fortune of being relatively successful in the hotel business, I feel it is my personal responsibility to reach out and help those who are just starting out, just as I have been helped by my mentors over the years."

Senior Matini Sinirath attended the dinner for the second time. "I really get so much out of this event, and both times I've learned something new," she comments. "The number-one item I've come away with is that consideration for others is key. You've got to be able to make people feel comfortable and help them avoid embarrassment and discomfort."

In addition to learning about social situations, students were instructed about proper utensils, plates, and glassware, as well as appropriate napkin usage. A short history lesson about etiquette was presented, as were menu terminology and European versus American etiquette styles.

Bob Boughner Career Services Center Update

Along with providing career resources and support for students, the Bob Boughner Career Center is a recruitment partner for employers seeking to hire hotel college students and graduates. Services include:

- Assisting employers with strategic recruitment efforts
- Networking events
- Employment posting services
- On-campus interview scheduling

We invite hospitality employers to join us at our upcoming spring career events:

Hotel College Junior and Senior Career Networking Mixer

Tuesday, March 19

5:30 p.m. – 7:00 p.m.

UNLV Stan Fulton Building

Join us for this complimentary mixer to network with hotel college junior and senior level students. Each participating employer will be stationed at a high boy cocktail round providing just enough room for company brochures and to collect student resumes. Please e-mail Bobbie Barnes at bobbie.barnes@unlv.edu to register for this free event. Make sure to include your company name, key contact name, and telephone number when e-mailing.

UNLV Spring Career Day

Wednesday, March 20

10 a.m. - 3 p.m.

UNLV Thomas and Mack Center

This annual career fair is for all majors. Log on to CareerLink (<http://hire.unlv.edu>) for additional information, costs, and to register.

We invite you to learn more. Contact Director of Career and Student Services Bobbie Barnes to explore recruitment opportunities within the College of Hotel Administration.

Our Apologies

Premier's Fall/Winter 2012 issue mistakenly grouped faculty members Sarah Tanford and Seyhmus Baloglu's research with that of graduate students. We apologize for the error. If you would like to learn more about their research project, "**Applying the Loyalty Matrix to Evaluate Casino Loyalty Programs**," which was published in *Cornell Hospitality Quarterly*, 2012, please visit:

<http://cq.sagepub.com/content/early/2012/11/15/1938965512464694.abstract> or

http://lhonline.com/topstory/solving_hotel_loyalty_puzzle_withiam_1107/.

Student Spotlight

The first time Karen Nava set foot on UNLV's campus was back in 2008. At that time, she lived in California and was visiting her aunt, who brought her to campus for an event. "UNLV was the first campus I ever visited, and by the end of the day, I remember telling my aunt, 'I'm going to come here one day.'"

Fast forward a few years, and Nava, who had relocated to Las Vegas, was attending the magnet program at Valley High School, the Academy of Hospitality and Tourism. "We took several field trips to campus, where I met people like Bobbie Barnes. I would see and hear the passion they had toward UNLV, which is very contagious. Although I was in the hospitality program, I still wasn't sure if it was the industry for me. However, during my junior year, I had the opportunity to complete an incredible internship at the Cosmopolitan of Las Vegas. Learning more about the hospitality industry, I completely fell in love with the concepts of running a hotel and making a memorable experience for the guests.



"I was fortunate enough to find my true passion before finishing high school. Through my internship, I met executives and directors who just wowed me with their tasks. That's when I decided I was going to apply to the hotel college. The more I met UNLV students and staff through field trips, open houses, orientation, and Rebel Welcome, the more excited I was to be a part of UNLV and become a Rebel myself."

It sounds like a good story so far, but that doesn't even include the fact that Nava was raising her 8- and 10-year-old sisters during her high school years. In 2008, her parents returned to Mexico after being denied work permit renewals, and Nava decided she would rather be responsible for her sisters than do the things a typical teenager does. Even with her added responsibilities, Nava worked hard so she could be the first in her family to attend college. Her hard work paid off when she was honored with a generous scholarship, a four-year full ride from the Epicurean Charitable Foundation. "These were exactly the kinds of opportunities my parents had hoped I would find in the United States," she says.

She recently completed her first semester at UNLV. "This has been exciting. Within a few days, I attended classes and events where I met many recruiters, professors, students, and staff who have in one way or another shown me different perspectives of the possibilities in my career. As of right now, I plan to major in hotel management with a concentration in food and beverage and a minor in either marketing or French. Who knows — maybe I'll do both during my years of undergrad and grad school! If there is anything that is truly engraved in my mind, it is that nothing is impossible. That word itself says, 'I'm-possible.' Sure, it will require a few more years of dedication and determination, but the results will make it all worthwhile.

"I'm honored to be a recipient of the Epicurean Charitable Foundation's scholarship and am proud to be serving as historian of National Society of Minorities in Hospitality and as co-founder and secretary of UNLV's DECA club (which prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality, and management). Most importantly, I'm proud to be a UNLV student and have so many wonderful supporters. My biggest dream is to develop a scholarship foundation to pay it forward to the next generation — just as all seven of my scholarships have tremendously helped me this year and in the years to come.

"When my parents illegally crossed the border, it was to make a better life for me and my siblings," she says. "Although I gave up a lot of regular teenage things, I knew that in the long run, everything would be worth it." Even though the girls lived with family members, it was Nava who made sure they were ready in the mornings and got to school on time. She even helped them with their homework before beginning on hers each evening.

"It hasn't been easy, but I'm really excited about what the future holds. The mentors I've grown to know through the Epicurean Charitable Foundation scholarship inspire me to become an executive too. Hospitality is all about helping people and making sure they have the best experience possible."

IMEX America 2012

In Las Vegas this past October, the second edition of IMEX America, the largest trade show in the United States for the global meetings, incentive travel, and events industry, closed by announcing significant increases across a range of key measures. The show, which is in its second year, was 28 percent larger than its inaugural edition and featured 77 new booths and 2,413 exhibiting companies. When the doors to this year's show opened at the Sands Expo, 40 percent of the show's original exhibitors had returned with bigger booths. Of these, 30 percent had more than doubled their booth space in order to attract buyer attention while making their mark.

Harrah Hotel College adjunct professor and doctoral candidate Orie Berezan was pleased to have a number of his students from TCA 383 (Meeting Planning) and TCA 110 (Introduction to the Convention Industry) participate in IMEX's Future Leaders Forum. "IMEX America was such a great way to introduce me into this industry. Prior to IMEX America, the only knowledge I really had was what a student learns in the classroom. Experiencing IMEX through the voices of our current industry leaders made it that much more prominent," says student Yesenia Hasakian. "The fact that they took the time to share their knowledge with the Future Leaders Forum program was very rewarding, not only to them but to us as well. It also helped me understand how important networking is within every industry. One quote I still have replaying in my head is, 'It's not about who you know but who knows you!' I made a lot of connections with other students — you never know when you might need each other in the future!"

Another student who participated is See Jun Ahn. "Participating in the IMEX Future Leaders Forum was a life-altering experience," says Ahn. "We were given a precious opportunity to learn from active professionals who influence the hearts of the people in attendance. Most students were able to learn life lessons that can never be learned through ordinary academic practices.

"As we can perceive from everything Dr. Curtis Love and other UNLV meetings and event professors have accomplished, they truly try to introduce real-life meeting industry members to students so the students may become more aware of what they wish to be. In order for us to attend these life-altering events, the task is quite simple — we ask in a way that demonstrates our passion for the industry, and all they ask in return is merely our commitment to attend, participate, and actively engage with the event associates, exhibitors, organizers, and guest speakers."



To read more about IMEX from student Opal Wade, please visit:
[http://www.mpiweb.org/Magazine/PlusPoint/20130106/A_Student_s_Experience_IMEX_America?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed:+mpiweb/Pluspoint+\(PlusPoint\)](http://www.mpiweb.org/Magazine/PlusPoint/20130106/A_Student_s_Experience_IMEX_America?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed:+mpiweb/Pluspoint+(PlusPoint))

Master's Student Spotlight

From his upbringing in Scotland to his time as a master's student at UNLV, Danny Crinson has always been an amazingly driven individual. "It's an accumulation of personal drive being reinforced by the amazing support that my friends and family on both sides of the Atlantic have shown me," he says. "When my mum was 24, she was diagnosed with cancer and told she'd most likely never have children. Two years later, she found out she was pregnant with me, and because of that, she's always believed I would go far. While the pregnancy was not an easy one, I was born prematurely so that we could both have a better chance of survival." Because of his premature birth, Crinson's eyes had not fully developed; consequently, he has very poor eyesight.

"The condition I have is something known as a congenital nystagmus, meaning my eyes are constantly moving and, therefore, I cannot focus. I'm unable to accurately perceive speed and distance, so I am unable to drive. This places a great inconvenience on me," says Crinson. "I walk nearly everywhere and often get strange looks when people learn how far I travel by foot."

He hasn't let that stop him, though, and accomplishments than many of his fellow actively involved member of the Professionals (HFTP) UNLV chapter. with HFTP. Because of my past knowledge of technology, finance, and



Crinson has celebrated more students. For example, he has been an Hospitality Financial & Technology "Dr. Erdem encouraged me to get involved experience in such organizations and my hospitality, I was elected as the president.

"My dedication, enthusiasm, and drive not to let any obstacles stop me meant that I quickly was noticed by the HFTP Las Vegas industry chapter. Chapter president Tina Tasaka and other board members granted me a fantastic opportunity to attend a leadership summit, which I know will be pivotal in my career.

"At the summit, which was in Orlando, Fla., this fall, HFTP chapter leaders discussed best practices of leadership. I was honored to be there as a potential industry leader of tomorrow. I'm at a loss as to how to express my gratitude to the Las Vegas industry chapter. I am the first student from UNLV to be invited, and it meant I was attending an event with industry CEOs, CFOs, presidents, and directors, which was a huge honor."

Crinson remembers that he was quite nervous upon arrival at the summit and not sure of the correct etiquette around such professionals. "I still consider myself a random guy from Glasgow who 'lucked out.' I quickly learned that these people were all normal people, but not just this. They were also fun and friendly, and I left with some genuine friends. I learned that I not only fit in with the environment, but they considered my input valuable. The true value of the summit was characterized on the final day when I won, on behalf of the Las Vegas chapters, the national recruitment award. This meant the world to me, as not only had I gained from the summit, but our chapter also had something special to take away from it."

"Danny has taken his role as the chapter president with heart and conviction," says Fritz Johnson, HFTP chapter relations manager. "When I met him face to face in Orlando, he was eager to show me what he will be doing for the chapter and how he will encourage others to join. I hope his enthusiasm will spread out to everyone he meets."

Crinson says that HFTP has given him so much in such a short time. He continues, "And as if that wasn't enough, I was recently offered (and accepted) a position on the HFTP Young Professional's Council, meaning I have direct input into the direction of HFTP Global and am one of a handful of people who represent young professionals from our industry across the globe. To attend the summit is something I could never have imagined, let alone be offered a position working with the organization based on my presence there."

For someone who always sees the positive side, Crinson knows that dwelling on problems won't change them. "It just makes me more motivated to make something of myself now as opposed to procrastinating. Who knows what the future may bring?"



9th Annual Vallen Dinner of Distinction
Thursday, April 25, 2013
5:30 - 8:00 p.m.
The Cosmopolitan of Las Vegas, Bamboo Pool (14th Floor)

Alumnus of the Year



Chuck Lehman, '71
Founder and CEO
Lehman Foods, Inc.- Fresh & Ready Foods® and
Fresh & Ready Foods® of Nevada

Hospitality Industry Leader of the Year



Edwin D. Fuller
Chairman and Co-Founder
Laguna Strategic Advisors

Join UNLV alumni, faculty and staff, students, and industry professionals for an evening of networking and recognition. Enjoy a strolling dinner, be entertained, and have fun with our new Vallen Dinner of Distinction format. Strolling dinner (en plein aire) and cocktails are included.

Tickets:

\$100 UNLVIP members (UNLV Alumni Association dues-paying member program)

\$175 individual tickets

\$2500 Corporate Vignette

Includes: Reserved cocktail seating for 12, full-page ad in dinner program, champagne service in your vignette

For tickets, please contact Robyn Hadden at Robyn.Hadden@unlv.edu or call 702-895-3148.

Make your plans to attend this year's UNLVino celebration! Hosted by the Harrah Hotel College and Southern Wine & Spirits of Nevada, it's time to "Fall in Love Again" at the 39th annual event. Honorees for this year's event are celebrity chefs Thomas Keller and Masaharu Morimoto, restaurant consultant Elizabeth Blau, and MGM Grand President and Chief Operating Officer Scott Sibella.

Bubble-Licious

April 18
The Venetian
\$125 (\$150 at door)

Sake Fever

April 19
The Mirage
\$100 (\$125 at door)

Grand Tasting

April 20
Paris Las Vegas
\$125 (\$150 at door)

Bar-b-q

April 21
Cleveland Clinic Lou Ruvo Center
for Brain Health
\$100 (\$125 at door)



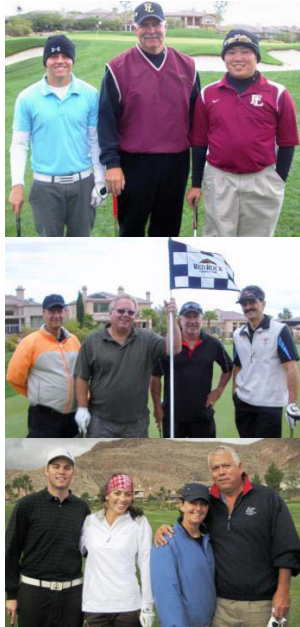
Be sure to take advantage of the Harrah Hotel College Alumni Chapter's VIP ticket package. Your VIP package includes a ticket to the Grand Tasting, a sitting area inside UNLVino with access to food, entrance to the Alumni Reception following UNLVino, and access to the Trade Tasting after the main event. Tickets are \$125 for UNLVIP members and \$150 for nonmembers. For UNLVIP tickets, contact Robyn Hadden at (702) 895-3148 or robyn.hadden@unlv.edu.

For tickets to other UNLVino events, be sure to visit unlvtickets.com/eventInfo/spe/360/unlvino/.

Matthew S. Anderson

3rd Annual Memorial Golf Tournament and Banquet Monday, April 8th, Red Rock Country Club

Benefiting the Matthew S. Anderson Memorial PGM Scholarship Endowment Fund at UNLV
and The First Tee of Southern Nevada



Register for the event visit: <http://matthewsanderson.dojiggy.com>



For the Donald W. Reynolds Foundation and Steven L. Anderson it was important to establish a scholarship to help students get through college free of the excessive debt so often associated with tuition.



David Russi and Jeffrey Kragt are the inaugural recipients of the Matthew S. Anderson Memorial PGM Scholarship. Funded by the Donald W. Reynolds Foundation, the scholarship will provide timely support for these two future golf management professionals.

UNLV

RED ROCK
Country Club



PGA
Golf Management

The Benefits of Tourism

How you can show your support

As we all know, tourism is the lifeblood of the Southern Nevada economy. The industry supports jobs for 370,000 local residents, nearly half of all jobs in the destination.

The industry injects more than \$40 billion into our local economy, and that money is not just going to the hotels, restaurants, and shows on the Strip and downtown. Money from the room tax that every visitor pays goes directly in to the community, paying schools, parks, roads, and other government services.

So, whether you work at one of our world-class resorts or not, the tourism industry benefits you and your family.

The Las Vegas Convention and Visitors Authority (LVCVA) was established in 1955 with the mission of promoting Southern Nevada as a tourism destination and attracting more visitors – both leisure and business. The LVCVA is committed to aggressively promoting travel to the destination and making sure that as many of our 150,000+ hotel rooms are filled as often as possible.

Las Vegas is known worldwide as a premier vacation and convention city, and that is a credit to the hard work of our dedicated service industry professionals who deliver on the brand promise and provide the best possible experience for our visitors.

In order to recognize the value and importance of the tourism industry, the LVCVA established the Las Vegas Host Committee to both welcome our visitors and make them feel good about their decision to visit Las Vegas and to make sure the local residents understands how the tourism industry benefits them.

Each year, the LVCVA and the Host Committee reach out to the resort industry and the local residents to ask for their help in showing support for our No. 1 industry. The U.S. Travel Association's "Travel and Tourism Week" is designated as a time to recognize tourism as an important part of our national, state, and local economies.

This year, Tourism Week will be held May 4 – 12, with Tuesday, May 7 designated as Travel Rally Day. We are asking everyone to show their support and appreciation for what the tourism industry does for our community by wearing blue on May 7. As an official state color, blue represents the sense of community that makes Las Vegas and Nevada great places.

If you'd like to know how else you can show your support for the tourism industry and promote it to your family, friends, neighbors, and more, please reach out to the Las Vegas Host Committee at 702-892-7691 to become an official ambassador.

*- Ericka Aviles, '04
Las Vegas Convention and Visitors Authority*

“Dr. Guy”

The William F. Harrah College of Hotel Administration Honors Guy Fieri, '90

The night before the UNLV Harrah Hotel College alumnus became known as “Dr. Guy,” a dinner was held in his honor. In attendance were close friends and hotel college faculty who fondly recognized Guy Fieri for his most recent UNLV accomplishment (and shared some personal stories about his days as an undergraduate). The Southern Italian Family Style Sunday Dinner was designed and prepared by Executive Chef John Gremo and Dr. Pat Moreo. UNLV students prepped and served the family style dinner, which included a chopped salad, penne and Sunday gravy, beef bracciole, Italian sausage, meatballs, homemade bread, and a ricotta cheesecake. All of the items were hand- made (except for the pasta, which was DeCecco).

Fieri, a 1990 graduate of the hotel college, affectionately told the guests how his UNLV education was a solid foundation for his success in the food and beverage industry. At the UNLV graduation ceremony, he said, ““To get the honorary doctorate is amazing. I’ve had some great things happen in my career, but this is at the top.”

Guests had a great time honoring Fieri – and looking a bit like him for the evening. Everyone received a “flair hair” visor. See if you can find the real Guy Fieri in the picture!



Hotel College Students Take on the Big Apple

In November, 22 UNLV hospitality students received funding from the Hilton Foundation to attend the annual International Hotel, Motel & Restaurant Show in New York. In addition to attending the expo, the students, who are all members of the Epicurean Club, Hospitality Graduate Student Association, and/or the Hotel Association, were able to experience other events taking place in conjunction with the show.

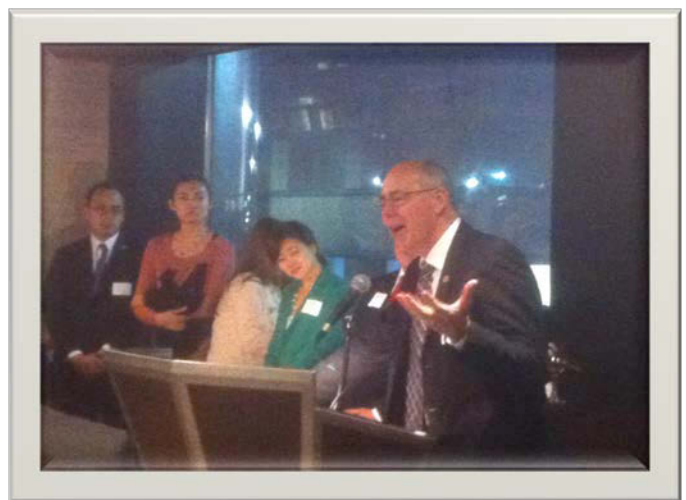
The International Hotel, Motel & Restaurant Show attracts more than 18,000 attendees and includes over 125,000 square feet of exhibition space of decor, technology, equipment, linens, amenities, etc., for lodging and food service companies. Students were able not only to see the latest trends but also to network with potential employers. One of the extra things they had the opportunity to experience was a one-day Hospitality Leadership Forum. This forum enabled students to attend keynote seminars, including "CEO Leadership Panel," "U.S. Lodging Industry Summit Panel," and "Back to Basics with Anthony Melchiorri," the host of *Hotel Impossible*. There were additional seminars on social media, technology, green innovations, human resources, and marketing.

The Hotel College also hosted a reception for all alumni living in New York or attending the show. Students and faculty were also in attendance, as were UNLV President Neal Smatresk and Dean Don Snyder. Other special events during the trip included:

- Touring the New York Marriott Marquis in Times Square
- Attending the Annual Starwood College Relations reception with keynote speaker Frits van Paasschen, president and CEO of Starwood Hotels & Resorts Worldwide, and mentoring sessions
- Dining with the Purdue student chapter of the American Hotel & Lodging Association
- Visiting Little Italy in lower Manhattan
- Attending the Association of Hospitality Financial Management Education annual conference



Students at the International Hotel,
Motel & Restaurant Show



President Smatresk welcoming attendees
to the alumni reception

Alumni Profile

While growing up in San Diego, Chase Boberg, '12, planned on a career in the golf industry. "I originally came to UNLV for the PGM golf management program. I wanted to manage a golf course and play as much golf as I could. I soon found out a golf course manager rarely plays golf, and I became bored with the idea of that being my profession."

Through a friendship he had with golfer Blake Biddle on UNLV's golf team, Boberg was introduced to the world of major special event planning. "Blake's cousin Dale Eeles is the vice president of event development at Las Vegas Events, and he took an interest in my career after we played a round of golf during the summer of 2011. As I got to know Dale, I realized that I was really interested in working in events and switched my major to the recreation program."

Boberg credits his time at UNLV as a major influence on his career choice. "Looking back at my time as an undergrad, there are two professors who really inspired me, Dr. Cinny Carruthers and Dr. Kurt Stahura. Dr. Carruthers was my first professor in my first UNLV course, and I knew I had made the right decision about UNLV after the first day. Her class kept me intrigued from the beginning.

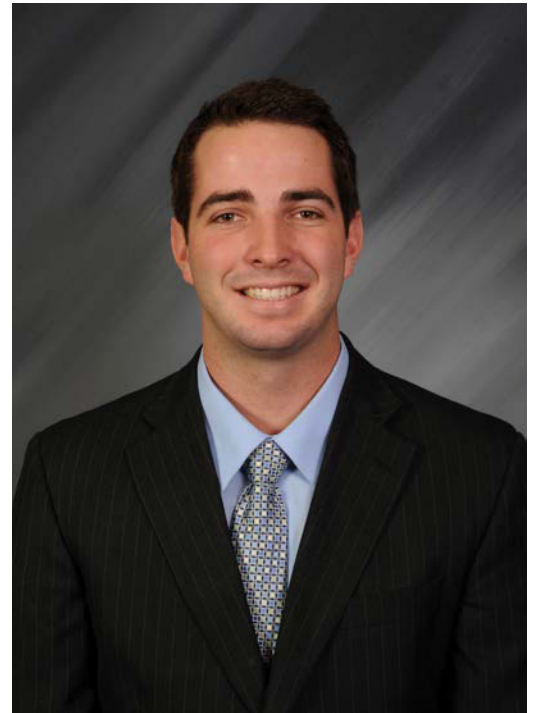
"Likewise, Dr. Stahura became a great friend throughout my time at UNLV. When we discovered we lived in the same condo complex, we began to work out and golf together on the weekends. I learned a great deal about life in and outside the classroom from Kurt."

Boberg says that the most exciting part of his job at Las Vegas Events is being able to work and interact with many world-class event producers on a daily basis. "For the past year and a half, I have been a sponge, trying to soak up as much knowledge as I can of the special events world. The most rewarding part of my job would have to be seeing the finished product of an event and knowing that we played a large part in its success."

Las Vegas Events produces and supports more than 40 events each year, with the National Finals Rodeo (NFR) being the largest. This year, the group introduced Cowboy FanFest as part of the NFR schedule. The 100,000 square feet of interactive space located at the Las Vegas Convention Center featured the best of the Western lifestyle.

According to Boberg, "It's been exciting to work with Bo Gardner, our vice president of corporate marketing, on FanFest sponsorships as well as the National Finals Rodeo hotel sponsorships. I truly feel like I am where I belong."

For more information about the other events Las Vegas Events produces, please visit www.lasvegasevents.com.



Chase Boberg
Event Development Coordinator
Las Vegas Events

Prepare to be Impressed at Chef Artist Series

Spring brings warmer weather, April showers (hopefully), May flowers, AND the second semester's Chef Artist Dinner offerings. Please save the date of Tuesday, April 23 when outstanding local chefs' cuisine will be showcased on campus.

On Tuesday, March 5, the duo of Elizabeth Blau and Kim Canteenwalla, the culinary brainpower behind the new restaurant Honey Salt, were guest hosts. Both Blau and Canteenwalla have resumes that include consulting projects, restaurant ownership, and restaurant startups in some very famous hotels and casinos. The informal dinner with food action stations was a great opportunity to get to know these local powerhouses.

On Tuesday, April 23, Barry Dakake of N9NE Steakhouse in the Palms will be hosting a formal dinner. Chef Dakake comes to the Las Vegas by way of Aureole in New York City, Aureole in Mandalay Bay, and Charlie Palmer Steak in the Four Seasons. This promises to be an evening to remember.



For more information, contact Carmen Ramirez at (702) 895-3930 or Carmen.ramirez@unlv.edu.

Day of Remembrance

For the second year in a row, the Transgender Day of Remembrance (TDOR) was held in UNLV's Student Union in the Philip J. Cohen Theatre. This event serves to both memorialize transgender members around the world who have been brutally killed while educating the rest of the community about their lives. The Harrah Hotel College's Hotel Alliance partnered with both on- and off-campus organizations to coordinate the program.

The two-day event included a "wall of remembrance" with names and photos of the deceased on the campus's free speech space as well as the distribution of flyers to educate those in attendance. On the second day, over a hundred people gathered in the theater for a vigil, which consisted of prayer, music, and pictures to remind the participants about those who had died.

The Hotel Alliance is a pre-professional group for lesbian, gay, bisexual, transgender, questioning, intersex, and asexual (LGBTQIA) students in the hotel college. The group was founded by **David Mikowski, '12**. For more information, email hotelallianceunlv@gmail.com or find it on Facebook at facebook.com/groups/UNLVAAlliance/.

12th Annual Nevada Business Hall of Fame

On February 7 at Bellagio, the Nevada Business Hall of Fame honored Selma Bartlett, Larry Ruvo, and the founders of the event, Steve Comer and Dr. Richard Flaherty.

Each year, the Hall of Fame lauds top business leaders who have made significant contributions to Nevada's economy and brought positive recognition to the state. The Harrah Hotel College congratulates the awardees.



Larry Ruvo

Caesars Hospitality Research Center to Host Summit

The Caesars Hospitality Research Center (CHRC) will host its 2013 Summit on Thursday, May 30, 2013 at Caesars Palace in Las Vegas, NV. This year's topic is Crisis Management in the Hospitality Industry.

The summit's topic was chosen to ensure that the industry maintain an active dialogue on the critical topic of crisis management. "There are varying levels of disaster readiness throughout the industry," said Dr. Tony Henthorne, associate dean of the William F. Harrah College of Hotel Administration at the University of Nevada, Las Vegas. "Our goal is to provide information and generate ideas so that when a crisis does happen, guests and employees are protected, damage to property is mitigated, and business resumes as quickly as possible."

Henthorne is the director of the CHRC that resides at the Harrah Hotel College.

The summit will be a day-long conference with presentations from recipients of CHRC academic research grants; two speaker sessions, a keynote speaker at lunch, and a disaster simulation experience.

For more information on the event, visit www.unlv.edu/hotel/CHRC.



Coffee with Alumni

The Harrah Hotel College Alumni Chapter is looking for Las Vegas alumni interested in hosting hotel college students for *Coffee with Alumni*. The purpose is to allow students to learn about the hospitality industry, networking, finding a job, or other professional topics from industry representatives. The expectation is for alumni to choose a location to host the students (maximum 5 at one time) and facilitate the conversation. If you are interested, please contact the director of alumni and college relations, Robyn Hadden, at robyn.hadden@unlv.edu or (702) 895-3148.

Congratulations



Associate Professor Mehmet Erdem was appointed director of hospitality technology and innovation at the hotel college on March 1, 2013. He will serve as the point of contact in technology-related issues and will help to centralize the innovation and technology efforts of the hotel college. "We strongly believe in the effective use of technology to remain innovative and advance hospitality education and research," said Erdem. "Our college will continue to integrate technology into our curriculum and pioneer quality education for the future leaders of our industry." He can be reached at Mehmet.erdem@unlv.edu.

Nolan Halterman, '06, was honored with the Merchandiser of the Year Award from the PGA Southwest Section Southern Nevada Chapter on January 15.

Jason Montoya, '11, was featured in the January 2013 issue of *PGA Magazine* as the nation's first Pueblo Native American PGA Professional. Read the entire article at pgamagazinedigital.com/i/100660/182.

Donald D. Snyder, dean of the Harrah Hotel College, was named the 2013 Governor's Philanthropist of the Year. He will receive the award on April 11 at the black-tie gala at the Southern Highlands Clubhouse.

Heather Willden, '05, '11, received the Best Professional Paper award in 2012 from the Harrah Hotel College faculty. The paper's topic was Developing Mobile Applications for Meetings and Conferences. She is now working for Core-apps, LLC, a company that is developing a special app for UNLVino. She can be reached at heatherwillden@gmail.com.



Alumni Updates

1990s

Elliott.dubin@yahoo.com

2000s



and Casino

All-Suite Las Vegas



Geoffrey Moran, '12, served his university in student government as the student body vice president and as the 2009 homecoming director. His involvement, experience, and leadership development led him to a Disneyland internship as a vacation planner, where he assisted guests and created some magic. Since graduation, Moran has put his degree to use as a catering coordinator at the Treasure Island Hotel and Casino. He lives in Las Vegas and can be reached at moran.geoffrey@gmail.com.

Alexandra (Allie) Singer, '12, is a sales manager for two Marriott properties managed by White Lodging Services in San Antonio's downtown area. Allie may be contacted at Alexandra.singer@whitelodging.com or by phone at (443) 845-2003.

Karla Washington, '12, is currently the merchandise acquisition coordinator for Opportunity Village in Las Vegas. With a major in Meetings and Events and a Minor in Civic Engagement and Leadership, she has the best of both her passions. Friends may contact her at washingtonk@opportunityvillage.org.



Xirui Yan, '12, has been promoted to assistant director, Summer China Program. Previously, she was an operation assistant for the same program. Yan lives in Beijing, China and serves as president for the Beijing Regional Club of the UNLV Alumni Association. She may be reached at xirui.yan@yahoo.com.

Sam Zanini, '11, has recently been promoted to campaign and database marketing manager for Mandalay Bay. He was previously casino marketing and slot operations analyst for New York-New York as part of the Management Associate Program (MAP) through MGM Resorts International. Friends may contact him at szanini@mandalaybay.com.

Dear Fellow Hotel Alumni,

As the new chapter president for the William F. Harrah College of Hotel Administration Alumni Chapter, I am excited to share with you the vision and goals for our program. Our vision is to create and foster relationships by offering new experiences for present and future alumni. By doing this, we promote fellowship, provide financial support, and ultimately advocacy for the university and our college.

You play a critical role in the vision for our program. It is important for you to get involved as you represent the foundation for UNLV and the hotel college brand. We would like to continue to promote the vision of our previous president, Dennis Gradillas, by moving toward such a well-connected alumni network that when a fellow alumnus picks up the phone, moves to a new city, or is working on a fundraising event, we speak to that alumnus without exception. That is our vision of a connected, powerful, and strong alumni chapter, one with a voice to make a difference.

As we move into 2013, the board will focus on providing you with more opportunities to connect with industry leaders, alumni, students and faculty. Programs such as the Rebel Business Network or the Hotel College Mentor Program and signature events such as the Vallen Dinner and UNLVino are great ways to network and stay connected. Additionally, we'll be making concerted efforts to engage with our alumni living outside Southern Nevada, as there is a large Rebel contingent spread across the country and globe.

As UNLV continues to look at exciting projects such as UNLV Now and a new hotel college building, your involvement and advocacy for the university is paramount. If UNLV is going to continue to grow and evolve into a premier academic institution, these initiatives are critical to the university's and community's long-term growth and development.

Finally, I want to take a moment to thank Dennis Gradillas for his leadership and mentorship the past two years. He has laid the foundation for us to continue to grow and prosper as a hotel college alumni chapter.

I am very excited about this year and sincerely hope I have an opportunity to meet, engage, and foster many new relationships with my fellow alumni.

Run as One! Go Rebels!

Chris Smith



Chris Smith

Alumni Chapter Board of Directors

The hotel college alumni chapter board of directors was announced in January 2013.

Christopher Smith, '98, President
Caesars Entertainment

Holly Mae Lindsay, '99, Vice President
Delmonico Steakhouse

Marco Benvenuti, '02, Treasurer
Duetto Research

Tracee Nalewak, '02 M.S., Secretary
Angel Management Group

Dennis Gradillas, '91, Past President
Las Ventanas

Vicki Savini, '92
Table 23

Michael Pius, '10, M.S.
The First Tee of Washington, D.C.

Sandy Kim, '11
Bellagio

Adam Gordon, '04
Las Vegas Convention and Visitors Authority

Bobbie Barnes, '93, '05 M.Ed.
Bob Boughner Career Services Center

Pat Moreo, '69, '83 Ed.D.
Faculty Liaison