

Spring 2014

Giving Matters

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Las Vegas Sands partnership advances leadership, success

\$7 million gift will change the status quo in hospitality education

Through a combination of personal anecdotes and straight-ahead business adages, hospitality industry giant Sheldon Adelson told an audience of more than 1,000 UNLV students that success requires you to change the status quo.

Adelson, chairman and CEO of Las Vegas Sands Corp., and company president and COO Mike Leven gave talks on campus in May to kick off the “Conversations on Leadership” series, which will be a hallmark of a new center for executive entrepreneurship at the William F. Harrah College of Hotel Administration. The proposed center is being funded through a \$7 million gift from Las Vegas Sands Corp.

In April, Las Vegas Sands announced the multi-year gift to the Hotel College, of which \$4.5 million will be allocated to create the proposed center for international hospitality and gaming education, and \$2.5 million will support construction of a new academic building. [See related story, page 2.]

During his appearance on campus, Adelson recounted his childhood in Dorchester, Massachusetts, to interviewer Arte Nathan. His later success, he quipped, could be considered a rags-to-riches story, “but we were so poor we didn’t even have rags.” His first job was selling newspapers in Boston, which he soon leveraged into “owning the corner” and having others working for him. He noted that the common theme of his business ventures has been finding opportunities that changed the status quo and then doing something new and different.

For Adelson, changing the status quo in Las Vegas meant catering to the needs of the convention customer. His Sands Expo and Convention Center, built in 1989, was the first privately owned and operated convention center in the U.S. More recently, Adelson found success in Singapore, where the Marina Bay Sands is considered the most expensive building in the world.

“Most people get a business idea and try to raise the money to do it,” he said. “They might end up sacrificing the idea to fit the budget. But the most important thing for success is to develop the product or service and then get whatever money it takes to complete it.”

The self-made billionaire emphasized that to be successful, you have to take risks and accept failure. “Risk is reward and reward is risk,” he admonished. “You can’t be an entrepreneur unless you take risks — and that’s just opening the door.”

In addition to building a vast business empire, Adelson and his wife, Dr. Miriam Adelson, have been creating a significant philanthropic legacy that largely focuses



Sheldon Adelson, left, talks with students at UNLV.

on medical research. He said his greatest hope is that the research will lead to discoveries to address the causes of cancer and other devastating diseases.

The opportunity to hear Adelson and Leven talk about their successes — and their challenges — was encouraging to UNLV students who hope to gain a footing in the competitive hospitality and gaming industry. “Hearing about their grass-roots beginnings helped me understand that success is not about glitz and glamour,” said Andy Bomberger, ’14, a recent Hotel College graduate. “These industry giants are normal people who ended up where they are because of their exceptional dedication and willingness to take risks.”



Globally accomplished

Robin Gonzales, '14 is, in a word, outstanding. An immigrant who moved to Nevada six years ago, he quickly overcame language and cultural barriers and transformed into a scholar and an involved agent of change.

Selected as one of just five outstanding graduates at UNLV’s 2014 spring commencement, Gonzales was one of the first UNLV students to graduate with the Brookings Public Policy Minor, a unique program taught by UNLV faculty and scholars from the Brookings Institution. The English and political science dual major twice attended the Clinton Global Initiative University Conference, which annually hosts university students worldwide to present innovative approaches to solving global issues. Gonzales presented a health education project that he developed with high school classmates in his native Philippines.

Gonzales was honored this semester with the Rebel Awards’ Outstanding Scholar Leader and with the prestigious Lance and Elena Calvert Award, which recognizes excellence and sophistication in undergraduate research skills. He plans to pursue a law degree to continue his passion for justice.

Read about all of UNLV’s spring 2014 outstanding graduates at news.unlv.edu/article/spring-2014-outstanding-graduates.

Welcome from the executive director



Putting a price on the value of leadership, knowledge, aspiration, and critical thinking is subjective at best and unworkable by most measures. But the number crunchers at PayScale, a company that tracks salaries and other data, have come up with a way to measure the value of U.S. college degrees. They based their survey on total costs versus alumni earnings. And what they found is good news for UNLV graduates — and for those of us who invest in their education.

According to a report released this spring [payscale.com/college-roi], UNLV graduates get a better return on investment (ROI) than graduates at most public universities in the country. UNLV ranked 129 of 415 public universities for its 20-year ROI.

On average, a UNLV grad earns \$16,380 more per year than someone with just a high school degree. And projecting out over 20 years, the average ROI for a UNLV degree holder averages 7.4 percent a year. It bumps to 9.0 percent when scholarship support is factored in.

While the numbers make a good case for supporting higher education, they pale when held up to the faces of students and faculty whose lives are enriched by UNLV. We invite you to read some of their stories, and we thank you for supporting their dreams.

Sincerely,
Nancy
Nancy H. Strouse
Executive Director, UNLV Foundation
Senior Associate Vice President for Development, UNLV



Electrifying the future

Sociology Ph.D. candidate Chris Conner is happy to talk about his research into the Electric Daisy Carnival — but he really lights up when he talks about his planned gift to UNLV.

The Electric Daisy Carnival, a three-day, three-night music festival that will draw more than 100,000 people to Las Vegas Speedway this June, could be viewed as a Woodstock for millennials: a massive gathering of teens and 20-somethings, live bands, and psychedelic imagery. Chris Conner takes a more scholarly view. The 32-year-old graduate student in sociology is exploring the Electric Daisy Carnival and similar events to find out how the electronic dance music (EDM) movement is evolving from a small pop subculture into a major corporate enterprise.

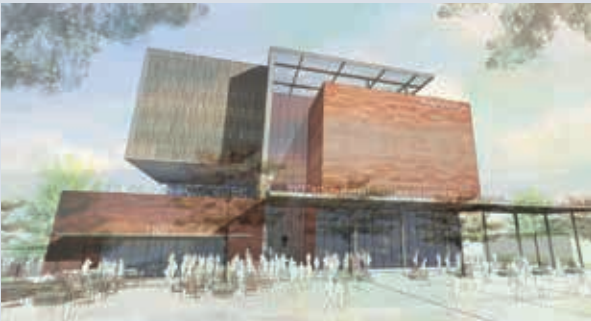
“My research highlights the importance of the EDM movement to the economy,” Conner explains. Citing a recent *New Yorker* article, he adds, “Dance clubs are quickly replacing gaming as a primary source of casino revenue.”

Music and his Ph.D. aren’t the only things Conner thinks about. Unlike most people his age, he also is making estate plans. Prompted by the death of his mother when he was 24 and his father’s passing just three years ago, he found himself dealing with the complex legal and emotional issues involved with wills and inheritance — and values.

“Many people helped me through difficult times,” he says. “I want to help the next generation.” He is making this happen through an estate plan that includes gifts to Indiana University-Purdue, where he earned his bachelor’s degree, and to UNLV. “These gifts not only make me feel good,” says Conner, “but they also motivate me to save more so that my estate gifts really make a difference.”

For information about how you can support UNLV through a provision in your will or estate plan, visit unlv.edu/foundation/plannedgiving or call Bud Beekman at 702-895-2841.

Plans for new Hotel College building advance



Plans for a new academic building for the William F. Harrah College of Hotel Administration are gaining ground with an infusion of major support from industry partners. The proposed Hospitality Hall, which will add roughly 95,000 square feet of classroom, laboratory, and meeting space to campus, will help advance the Hotel College’s position as a global intellectual hub of hospitality education.

Konami Gaming launched fundraising for construction of the building in February with a \$2.5 million pledge. This spring, Las Vegas

Sands Corp. announced its commitment of an additional \$2.5 million for Hospitality Hall as part of a \$7 million gift to the Hotel College that also includes funding for a new global executive education center.

In 2010, the Caesars Foundation provided \$2.5 million to UNLV to jump-start the building’s initial design phase. Nevada legislators approved planning funds for Hospitality Hall during the 2013 legislative session, and the State Board of Examiners OK’d a contract for architectural services earlier this year.

The anticipated cost of the project is \$50 million, with a proposed \$30 million in public funding and \$20 million from private sources. UNLV expects to present a public funding request during the 2015 legislative session, which, if approved, means the building could be opening its doors by late 2017.

“The Harrah Hotel College has been at the heart of hospitality education for decades,” said UNLV President Donald Snyder, who served as dean of the Hotel College from 2010 to 2013. “The college must remain at the forefront of the industry, and this new building provides UNLV the opportunity to define excellence in hospitality education for future generations.”



A joy forever

“A thing of beauty is a joy forever.” It’s a simple quote from poet John Keats that has been speaking to visitors of the Lee Pascal Rose Garden for the past 25 years, inscribed on the stone that commemorates the garden’s dedication June 15, 1989. Elaine Wynn chose the adage, which she said was a lesson she learned from her mother, Lee Pascal. The spectacular garden was a gift from Wynn, trustee emerita of the UNLV Foundation who served as chair from 1985 to 1991.

More images of the rose garden and other campus landmarks can be viewed at unlv.edu/foundation/campus-scenes.

Facts and faces of scholarship

Scholarships really do change lives, families, and entire communities. We are pleased to introduce you to just a few of the people whose lives have been touched by your gifts to UNLV.



Jamie Mitchell



Jessica Hillman



Cortney Miller



Jeremy Klewicki



Jessica Urgelles

Inventing interventions

Jessica Urgelles is trying to create a brighter future for Las Vegas’ most vulnerable children — those whose mothers are drug addicts. The doctoral student in psychology has seen with her own eyes the tragic impact of mothers who put their own need for drugs ahead of the well-being of their children. “You’d think moms would want to do anything for their children,” she reflects, “but their decisions are completely skewed by the drugs they’re using.”

Urgelles’ dissertation research focuses on helping families by developing interventions for mothers who have been reported to Clark County for child neglect and maternal drug abuse. Her critical work is supported by the **Barrick Fellowship** and the **Patricia Sastaunik Scholarship**.

The art of scholarship

Percussionist Jeremy Klewicki doesn’t miss a beat when asked why he moved from New York to Las Vegas to study jazz at UNLV. “UNLV offered me several scholarships, for both my musical ability and my academic merit,” he explains. Klewicki is a recipient of the **Jay Morrison Jazz Studies Scholarship**, the **Mary Dougherty Honors Scholarship**, and an **Undergraduate Achievement Award**.

“UNLV had something else those New York conservatories didn’t,” he adds, “...this thing called

the Honors College.” As an Honors College freshman, his academic horizons are expanding. “I feel like I’m learning things that matter, things that help make the difference between my being a drummer and being a musician, the difference between being a technician and an artist.”

Sowing seeds of scholarship

Jamie Mitchell has a design in mind for his future. The dynamic UNLV Honors College junior hopes to create sustainable entertainment landscapes, whether it’s resort properties, golf courses, or theme parks. Mitchell is pursuing his dream with help from the **W. Leslie Sully Scholarship**, established in 2013 in memory of the attorney who represented the UNLV Foundation for more than 30 years.

“My husband and I visited botanical gardens wherever we traveled, and his pockets were always full of the seeds he’d collect along the way. He had a passion for anything green,” reflects Cheryl Sully. “Although he enjoyed a successful career as an attorney, transforming our desert backyard into a personal parklike oasis was his labor of love.” The W. Leslie Sully Scholarship supports landscape architecture majors. Mitchell is the scholarship’s first recipient.

On track to succeed

Cortney Miller is learning a lot about muscles — as both an athlete and an academic. When she’s

not working out as one of two sophomore hammer throwers on the UNLV women’s track and field team, she’s studying kinesiology in the School of Allied Health Sciences. Miller, a graduate of Calvary Chapel High School in Las Vegas, is the 2014 **Sheila Tarr-Smith Scholarship** awardee.

The scholarship is named in memory of the track and field star who became UNLV’s first-ever national champion when she grabbed top honors in the 1984 NCAA heptathlon. “This scholarship gave me the means and motivation to succeed at UNLV,” says Miller, who, according to her coach, is on track to break records herself. “Anywhere else wouldn’t feel like home.”

Support worth smiling about

Raised by a mother in the hospitality industry, freshman Jessica Hillman learned at an early age the power of a winning smile. Now when she talks about the opportunity she’s been given to study at the William F. Harrah College of Hotel Administration, the **Hornbuckle Family Scholarship** recipient’s smile is irrepressible.

“I am so grateful to be studying in Las Vegas and for the scholarship support that makes it possible,” she beams. The scholarship was established through a gift from Hotel College alumnus Bill Hornbuckle, ’84, president and chief marketing officer for MGM Resorts International.

New scholarship funds: May 1, 2013 through April 30, 2014

Richard L. Brown Community Service Award
Chemistry Scholarships
Helen N. Dwyer Trust Scholarship
Pat Goodall Scholarship
Gary W. Hanna & Carolyn Jan Hanna Soccer Scholarship
International Studies General Scholarship
JT3 Graduate Fellowship
Khan Scholarship
NSTec National Security Scholarship
O’Bannon Anaya & Company Scholarship
Philpott First Robotics Scholarship for Engineering
Rancho High School Scholarship
W. Leslie Sully Scholarship
UNLV Foundation Preview Scholarship

Scholarships by the numbers*



- 14,927 full-time undergrads
- 6,634 undergrads who received scholarships awarded by UNLV
- 8,053 undergrads who received no scholarships

\$1,379
Average annual scholarship per undergrad

\$5,890
Average student loan per year per undergrad



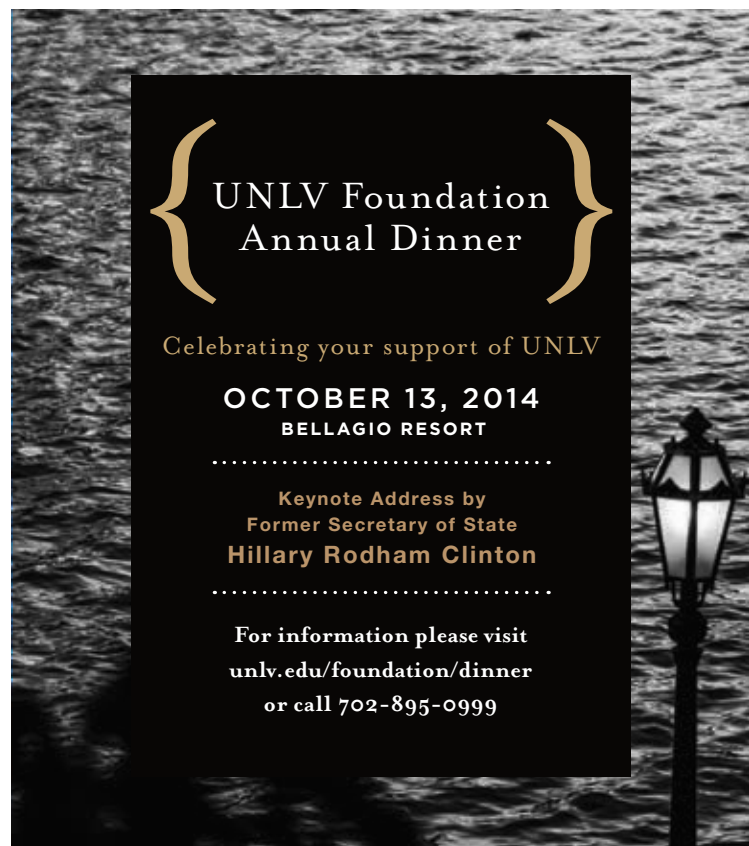
- 3,105 full-time graduate students
- 253 graduate students who received scholarships awarded by UNLV
- 2,754 graduate students who received no scholarship support

\$2,347
Average annual scholarship per graduate student

\$17,155
Average student loan per year per graduate student**

*Fall 2013

**Excluding Law, Dental Medicine, Nursing



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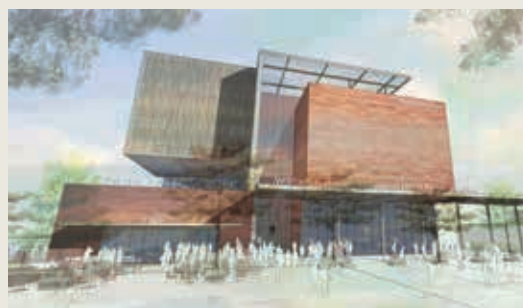
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2014 Awards of Excellence
GOLD



INSIDE:



- Changing the status quo at the Harrah Hotel College. Stories, pages 1 and 2



- Women's track & field's Cortney Miller is just one of the many faces of scholarship at UNLV. Report, page 3



Q&A with Dr. Barbara Atkinson Planning dean for UNLV School of Medicine

Dr. Barbara Atkinson was named planning dean for the UNLV School of Medicine in May. An expert in the field of pathology, she comes to Las Vegas from the University of Kansas School of Medicine where she served as dean and then executive vice chancellor.

What can the community do to help expedite the launch of a medical school in Las Vegas?

We'll be looking to the community to be our partners. Our planning process will encompass all of our stakeholders. Let us know your needs and your strengths. Las Vegas is an incredibly vibrant place. We will have to encourage educators and researchers to embrace the opportunity here. We will need support to recruit excellent physicians who love to teach and brilliant scientists who are passionate about research. I was immediately impressed by the people I met here and the collective will to get the medical center off the ground. This momentum is very persuasive.

What about Las Vegas attracted you?

The opportunity. It's phenomenal! We have a chance to set up a medical center from scratch to serve this region and do it in a way that will address our medical needs 50 years into the future.

How will a medical school here impact health care for my family and other families in the valley?

An academic medical center will bring first-class health care to the region. We will be training new doctors, so there will be more doctors and more specialists. As a result, access to health care will be easier. It isn't just the additional physicians we will recruit and train; the whole health care sector will be energized. Residents will be able to participate in clinical trials and have access to the newest treatments. We will be able to accommodate the highest-level referrals right here.

We should also keep in mind that it isn't just the health care sector that will be positively affected by a new academic medical facility. There will be economic benefits across the spectrum.

What are the first steps you'll be taking?

We have to bring together our partners to articulate our mission and bring it out to the broader community. I will be working to lay out the structure of the center, recruit faculty, and secure funding.

What would we be surprised to learn about you?

I'm a birder. Moving from the eastern half of the continent to Las Vegas gives me a chance to learn more about Western bird species. Like so many other experiences, noticing similarities will be helpful — but it's the differences that make things more interesting!

Welcome new leadership

The UNLV Foundation is pleased to announce its new board of trustees officers:

Michael Yackira, chairman
Greg Lee, vice chairman
Greg McKinley, '80, second vice chairman
MaryKaye Cashman, '82, treasurer

We also welcome these new trustees:

Tom Jingoli, '96, Konami Gaming Inc.
Gary Johnson, '78, Johnson Jacobson Wilcox
Rob Roy, Switch
Rajesh Shrotriya, M.D., Spectrum Pharmaceuticals Inc.

Look for profiles of our newest board members in the next edition of Giving Matters.